

CENSUS COMPLETE COUNT COMMITTEE

February 22, 2010

10:00 A.M. – 12:00 P.M.

MEMBERS PRESENT: Jeff Bluske, Chair; Noreen Kuroski; Va Thao; Jim Ehram; Tom Faella; Nancy Protor; Tim Acklin; Karl Green; Dean Ruppert; Linda Stone; Cathy Brott

MEMBERS EXCUSED: Donald Bina

MEMBERS ABSENT: Doug Mormann; Gloria Doyle; Peter Eide; Pam Semb; Kelly Kramer; Christine McArdle-Rojo; Charlie Handy; Ray Ebert; Joe Barstow; Jason Gilman; Carrie Cooper; Shelly Miller; Travis Parish; David Paudler

OTHERS PRESENT: Ardell Ladd

CALL TO ORDER AND ROLL CALL

Chair Jeff Bluske called the meeting to order at 10:12 a.m.

CENSUS PROMOTIONAL ITEM DISTRIBUTION, LIBRARY AND AGING, MCARDLE-ROJO, KUROSKI:

Christine (from the library) took supplies and promotional items to be worn by the census workers that are working at the library. They are setting up schedules now for workers at the library.

Va Thao distributed T-shirts, caps, bags and brochures for jobs to several local areas including Peter Tau, the youth at church and meal sites.

Linda Stone agreed that filling Census bags with promotional items and handing them out to marriage license applicants was a good idea – she filled about 30 or so bags with several items for that purpose.

Noreen & Va took several items and posters to distribute among the elderly and Hmong population for advertising. Several posters were also distributed to other Committee members to be displayed in various areas in the County Buildings and offices.

Meals on wheels are delivering fliers with meals and local grocery stores have agreed to put fliers into grocery bags as of March 15.

Discussion on other ideas for getting the word out. Coloring books for story hour at the library was one idea from Ardell Ladd.

HMONG PROJECT UPDATE, VA THAO:

Noreen stated that they are making appearances at meal sites to answer questions about census

Guest lecturer at UW-L regarding aging waves

They put a letter regarding the Census in La Crosse Senior Life Newsletter

Va mentioned that nobody has gotten to WWTC as of yet, but are on their list of places to visit in the middle of March. They plan to put an add on the radio every week throughout the months letting people know what is happening. She made the comment that there is not a lot of staff that is receptive of what they are trying to do. There is very little funds and staff to support the project. Va will print out the "questionnaire" in Hmong and post in local areas. They did have a person in La Crosse that speaks Hmong and Spanish – that person would be available for assistance centers as well as doing enumerating. The elder group of Hmong population is very confused about the Census, they have never heard of it and wonder what it is. Va has also volunteered to translate the 10 questions to people who cannot read it. There is a questionnaire assistance center located on Ward Avenue.

CENSUS UPDATES, COMMITTEE MEMBERS:

West Salem was not going to participate in the committee – there will be one representative for all Villages

Bangor will be the information update center – Ardell was going to stop in the Village of West Salem and speak with some from that Village today.

Jeff handed out a “Frequently asked questions” form.

Regional Complete County Committee? Ardell attended the diversity affairs meeting and asked if they could have copies of the questionnaire for various offices. You can retrieve the questionnaire from the census website.

One thing brought up for discussion again was that word needs to get out to college students stressing the fact that it is important that they fill out the survey as a household when living several people to a house/apartment. One person needs to fill out the first section and then all other the subsequent questions just like a family would fill out the survey.

COUNTY NEWSLETTER, BLUSKE AND STONE:

There is an article in the latest issue of the La Crosse County Newsletter.

Linda gave a brief presentation on the Census site located on our county website. There is a link to the federal site within “our” site as well as a link from La Crosse County 10 years ago giving statistical information from last census. Multi racial people may want to see what percentage their nationality were at 10 years ago and why it is important that they get counted.

