

**Royal Oak 2020 Census
Complete Count Committee**

Minutes Jan. 22, 2020

**Mahany/Meininger
3500 Marais Ave
Royal Oak, MI 48073**

Members Present –Larysa Blyzniuk, Wanda Warsinski, Bernadette Beach, Kit Frohardt Lane, Tom Allen, Bruce Weaver, Royetta Elba, Theresa Tejada

Absent: Royetta Elba, James Krizan

1. Call to Order at 5:30 by Beach, chair.
2. Public Comment: None.
3. Approval of Agenda: Motion to approve the agenda by Warsinski, seconded by Tejada. All in favor.
4. Approval of Minutes from previous meeting: Edit in item 8 to state “meeting adjourned” instead of “called to order.” Motion to approve the minutes from January 9, 2020 by Allen, seconded by Warsinski. All in favor.
5. Unfinished Business:
 - a. Yard Signs: A draft yard sign design was sent out via email by Allen and a spelling error will be corrected. There was some discussion about the necessity of the Royal Oak Counts logo, due to the size of the sign and whether the signs should be more generic to inform residents of other cities about the census too, since this was a form a confusion from the handouts. Some parents from neighboring cities who attended Preschool Night thought that there was a Royal Oak sponsored census and that it did not apply to them too. However, this committee was formed on behalf of the Royal Oak City Commission, who has a goal to get a good response from the city. The consensus was that the Royal Oak focus should not be the sole message and the census part should take priority. Allen will redesign to make the logo smaller.
 1. Beach stated that Krizan did get permission to place yard signs because they are considered a public benefit, but cannot be placed before March 1. He also stated that 250 signs should be more than adequate based on previous experience.

2. Weaver will take a list of the 420 condos and apartments and map them out to determine if the major thoroughfares hit clusters of apartments and where sign placement should go. Signs should be placed between the sidewalk and the road and on street corners. They could also be placed on city property, like schools and parks. Frohardt Lane emphasized that it is appropriate to ask the apartment managers to get permission and Warsinski will ask the manager at Greenfield and 13 Mile.
 3. Beach shared that Krizan offered the City to do blasts to recruit volunteers for yard sign placement.
 - b. Website and Questions from the City: Allen made some edits to the website and can put a request for volunteers on the website.
 1. Beach shared that Krizan suggested that representatives from the committee share about the census during city commission meetings. Tejada will develop a schedule of the city commission meetings and get a sign-up list for committee members to present during public comment periods across several meetings.
 - c. Social Media: Judy Davis continues to post on Facebook, but could have more content to increase the frequency of messaging. In addition to the sample language Blyzniuk gave her previously, Tejada suggested sharing existing posts from the US Census, which are happening pretty frequently.
 1. Posts have not been made on NextDoor. Berkley has some posts about the census on Next Door that can be shared or amplified.
 2. Allen suggested getting something about the Census on the city's main homepage. Tejada will share a short 30 second video that can be posted.
 3. Beach shared that there is new content coming every day, with great information from the League of Women Voters, 2020census.gov and toolkits from becountedmi2020.org.
 4. There was some discussion about helping seniors who do not have the internet fill out the census online and whether this is legal. The online method is the preferred method because it is the cheapest for the government. Beach will confirm that it is ok to assist someone to fill out the census. The census is working with nursing facility managers to count residents in those facilities.
 - d. Banners: Blyzniuk stated that the farmers market will post the banner on Saturdays near the census table that is recruiting for jobs. Weaver added that getting fully staffed will help get a complete count. Blyzniuk has an extra banner that can be used for other functions.
 - e. Update on timeline: Blyzniuk only got one invitation to participate in the kindergarten open house, which was from Upton, which has a large amount of free and reduced lunch students. She will reach back out to Keller and Starr to see if they would be open to the committee having a table as well.
 1. Blyzniuk reached out to see if the census could be mentioned during MLK Day of Service, but they declined.
6. New Business
- a. Report from Subcommittees:
 1. Tejada drafted a letter to the editor, which was reviewed by Weaver. She sent it to the Royal Oak Review but did not hear anything and it was not printed in last week's paper. She will try again. Blyzniuk also suggested

that they could come out and cover the committee as well. Beach suggested that we develop something to post on Royal Oak television. Weaver will create something to be part of the scrolling messages and send it to Krizan.

2. Warsinski reached out to the Chamber of Commerce, who didn't want posters but sent the flyer out to all the businesses in case they wanted to post it themselves. She also asked about putting something on the sign at 4th and Woodward. Beach stated that Krizan spoke with the Chamber as well and they are enthusiastic about spreading the word. Blyzniuk suggested printing out flyers and going to a chamber meeting to give a short presentation as a live person has a different effect than an email.
 3. Blyzniuk sent out 40-50 flyers at the Preschool night. She also got contacts from Clawson and a board of preschool educators advocacy organization willing to share information. She reached out to the principal at the high school to have signs posted on Crooks, and schools are also getting census information from other avenues. She suggested reaching out to the schools to put a notice on their scrolling signs.
 4. Blyzniuk shared that OCC has had census recruiters on campus and will be using materials from Oakland County and US Census Bureau to spread the word. Her contact shared that they could do more, so Blyzniuk will see if they can help with sign placement, put it on their scrolling sign and post yard signs. Tejada will look at their event calendar.
 5. Frohardt Lane will help with yard sign distribution and Beach suggested that something be set up through Eventbrite or Signup Genius for volunteers.
 6. Weaver will update the FAQs to respond about how the census is for all cities, not just Royal Oak
 7. Beach shared that the outreach to churches is going well and there are some great toolkits online. Blyzniuk will share the toolkit with the principal at Shrine.
7. Any other topics requiring discussion
- a. Blyzniuk stated that DTE is putting an insert about the census in their bills.
 - b. Beach stated that Michigan approved a media campaign so there should be more promotion coming out about the census.
 - c. Warsinski has been sharing that a working message is to "count everyone under one roof" and Beach has been talking to pregnant women to not forget the baby if it is born by April 1.
 - d. Warsinski has given the flyer to the Interclub Council and they want something more generic (not Royal Oak specific). Blyzniuk suggested that a speaker could present at these club meetings. She has contacts with the Rotary and Optimist clubs and will see if we can get on the agenda. Warsinski will get the meeting times of other clubs to split it up.
 - e. For the next agenda the unfinished business is yard signs and timeline of events.
8. The meeting was adjourned at 6:25 pm.
9. Next Meetings
- a. February 6, February 20, March 5, March 19 all at 5:30