

**CENSUS AD HOC COMMITTEE  
CITY OF PEORIA, ARIZONA  
PUBLIC SAFETY ADMINISTRATION BUILDING, CINNABAR NORTH/SOUTH  
January 6, 2010**

A **Regular Meeting** of the Census Ad Hoc Committee of the City of Peoria, Arizona, convened at 8351 W. Cinnabar Avenue, Peoria, AZ in open and public session at 6:06 p.m.

**Members Present:** Chair Leigh Strickman, Dolores Ceballos, Pat Hickson, Arnold Harraway, Gina Kowacz, Ron Lyzniak, Joe McCord, Eva Osuna and Richard Ward

**Members Absent:** Diana Bedient, Jessica Burguan, Patrick Burruss, Lisa Dotson, Roger Nelson and Fred Sanchez

**Municipal Officials Present:** Mary Jo Waddell, City Clerk; Sherine Zaya, Office of Communications; Steve Bleyer, Ed Boik, Dawn Boyer, Claudia Luján, Millie Peterson and Stephanie Whyte

**Audience:** No members of the public were present.

**Note: The order in which items appear in the minutes is not necessarily the order in which they were discussed in the meeting.**

**CONSENT – New Business:**

Committee Chair Strickman asked if any Committee member wished to have an item removed from the Consent Agenda. Having no requests from the Committee, motion was made by Committee Member McCord, seconded by Committee Member Osuna, to approve the Consent Agenda. Upon vote, the motion carried unanimously 9 to 0.

1C **DISPOSITION OF ABSENCE**

Approved/excused the absences of Census Ad Hoc Committee members from the December 8, 2009 meeting:

- Patrick Burruss
- Dolores Ceballos
- Arnold Harraway
- Ron Lyzniak

2C **MINUTES**

Approved the minutes of December 8, 2009 Census Ad Hoc Committee meeting.

## **REGULAR AGENDA**

### **NEW BUSINESS:**

#### **3R MINORITY POPULATION**

Presentation and discussion, led by Al Macias, U.S. Census Bureau Partnership Specialist, and possible action related to minority outreach and Minority Subcommittee.

Mr. Macias was not present at the meeting. Chair Strickman directed staff to contact Mr. Macias to set up a meeting with the Minority Subcommittee for a separate discussion on methods of minority outreach.

#### **4R 2000 CENSUS RESPONSE RATE**

Presentation, review and discussion, led by Ed Boik, Planner with the City of Peoria, regarding census maps and collective information.

Mr. Boik, Planner, presented maps representing data collected from the 2000 Census response rates. Steve Bleyer, Management Assistant, provided demographic data and informed the Committee that data can be provided down to a city block level. Discussion ensued regarding the data presented. Consensus of the committee is that this data provides detailed information on which areas of the City that need the most outreach.

#### **5R REPORTS FROM SUBCOMMITTEES**

Reports by various Subcommittees and discussion and possible action related to the Subcommittees' strategies and planned activities.

Gina Kowacz reported on activities of the Faith-based Subcommittee. Ms. Kowacz reported that a Census flyer will be distributed at the January 9, 2010 Relay for Life event. A Census presentation will be presented at the Peoria Chamber Luncheon scheduled on January 13, 2010. The Subcommittee is awaiting possible approval of the partnership application.

The Subcommittee is working on compiling a mailing list of houses of worship so that letters will be sent requesting information on meeting dates and times. The Subcommittee will then schedule appointments to present Census information at the meetings. Ms. Kowacz reported that she has contacted the American Cancer Society.

Arnold Harraway and Rich Ward had no updates to report on behalf of the Events Subcommittee.

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Chair Strickman notified the Committee that she has asked that Jessica Burguan work with the Events Subcommittee. Chair Strickman requested that all Subcommittees provide event and activity information to Jessica as she will be keeping an overall events listing. Ms. Burguan will assist with coordinating event information and attendance. Chair Strickman indicated that each Subcommittee should report on their activities bi-weekly. Discussion ensued regarding Subcommittee reporting.

Joe McCord reported that the Home Owner's Associations Subcommittee had met with some home owner associations; however there has not been much activity during the holidays. Mr. McCord further reported that an article was placed in the Ventana Lakes newsletter. Chair Strickman requested that Mr. McCord work with the Non-profit Subcommittee.

Pat Hickson reported that the Senior Population Subcommittee will be meeting later this evening. The Subcommittee will focus on written/printed materials. Chair Strickman discussed the need to target retirement, assisted living facilities and groups homes in the low response areas as shown in the 2000 Census datum.

Eva Osuna reported on the activities of the Minority Subcommittee. Ms. Osuna reported on an event scheduled for January 16, 2010 at the Peoria Arizona Historical Society (PAHS). The Subcommittee will also work to include Census information in the PAHS newsletter.

Claudia Luján commented on the importance of event promotion. The Ad Hoc Committee needs to make sure there is a mechanism in place to promote events. Discussion ensued regarding how to contact minority groups.

Sherine Zaya reminded Committee members that Census brochures are available in both English and Spanish. Census posters were distributed to Committee members and additional posters are available through the City's Communications Office.

Chair Strickman reported on behalf of the Business Subcommittee. Chair Strickman requested a listing of businesses in the high risk area as shown in the 2002 Census datum. Steve Bleyer noted the business listing can be provided based on site location. Discussion ensued regarding the importance of prompt Census data returns.

Chair Strickman reiterated that Subcommittees submit bi-weekly reports. It was the consensus of the Committee that subcommittees will continue to work on designated activities and that the next meeting of the Ad Hoc Committee will be held on March 9, 2010.

**CALL TO THE PUBLIC:** (Non-Agenda Items)

None

**REPORTS FROM STAFF:**

Sherine Zaya provided an update on partnership applications. Ms. Zaya also reported on the Census processing center tour scheduled in late January. Committee members wishing to attend should contact Sherine as soon as possible.

Ms. Zaya provided an overview of the types of information and activities the bi-weekly Subcommittee reports should contain. Ms. Zaya also provided the names of City staff designated as the point of contact for each Subcommittee.

**REPORTS FROM AD HOC COMMITTEE:**

None.

**ADJOURNMENT**

Motion to adjourn was made by Committee Member McCord, seconded by Committee Member Ceballos. Upon Vote the motion carried unanimously 9 to 0.

There being no further business to come before the Census Ad Hoc Committee, the meeting adjourned at 7:35 p.m.

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Leigh Strickman, Chair

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Date Signed