



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Census 2020 Complete Count Committee

Monday, November 4, 2019

1:00 PM

5th Floor Conference Room

Call to Order

The meeting was called to order at 1:00pm.

Present: 7 - Leah Durnin Hoover, Phillip A. Ostrem, Hetti Brown, Scott Rada, Michael Slevin, Pamela Strittmater, Tiffany Olson

Excused: 3 - Julie McDermid, Tony Yang, Mark Solyst

Approval of Minutes

1. Approval of the October 4, 2019 Meeting Minutes.

Michael Slevin moved to approve the minutes. Pam Strittmater seconded. The motion passed 7-0.

Agenda Items:

2. Report/Feedback from Steering Committee on outreach connections. (Identification Exercise)

Tim Acklin and Caroline Gregerson led the committee in an identification exercise on outreach connections. A spreadsheet was created by Julia McDermid and added to by the Committee that included La Crosse Neighborhoods Inc., La Crosse Area Family Policy Board, United Way, Multi-Cultural Center at UW-L, UW-L & Viterbo Student Associations, rental property owners, public and campus libraries, Black Leaders of Collective Knowledge, La Crosse Democratic Party, Centro Latino, Great Rivers 211, RSVP, Family and Children Center, Boys and Girls Club, Kia Chia. Staff was asked about what materials were available to provide to these organizations, either by presentation, email language, etc. Staff stated that they would ask Lisa Kilmer and report back to the Committee.

3. Report on October La Crosse County Complete Count Committee Meeting. (Tim Acklin)

Jane Klekamp, staff for La Crosse County's Complete Count Committee, stated that their committee is also working on outreach to partners and where they can work with the City on maximizing these efforts. Their next meeting will be on November 14th. Jane suggested we might be able to work on getting information sent out in property tax bills or water bills.

4. Discussion on possible upcoming events for outreach.

The Committee suggested looking into Rotary Lights, MLK Day Celebration, upcoming DMI events, winter market, and working with the MTU for bus advertising, and working with the Tavern League.

5. Census Representative Updates. (Lisa Kilmer)

Staff provided updates for Lisa Kilmer. The Address Canvassing portion of the Census is completed in the State of Wisconsin. Lisa worked with Michael Slevin to be in the Student Union on Monday, October 21st & Friday, October 25th to educate students on the fact that they need to fill out the Census when they receive it. Lisa worked with Margy Frazier at Viterbo University to be on campus on Tuesday & Wednesday, October 22nd & 23rd. to talk with and educate students. La Crosse County is still in need of more people to apply for those Census jobs. Lisa will try and get a table at Western Technical College in the near future. The Statistics in Schools program for pre-K - 12th grade is available on the Census website at <https://www.census.gov/schools/>. Using new Statistics in Schools (SIS) resources in your classroom during the 2019-2020 school year will support efforts to make sure EVERY child is counted in the 2020 Census. This count impacts the federal funds that communities receive for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and more. There is curriculum for different subjects like math, English, history, geography, and sociology. There will be a focus on schools in the near future.

6. Next Steps.

The Committee requested that staff talk to Lisa Kilmer about event, PSA, and educational materials that are available to use to work with organizations, groups, businesses, and individuals. They also requested to talk to Lisa about financial and promotional resources available from the Census to use and report back to the committee at the December meeting.

Adjournment

Tiffany Olson moved to adjourn the meeting. Hetti Brown seconded. The motion passed 7-0. The meeting was adjourned at 2:10pm.

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.