



CITY FLAG
DESIGNED BY
FREDRICK L. LANGE
JULY 6th 1964



Complete Count Committee
January 7, 2020
City Hall
5:30 p.m.
Second Floor Conference Room

- I. Introductions
- II. Review Last Meeting
- III. Short Presentation by Thomas Davenport Census Partnership Specialist
 - a. Tom would like to work with area organizations to host applicant days to assist in recruiting employees for the census. Jennifer will connect him to the proper individuals to set this up. Ideas included events at SWIC, the Community Assistance Office, Libraries, YMCA and high schools (targeting those who are already 18).
- IV. Old Business
 - a. Testimonials
 - i. Lennox and Christine agreed to assist with testimonials. Jennifer will reach out to them to schedule.
 - b. Implementation of Communications/Marketing Plan
 - i. Members received a check list of tactics to complete for January. Individual details are as follows:
 1. Kevin will place information in his communities' newsletters and new resident packets.
 2. Lennox will provide information and flyers at the YMCA's front desk. The Y is also willing to host an awareness and Get Counted event. Jennifer will work to schedule dates/times. Jennifer will provide the Y with a few hundred flyers. Lennox will also ask the East Y to hand out information.
 3. Jim Young would like to host an awareness and Get Counted Event at the Food Pantry. Jennifer will work to schedule dates/times. Jim's recommendation is to hold these events closer to the end of the month as there are more individuals served in the later part of the month. Jennifer will provide Jim 100 flyers to pass out.
 4. Gloria will present information at her upcoming MLK, Jr. events and will let Jennifer know about upcoming 17th Street meetings. She sked about the possibility of hosting a census event at the Freedom apartments in her neighborhood.
 5. Christine will participate in a testimonial. She will also pass out information at her front desk and supply information at her kiosk for clients.
 6. Annissa and Joel will have information at the front desk for new residents in their occupancy information. They'll also decorate their bulletin board where guests come in.



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7. Jennifer will reach out to Wendy and the Chamber to discuss their specific tactics.
 8. Aretha will pass out information at her upcoming board meeting and also made the recommendation to get information to the grants office and at governmental agency building in ESTL as many Belleville residents go there to sign up.
 9. Kurt asked Jennifer to identify the best handout to send to the veteran population. She will follow up with him and provide flyers.
 10. Ada connected Jennifer to the editor of the Messenger to publish an article about the census to the Hispanic community. She also brought to the attention of the group concerns about confidentiality. Tom is following up on her inquiry.
 11. Doug asked for a smaller handout to be designed. Jennifer will follow up on this.
 12. Miscellaneous ideas suggested include: asking schools to read info over daily announcements in March, ask area businesses to put information up about the census on their marquee. Jennifer will follow up on this.
- c. **Town Hall and Outreach Discussion**
 - i. Locations identified for Census Awareness events include: Interfaith Food Pantry, YMCA, PSOP events, and neighborhood associations. Jennifer will reach out and follow up to set dates/times/and locations.
 - d. **Open Census Events on April 1**
 - i. Jennifer will reach out to Leander with the library to set up Census Day events. The idea to host those at the YMCA and Food Pantry was also presented. Jennifer will follow up with those individuals.
- V. **New Business**
- a. **In-Kind Donations for Communications**
 - i. Kevin Bouse is taking out 8-sheet ads and is working with John Reichert for a possible in-kind contribution, or he may sponsor the billboards. He and Jennifer will follow up on this.
 - ii. The group was asked to brainstorm other printers who might be willing to provide in-kind materials such as yard signs for the census campaign.
 - iii. Jennifer will follow up with the Lincoln theater, Skyview and some potential in-kind contributors.
 - b. **Incentive Campaign Discussion**
 - i. The group was asked to brainstorm various incentive ideas to get people to get counted via social media contests.
 - c. **Participation in St. Pat's Parade**
 - i. The group had interest in this. We need to secure a location in the parade and order swag to hand out. We might get matching shirts! The parade is March 14 at 11 a.m. and applications to participate should come out in early Feb.
- VI. **Adjourn**

CITY OF BELLEVILLE, ILLINOIS



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- a. The next CCC meeting is set for Feb. 4 at 5:30 p.m. in the second floor conference room at City Hall.