



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Census 2020 Complete Count Committee

Monday, December 2, 2019

1:00 PM

5th Floor Conference Room

Call to Order

The meeting was called to order at 1:10pm.

Present: 8 - Phillip A. Ostrem, Julie McDermid, Hetti Brown, Scott Rada, Michael Slevin, Mark Solyst, Pamela Strittmater, Tiffany Olson

Excused: 2 - Leah Durnin Hoover, Tony Yang

Approval of Minutes

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

Tiffany Olson moved to approve the minutes. Michael Slevin seconded. The motion passed 8-0.

Agenda Items:

2. Census Website Tutorial. (Educational and Outreach Materials)

La Crosse's Census representative, Lisa Kilmer, was unable to attend the meeting. Staff informed the Committee that she would attend the January meeting and provide the tutorial then. Hetti Brown stated that the State created a Census website that also has a lot of information the municipalities and Complete Count Committees may find useful. Staff stated that Lisa had put together a document that helped navigate the website and will send it to the Committee.

3. Discussion with Lisa Kilmer on Census resources. (Financial, Promotional)

It was stated that many posters and flyers were available on the website. It was understood that the Census would not be providing any financial assistance. Staff would look into the cost of printing. Staff stated that they have talking to the company that handles the advertising on the inside and outside of the MTU buses. Costs were provided to the Committee. It was suggested that a budget for printing and advertising should be put together and approved by the Council prior to any determinations of what type of advertising should be considered. Pamela Strittmater stated that she would work with apartment owners to put flyers by mailboxes. Staff stated that they will contact Kwik Trip and Lamar to discuss partnering on promoting the Census. Shanneon Grant, Director of the Public Library, stated that they would like to assist in any way possible with promoting the Census.

4. Census Updates. (County Committee, Lisa Kilmer)

Jane Klekamp informed the Committee that the County Committee is looking to provide inserts or language into the property tax bills to promote the Census. She also stated that they are developing a PSA in Spanish. Are planning on attending the MLK event to promote the Census and have gotten on their Department Head meeting agenda to work with them.

5. Next Steps. What should the Committee be doing now?

Staff will contact Lisa Kilmer and forward on any information she was going to present to the Committee, talk with Lamar and Kwik Trip and work with CM Phil Ostrem on a budget.

Adjournment

Hetti Brown moved to adjourn the meeting. Scott Rada seconded. The motion passed 8-0.

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.