



**City of Aurora
Complete Count Committee Meeting
Minutes
September 23, 2020**

- I. Call to Order. Chairman Brian Caputo called the meeting to order at 7:36 a.m.
- II. Roll Call. The following committed members and staff were present: David Smith, Karina Garcia, Ivan Chambers, Kevin Scanlan, Michaela Haberkern, Lisa Schwartz-Barry, Sherman Jenkins, Vince Smith, Brian Caputo, Angie Thomas, Dan Barreiro, Chris Ragona, Dee Hakala, Ana Gonzales, Ana Mejia, Megan Wolf, Chuck Nelson, Edward Bugg, John Russell, Adrienne Holloway, Jennifer Norrell, Ralph Jordan, Amy Baudouin, Antonio Rodriguez, Rebecca C., Jessica Linder Gallo, Melina Kline, Birnie Harper, Trish Rooney, and Vince Smith.
- III. Opening Remarks. Chairman Caputo read a statement providing information related to compliance with the Open Meetings Act and related city guidelines.
- IV. Public Comments. None.
- V. Approval of the Minutes from the August 2020 Meeting. The minutes were approved with a verbal roll call including 29 committee members voting yes and one abstaining.
- VI. Chairman's Report. Chairman Caputo thanked the committee for all its tremendous efforts over more than a year that have led to the city's current self-response rate of 73.8%, which surpasses the 2010 self-response rate by almost 2%. He reported that he attended the Metro Mayors Caucus census meeting on August 31. At the MMC meeting, the following activities were announced:
 - a. On September 2, the MMC briefed members of the Illinois General Assembly on the work of the MMC and its member CCCs to promote the census.
 - b. On or about September 24, the IMAGEN van is scheduled to be in Aurora.

- c. CMAP has offered a complete-the-count social media kit to MMC members.
- d. Dan Barreiro spoke to the group on Aurora's latest efforts to promote the census.

VII. Update on City Complete Count Activities.

- a. Staff Reports. *Dan Barreiro* expressed his gratitude for all of the committee's efforts and shared the following recent self-response statistics: DuPage County = 80.2%, Kendall = 81.7%, Kane = 76.8%. The US has had enumerators reach out to 95.8% of the nation. In Illinois, that rate is 97.2%. Aurora is in the top 59 of tier-2 communities over 200,000. That compares very favorably with the communities at the bottom of the national list with rates between 42% and 48%. Dan shared the map of hard-to-count areas that reflected increases in self-response rates. Upcoming outreach activities include: 5,500 count household mailing, September 19 CAR-A-VAN, and a September 26 Census Day. Also, UNIVISION will be covering the September 26 Census Day.

Angie Thomas reported that most county materials have been picked up for distribution. She thanked everyone for their efforts.

Chris Ragona reported on sub-grantee activities that include direct-impact small and large events as well as onsite completion of the census. He thanked all sub-grantees for their "boots on the ground" efforts. Also, there has been outreach to over 4,000 during back-to-school events along with a phone bank, which Rita's Ministries set up. The African American Men of Unity have done a great job and been very responsive during the census outreach. Chris mentioned there are still signs and materials for distribution if anyone needs them.

Chuck Nelson conveyed his thanks and that of the Mayor for the committee's efforts.

- b. DuPage County CCC. No report.
- c. Kane County CCC. *Angie Thomas* reported that the county still has some promotional materials for use if needed.
- d. Kendall County CCC. *Alderman Bugg* reported that School District 308 is conducting a Census Days Shout Out on September 23. The 18,000 students in the district will be asked how many people are in their family and if the census has been completed through their Google virtual classes. He thanked *Dan Barreiro* for all of his support.

VIII. Subcommittee Reports.

- a. Communications/Technology. Dan Barreiro thanked the Communications Department for its support in marketing, design, social media, and overall outreach efforts. Over 400,000 people have viewed social media messages. Also, the city will hold a press briefing on September 25; the census will be promoted.
- b. Business. Jessica Linder Gallo reported that Aurora businesses continue to be reached with census information. On September 10, Forefront held a pushout event.
- c. Community-Based. Ana Mejia thanked all subcommittee members for their work. She noted that elected officials continue to have census promotional information at their events such as coffees and forums. They are focusing their efforts on the hard-to-count areas.
- d. Faith-Based. Adrienne Holloway reported that the committee is engaged in the final outreach to churches and is engaging the Kane County Health Department.
- e. Education. Anna Gonzalez thanked all subcommittee members for their efforts to promote the census. SD129 was preparing to push out Census info through meal distribution of 2000 families. The committee continues to reach out on all levels for the final push. She indicated that the committee has some remaining promotional materials available for distribution.

IX. Other Business. None.

- X. Adjournment. The meeting was adjourned at 8:24 a.m. pursuant to a unanimous roll call vote.

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