



**City of Aurora  
Complete Count Committee Meeting  
City Hall ~ 5th floor  
February 26, 2020**

**Minutes**

- I. Call to Order. The meeting was called to order at 7:39 a.m.
- II. Roll Call: Megan Wolf, Amy Boudouin, Anna Gonzales, Vince Smith, Adrienne Holloway, Brian Caputo, Antonio Rodriguez, Patty Smith, Cristina Campos, Trish Rooney, Tom Spicer, Birnie Harper, Lisa Schwarz Barry, Jessica Linder-Gallo, Suely Cabral, Edward Bugg, Ivan Chambers, John Russell, Cheryl Maraffio, Darrin Johnson, Ralph Jordan, Tom Jackson, Chuck Nelson, Angie Thomas, Ana Meija.
- III. Approval of the Minutes from the January 2020 Meeting. The minutes of the January meeting were approved by voice vote.
- IV. Opening Remarks – Brian Caputo reported on census-related presentations he made in February and is scheduled to make in March.
- V. Update on City Complete Count Activities
  - a. Staff Reports (COGS, Grants, Outreach Efforts, etc.). Dan Barreiro reported on events he has attended and upcoming events he will be attending to support the census, including Youth Resource Fair and events at Main Baptist, St. Nickolas, and Scared Heart.
  - b. Mayor's Office. No report.
  - c. DuPage County CCC. Alderwoman Patty Smith reported census is still looking for workers. The county is also continually updating the content of its mapping tool.

- d. Kane County CCC. Angie reported on the 2/4 Census Job Fair hosted in partnership by Kane County, Aurora Township and Aurora University.
  - f. Kendall County CCC. No report.
  - g. Reports from CCC Members. Dan Barreiro reported that the Burr Ridge event was a success. Copies of communications to be released by the Census Bureau and a Q&A are now posted on the City's website. The City has also developed a texting tool.
- VI. Promotional Kit Update. Clayton Muhammad reported that a census-related message has been developed and is being posted on water bills. A video promoting the census will be unveiled at State of the City Address on March 3. The Mayor and Aldermen are planning door-to-door canvassing in hard-to-count areas during upcoming weekends. Robo calls will also begin during the last week in March.
- VII. Grant Funds Update. Dan Barreiro reported that we have four sub-grantees organizations on board to conduct outreach: AAMOU, Rita's Ministries, Aurora Township, and YWCA Chicago Metro. We are preparing to man and distribute census information packets at tables and booths at many events in the next several weeks.
- VIII. Census Assistance Centers. Dan Barreiro reported our tablets have been delivered. The Aurora Public Library will hold census cafés beginning March 9. Dan explained difference between assistance centers and semi-permanent outlets.
- IX. Group Quarters/Transitory Locations. Representatives from the Census Bureau explained how those residing in group quarters and in transitory locations would be counted.
- X. Review of Hard-to-Count (HTC) Areas Map. Chris Ragona reviewed updated maps of HTC areas with the committee.
- XI. Subcommittee Breakouts and Reports.
- a. Communications/Technology. Clayton Muhammad recapped marketing efforts that he discussed in greater detail during his earlier report. He mentioned that, because the Census Bureau is acquiring billboards, it was not needed for the City to do so.
  - b. Business. Jessica Linder-Gallo reported that she is working with Kathy Gilmore of the Valley Industrial Association on outreach to small factories in addition to the current list of businesses maintained by the

Aurora Regional Chamber of Commerce. Jessica asked that the City develop a census promotional piece that is suitable for inclusion in payroll check envelopes. Dee will forward the insert to the committee as soon as Clayton is able to develop it.

- c. Community-Based. Amy Boudouin reported for Ana Mejia that the subcommittee is continuing to develop and make calls from their comprehensive list to promote participation in the census.
- d. Faith-Based. Adrienne Holloway reported that the subcommittee is working to engage the City's interfaith committee. The subcommittee has expanded its church listing. Comcast has agreed to become a partner for an upcoming event at the Thrive Center.
- e. Education. Anna Gonzalez reported that District 204 is concentrating on homeless and District 131 is conducting outreach through school-based activities. WCC will host podcasts. SPARK will be promoting the census at an upcoming job fair.

XII. Adjournment. The meeting was adjourned at 9:01 a.m.

Next meeting: March 25, 2020

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