Some discussion on the alternative newspaper the “Second Supper” and their article regarding applying to the Census for jobs and moving to get a job. This is a weekly paper and comes out on Thursdays. The paper is free and is delivered at local coffee shops, restaurants and they do have a newsstand type shelter

TOWN/VILLAGE/CITY NEWSLETTERS:

No comments or discussion on this item.

COUNTY CENSUS IN THE NEWS:

Mary Meehan-Strub had asked to have a spot on “Coulee Newsmakers”, which is a local public radio broadcast. The spot consisted of a question and answer with Mary asking questions and Jeff answering the questions regarding the Census. The radio station to tune into is WLSU and this particular session is recorded and played at 8:30AM on Thursdays.

MORE MAP UPDATES:

Still updating boundary maps for census

No digital or electronic way to do it – if the County has already done BSA maps please indicate so they don't do it again.

CITY OF LA CROSSE CENSUS COMMITTEE, TIM ACKLIN:

Just got all the committee members appointed – first meeting tomorrow, February 23 from 9-11 AM in the City Hall Conference Room.

Have somebody from TV, Viterbo, UW-L, Tribune and two council members

Universities educating students to fill out for here in La Crosse County as that is where they spend most of their time.

Similar website page for the city as what the county has.

City's committee is just within the city boundaries, they do not go out into the townships and rural areas.

Emphasis on off-campus students. Students rely on parents to county them, they need to be counted here if they live here most of the year.

SCHOOLS, UNIVERSITIES PROGRESS, CHARLIE HANDY:

Charlie Handy was not present for this portion of the Agenda.

A letter was written and emailed/mailed to schools and universities to come and indicate what they are doing on campus – as of a week ago we have not heard any response back.

NEW BUSINESS / FUTURE AGENDA ITEMS:

Election offices cannot have anything posted in regards to the Census. You cannot promote the Census during election – it is confusing to the voters, however, there is no dress code and nothing prohibiting election workers from wearing shirts, caps, pins etc. promoting the Census. Cities/Towns/Villages can place posters at regular monthly meetings and in local advertising areas. Stress the importance of everybody getting counted for financial aids and such.

It was mentioned that there is an email circulating that says you only have to answer the first two questions on the questionnaire. This is NOT correct – You have to answer ALL 10 questions or the questionnaire will be considered incomplete and an enumerator will come to your house and try to get the form completed. Stress that if people do not want somebody from the Census showing up at their house they need to fill the form out completely, accurately and in a timely fashion. That is still the number one goal of this committee – to stress that when you get the questionnaire in the mail, fill it out and send it back.

Enumerators will be going door to door. You can identify an enumerator by their badge, which will NOT have a picture on it, and they will be carrying a black bag with a white logo on the side. Please stress to people that it is ok to ask for a picture ID if they are not comfortable with the badge that does not have a picture on it.

It was also brought up that right now there are many different surveys being sent out that do not apply to the Census. People get frustrated and just chuck them away. Stress the point that they need to make sure that they are not throwing away the Census questionnaire. The Census is not affected by the “no call list”. They CAN call you and they WILL call you if you don't fill out the survey. If you don't cooperate with them over the phone, they will send out a worker to you house. If you don't cooperate with them, they will send somebody different out six different times, if they still get no cooperation they will contact a neighbor and get as much information from them as they can. Confidentiality is key – they are NOT trying to find you – only count you.

Noreen put something together for the newsletter that she will share with Dean

Shelby put an add in their December newsletter for Census workers. In early March will do another article for Census. They will also put up posters outside where people walk into the Town Hall.

Somebody had received a call from the local radio stations that said the Census had a budget for advertising – we are already at a short fall for La Crosse County – Eau Claire, both the Town and the County, made up a budget of their own with both contributing \$5,000 each.

Please think of more advertising ideas for the next meeting in about two weeks.

ADJOURNMENT

Meeting adjourned at 11:59 A.M

***Disclaimer:** The above minutes may be approved, amended or corrected at the next committee meeting. Annette Kirchhoff, Recorder*