

Carroll County Complete Count Committee Meeting
Census 2020
March 10, 2020, 1 p.m.
ARC Building

Attendees: Denise Beaver, Bob Blubaugh, Tammy Black, John Breeding, Elizabeth Cortise, Lynn Davis, Chastity Durham-Miller, Lynda Eisenberg, Andrew Gray, Donald Rowe, Laura Russell, Debby Standiford, Gina Valentine, Michelle Wilder, Scott Yard

Chair, Don Rowe, opened the meeting by welcoming the Carroll County Complete Count Committee Members to the ARC building. A meeting sign-in page was passed around and meeting agendas were available.

Chair Rowe asked everyone to introduce themselves, indicating their organization and the constituents the organization serves.

Laura Russell, County Census Coordinator, gave a report on the grant budget. The presentation updated the Committee on some of the changes to allocations and future spending. She also presented an update on the events where census information will be shared.

Chastity Durham-Miller, Partnership Specialist for the US Census Bureau, announced that the website for taking the census is now live. She also introduced a live-time response website where information about response rates will be updated daily. This website will be functioning on March 20.

Committee members discussed what activities should be done for April 1, US Census Day. It was decided that a press release would be sent out and a press conference would be held.

Ms. Russell passed around a draft of an image for outdoor banners. The Committee decided to replace the county census website address with my2020census.gov.

Celene Steckel, Acting Director of Department of Citizen Services, updated the Committee about the coronavirus. This information was from a meeting earlier that day. She reminded everyone that a consistent message is important. Everyone is to take the lead from the Carroll County Health Department.

Ms. Russell said she would send an email out asking Committee members for their need of iPads.

Committee members provided workgroup updates.

The Municipalities Workgroup updated the Committee about their social media, posters, January newsletters, rack cards and events.

The Group Quarters Workgroup confirmed that their lists have been submitted to the Towson Census Office. Chairman Rowe noted that he had spoken with Gail Gagnon, the US Census ombudsman for long-term care. The Committee discussed how homeless people would be counted.

Lynn Davis from the Non-Profit Workgroup reported that emails had been sent out to non-profit groups and service organizations with a suggested information paragraph for them to repost in emails to their memberships.

Dorothy Stoltz reported for the Education, Youth and Libraries Workgroup. She recapped the training that Sara Arnold provided to Committee and workgroup members. She reviewed the promotions and events that are planned.

Denise Beaver, Deputy Director of Carroll County Economic Development, reported on the Business Workgroup. She reported on the Chamber Chat radio program that was recorded with Mike McMullin, President of the Carroll County Chamber of Commerce, to be aired on the WTRR radio station. Ms. Beaver reported on the various mass emails being sent and Chamber events. The Chamber has offered the space on their billboard on Route 140 and Dede Road for the months of March, April and May to advertise the US Census.

Ms. Steckel reported for the Aging and Disabilities Workgroup. She reported about the members of her workgroup who attended the training at the Carroll County Library Headquarters. She reported on planned computer and iPad use at the Senior Centers and Citizen Services. She reported on other promotional opportunities.

Bob Blubaugh, Editor of the Carroll County Times, reported for the Media Workgroup. He reported about the Carroll County census website and the video testimonials that have been posted there. He also reported on the article in the February issue of the Carroll Magazine, and the Non-Profit View column in the Carroll County Times.

Lynda Eisenberg, Director of Carroll County Planning, reported that she plans to organize a celebration, thank you event in June.

Next Steps: The Committee agreed that there would not be another meeting unless staff and chair deemed necessary.