

**CENSUS AD HOC COMMITTEE
CITY OF PEORIA, ARIZONA
PUBLIC SAFETY ADMINISTRATION BUILDING, CINNABAR NORTH/SOUTH
MARCH 9, 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 6:05 p.m.

Members Present: Chair Leigh Strickman, Diana Bedient, Jessica Burguan, Pat Hickson, Arnold Harraway, Ron Lyzniak, Joe McCord, Roger Nelson, Eva Osuna and Richard Ward

Members Absent: Patrick Burruss, Dolores Ceballos, Lisa Dotson, and Gina Kowacz

Municipal Officials Present: Mary Jo Waddell, City Clerk; Sherine Zaya, Office of Communications; Ed Boik, Claudia Luján, and Stephanie Whyte.

Audience: Al Macias, United States Census Bureau

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 Lyzniak, seconded by Committee Member Osuna, to approve the Consent Agenda. Upon vote, the motion carried unanimously 9 to 0.

1C DISPOSITION OF ABSENCE

Approve/excused the absences of Census Ad Hoc Committee members from the January 6, 2010 meeting:

- Diana Bedient
- Jessica Burguan
- Patrick Burruss
- Lisa Dotson
- Roger Nelson
- Fred Sanchez

2C MINUTES

Approved the minutes of January 6, 2010, Census Ad Hoc Committee meeting.

REGULAR AGENDA

NEW BUSINESS:

3R REPORTS FROM SUBCOMMITTEES

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

Clerk's Note: No action was taken.

Chair Strickman asked each of the subcommittees to report on recent activities. Committee members reported on the activities and recent events that their groups had participated in. Discussion occurred regarding the upcoming event with Peoria High School on March 25th. Al Macias reported that the Census office would be providing t-shirts, caps, flyers and yard signs. Mr. Macias further reported the flyers would be in English and Spanish. Claudia Luján reported on the coordination of the event and ways in which the high school is working to encourage students to return family census forms to the school. Joe McCord inquired whether a similar event could be coordinated at Kellis High School. Staff will look into that possibility.

Al Macias reported that the Census would be staffing a table at a spring training game on March 20th. Diana Bedient commented that the Peoria Chamber has a table there every day during spring training and that Census information could be distributed at the Chamber's table. Mr. Macias will get supplies to Ms. Bedient. Further Ms. Bedient indicated that the Chamber is hosting an event on March 25th and could distribute Census information at the event.

Mr. Macias announced that faith based folders are available. The Census office has thousand of those that can be distributed. Mr. Macias will leave samples with city staff and can provide a supply as needed.

Discussion occurred regarding group homes and whether there needs to be a concentrated effort at those. Mr. Macias reported that group homes will be counted in the "group quarters" process so that someone is there to help complete the census forms.

Discussion ensued regarding the information that has been provided to the schools.

CALL TO THE PUBLIC: (Non-Agenda Items)

None

REPORTS FROM STAFF:

Sherine Zaya, updated the committee on upcoming events for which the city is providing staff, including Bravo Peoria! and the Peoria Solar Fair. Additionally, Ms. Zaya reported that the Public Service Announcements (PSAs) started airing on Channel 11 on March 8th. The PSAs are done in English and Spanish. As well, the Mayor and each Councilmember have completed PSAs that will be aired on Channel 11. Ms. Zaya reported that the Mayor has written editorials and sent them to the area news publications.

Ms. Zaya reported on the regional media campaign that will be starting the week of March 15th. Committee members reported already seeing some of the media advertisements and it was noted that those were part of the national campaign. Mr. Macias commented that the theory is to be seen and heard with the media campaign. The Census Bureau was taking that approach due to lessons learned in the 2000 Census relating to the participation rates.

Mr. Macias reported that the Census Web site will have a countdown to Census and that people will be able to track census results from that Web site.

REPORTS FROM AD HOC COMMITTEE:

Chair Strickman stressed the importance of the committee staying in touch as it relates to activities and getting the information out to residents.

ADJOURNMENT

There being no further business to come before the Census Ad Hoc Committee, Chair Strickman adjourned the meeting adjourned at 6:56 p.m.

Leigh Strickman, Chair

Date Signed