



2020 CENSUS TASKFORCE ADVISORY COMMITTEE

September 9, 2019

The 2020 Census Taskforce Advisory Committee of the City of Mesa met in the Mesa City Plaza Building, 20 East Main Street, Suite 170, on September 9, 2019 at 2:21 p.m.

COMMITTEE PRESENT

Councilmember Heredia, Chairman
Monica Margillan, Vice Chairman
Paul Anderson
Alan Beveridge
Kevin Broeckling
Nancy Cressy
Kimberly Crowther Miller
Norm Duve
Winnie Kaplan
Yasmin Martinez
Kristine Nau*
Duane Oakes
Jose Patiño
Mark Yockus

COMMITTEE ABSENT

Kathy Dickinson
Angel Gaetano
Sally Harrison
Mike Hutchinson
Joe McCawley
David McNeil
Ezekiel Santos
Carey Slade
Mark Young

STAFF PRESENT

Lisa Anderson
Lucy Hambright
Nate Kelly
Dee Ann Mickelsen
Jeffrey Robbins
Alfred Smith

*Committeemember Nau participated in the meeting through the use of telephonic equipment.

1. Call to Order.

Chairman Heredia called the meeting to order at 2:21 p.m.

2. Items from Citizens Present.

There were no items from citizens present.

3. Approval of minutes from May 13, 2019 meeting.

It was moved by Vice Chairman Margillan, seconded by Committeemember Patino, that the minutes from the May 13, 2019 meeting be approved.

Upon tabulation of votes, it showed:

AYES – Heredia-Margillan-Anderson-Beveridge-Broeckling-Cressy-Crowther Miller-Duve-Kaplan-Martinez-Nau-Oakes-Patiño-Yokus

NAYS – None

ABSENT – Dickinson-Gaetano-Harrison-Hutchinson-McCawley-McNeil-Santos-Slade-Young

Chairman Heredia declared the motion carried unanimously by those present.

4. Hear a presentation on updates from the national and regional campaigns, updates on action items from the last Taskforce meeting, and ideas from complete count committees nationwide:

Presentation and discussion only; no formal action taken by the Committee.

5. Hear a presentation and discussion on the Taskforce’s social media strategy for census awareness, education and encouraging a response to the census:

Presentation and discussion only; no formal action taken by the Committee.

6. Facilitated Taskforce group work and discussion on outreach tactics for Mesa’s four hard-to-count census districts.

Presentation and discussion only; no formal action taken by the Committee.

7. Discussion and provide direction on outreach tactics for each census district.

Presentation and discussion only; no formal action taken by the Committee.

8. Discussion and division of responsibilities for outreach tactics among Taskforce members, staff and local census ambassadors.

Discuss and take action on ideas devised in the facilitated brainstorming session.

It was moved by Committeemember Oakes, seconded by Committeemember Broeckling, to authorize \$5,000 for social media, \$5,000 for marketing materials, and to approve future meeting action items as outlined.

Upon tabulation of votes, it showed:

AYES – Heredia-Margillan-Anderson-Beveridge-Broeckling-Cressy-Crowther Miller-Duve-Kaplan-Martinez-Nau-Oakes-Patiño-Yokus

NAYS – None

ABSENT – Dickinson-Gaetano-Harrison-Hutchinson-McCawley-McNeil-Santos-Slade-Young

Chairman Heredia declared the motion carried unanimously by those present.

9. Scheduling of meetings and general information.

December 9, 2019 from 2:00 to 4:00 p.m.

10. Adjournment.

Without objection, the 2020 Census Taskforce Advisory Committee meeting adjourned at 4:49 p.m.