



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Census 2020 Complete Count Committee

Monday, July 6, 2020

1:00 PM

Via Video Conferencing

In efforts to reduce the spread of COVID-19, the Census 2020 Complete Count Committee meeting will be conducted through video conferencing. The meeting can be viewed by clicking this link (or typing the URL in your web browser address bar):
<https://stream.lifefizecloud.com/extension/3010241/b4028f50-5227-4375-95ca-1d32c8187d40>

If you wish to speak on an agenda item, you can do so as part of the virtual meeting. Contact the Planning and Development Department at the email or phone number below so we can provide you with the necessary information to join in.

Tim Acklin
acklint@cityoflacrosse.org
1-608-789-7391

Members of the public who would like to provide written comments on any agenda may do so by emailing acklint@cityoflacrosse.org, using a drop box outside of City Hall or mailing the Planning and Development Department, 400 La Crosse Street, La Crosse WI 54601. Questions, call 1-608-789-7512.

Call to Order

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

- Present:** 8 - Vacant 1, Phillip A. Ostrem, Julie McDermid, Tony Yang, Hetti Brown, Mark Solyst, Pamela Strittmater, Tiffany Olson
- Excused:** 1 - Michael Slevin
- Absent:** 1 - Leah Durnin Hoover

Approval of Minutes

1. Approval of the June 8, 2020 Special Meeting Minutes.

Julie McDermid moved to approve the minutes. Tony Yang seconded. The motion passed by voice vote 7-0.

Agenda Items:

2. Update on State, County, & City Census response. (Lisa Kilmer)

Lisa Kilmer updated the Committee that the National response rate was as 61.9%. Wisconsin is at 68.8%. It was at 73.5% at this time in 2010. Wisconsin is 2nd in the nation behind Minnesota. Lisa also stated that Minnesota had \$9

Million to spend on promoting the Census. Wisconsin had \$0. La Crosse County is at 70.4% In 2010 it was as 77.7%. The City of La Crosse is at 64.8%. In 2010 we were at 77.7%. The Census Tracts with the lowest response rates are - 4.02 at 44.1% (East of West Ave - Western Tech area), 3 at 44.1% (Downtown La Crosse - Jackson St north to the La Crosse River from 7th St on the East to the Mississippi River), 4.01 at 46.1% (Viterbo Area), and 5 at 52.4% (UWL - East of West Ave). Lisa then provided the following updates on important dates:

Self-response has been extended until October 31st.

Group Quarters - July 1 - Aug 26

Non-Response Follow Up (NRFU) - Aug 11 - Oct 31 (soft launch July 30 - Aug 11)

Service-Based Enumeration - Sept 22 - 24 (soup kitchens, shelters, homeless living outdoors)

Transitory Locations - Sept 3 - 28th (hotels, campgrounds, RV parks)

Census to the President - April 30, 2021

Census to the States - July 31, 2021

Lisa also stated that the Mobile Questionnaire Assistance started in July 13th. This is where many people can go to fill out the Census and workers can assist and answer questions. She is looking at looking at Census Tract 3 - and the Kwik Trip located at 506 Cass St as a location and asked the Committee if they have any other thoughts on other locations. Lisa also stated that MQA's are a table and tent with a Census worker. Tony Yang suggested Cameron Park and the Farmer's Market. Festival Foods on Copeland Ave was also suggested.

3. Update on City of La Crosse Census Efforts. (Census Rep, Staff, & Steering Committee)

Tony Yang informed the Committee that the HCCA has done a lot. They have translated several Census documents, put up signs, sent letters to their members, promoted it on their radio show, and discussed and promoted it at their quarterly meetings.

Lisa Kilmer suggested promoting it heavily on social media. She also stated that she was able to get yard signs and would be able to distribute them later this month. Tony stated that he would be able to put them up at the center. Tony also asked if there were any other promotional items that staff had to distribute. Staff stated there were and would drop off water bottles, lanyards, and pens to the center.

Hetti Brown stated that they have been providing outreach to their tenants.

Tiffany Olson stated they have been provided updates at Channel 8 and would provide another one after this meeting.

Mark Solyst stated that most churches are not meeting right now so it is harder to get information out. He suggested to work with Mayor Kabat on getting information out during his meeting with the interfaith leaders on August 12th.

Phil Ostrem stated that he has been working with LCNI and the Downtown Neighborhood Association on promoting the Census.

Staff has stated that they have also been promoting the Census during the Focus Groups of the Downtown Master Plan update process.

4. Discussion on continuing efforts and August Meeting by the Steering Committee.

The next meeting will be held on August 3, 2020.

Adjournment

Mark Solyst moved to adjourn the meeting. Hetti Brown seconded. The motion passed 7-0 by voice vote. The meeting was adjourned at 2pm.

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.