



Northfield Complete Count Committee MEETING MINUTES RECORD

Meeting: Complete Count Committee

Date: January 23, 2019 **Location:** City Hall—2nd Floor Training Room **Start Time:** 3:00 pm **Adjourn Time:** 4:30 pm

Members present: Janine Atchison, Erin Bailey, Char Carlson, Kendall Clements, Angelique Dietz, Pam McDowell, Pat Jorstad, Corinne Smith, Mar Valdecantos, Kayla Wolff

Members Absent: Rita Olson

Also Present: Rhonda Pownell, Deb Little, Mitzi Baker

Item	Discussion/Conclusions	Action
Call to Order	Roll call and introductions	A roll call was taken of members present and a quorum was present.
Approval of Agenda	Review	The agenda was approved as presented.
Approval of Minutes	There were no minutes as this was the first meeting of this committee.	
Presentation		
Introduction to Complete Count Committee	Mayor Pownell welcomed and thanked committee members. Spoke briefly about the importance of the committee	
Agenda		
Introductions: Why participants chose to be a part of the committee	<ul style="list-style-type: none"> • Importance of demographics developed by census • Help college and students with confusions around census and participation in it • Investment of city in college and college in city • Help with counting immigrants, low income people, and other undercounted groups • Intrigued by process • Importance of funding for programs for the community that are census numbers dependent • Critical importance of accurate count 	

Open Meeting Law	<p>Little reviewed the Open Meeting Law</p> <ul style="list-style-type: none"> • Group emails need to go out through city staff and bcc • Subcommittees can meet, but cannot take action 	
Budget	<p>Mayor Pownell explained that the committee has a budget for 2019 of \$5000 with some additional funds designated for \$2020.</p>	
Discussion: Why is the Census important?	<ul style="list-style-type: none"> • It is the law • Funding—federal, state, local governments—follows the census generated statistics • Redistricting for federal and state governments are based on these numbers • Value of demographic information for planning—schools, businesses, hospitals • Source of information that can be used for grant applications • US lacks a form of ‘registration’ of people as they move within the country as is done in other countries—so this is important for counting • Basis for much planning vs. speculation • Updating information from the past • Policy design • Understanding the changes of population numbers and what is behind these 	
Discussion: Why is a CCC important?	<ul style="list-style-type: none"> • Get the word about the Census out • Help people become comfortable with the Census and the process • Encourage participation • Variety of connections to have a broad reach into the community 	
Discussion: What are the challenges to participation in Census process?	<ul style="list-style-type: none"> • Apathy • Suspicion—Why do you want to know about me? Conspiracy concerns • Distrust of government • Polarization • Citizenship status concerns • Confidentiality concerns • Getting correct information into the public 	

<p>Discussion: What are some of the areas of focus for this committee?</p>	<ul style="list-style-type: none"> • Statistical maps to identify areas of high and low rates of return in 2010 • Off campus student housing • Rentals • Reduce distrust • Emphasize that there are limited required questions to be answered—hopefully citizenship will not be one • Emphasize need to focus on counting <i>every</i> resident • Online platform—Inform public about this so that they do not assume messages from Census are fraudulent or spam • Multiple languages—Print information in several languages used locally • Do something on April 1, 2019 to generate interest in a year of census focus 	
<p>Question: Should we include regional (Dundas, Faribault, townships) representation?</p>	<p>Mayor Pownell raised the question—More area participation ensures better counting, representation, and services for the entire region</p> <p>Discussion about viewing the School District as a target audience for outreach efforts</p>	<ul style="list-style-type: none"> • Deb Little, Erin Bailey, Mayor Pownell will reach out to people in Faribault and the area about this
<p>Discussion: Process of outreach</p>	<p>City Census Celebration for April 1, 2019—Countdown to the Count—‘We are counting on YOU to be counted!’</p> <ul style="list-style-type: none"> • Media blitz <ul style="list-style-type: none"> ◦ <i>News</i>, KYMN, social media • Banner for Bridge Square or Hwy 3 <p>Lawn signs</p>	<ul style="list-style-type: none"> • Erin Bailey and Kendall Clements will work on this and present a proposal at next meeting
<p>General Timeline</p>	<p>Education of CCC—Present onward—State meetings and webinars are available resources</p> <p>Events—June 2019, intensifying in September, with greater increase in January 2020</p>	<ul style="list-style-type: none"> • Deb Little will send out links to these resources
<p>Homework for Committee</p>	<ul style="list-style-type: none"> • Review Census materials • Visit websites • Note questions and resources • Research and consider: Approaches to reach rentals, immigrant communities, hard-to-reach groups 	
<p>Reports From Commission Members</p>		
	<p>None</p>	

Adjourn		
Adjourn the meeting		The meeting adjourned at 4:30 pm.
Next Meeting	Tuesday, February 26, 1:00-2:30 pm Training Room, 2 nd Floor, City Hall	

Submitted by: Corinne Smith