

## MEETING MINUTES

### St. Charles County Complete Count Commission Wednesday, Jan. 15, 2020, 8:30 a.m.

St. Charles County Administration Building  
201 N. Second St., Room 115  
St. Charles, MO 63303

#### MEMBERS PRESENT:

Edward L. Bryant, Molly Dempsey, Kyle Gaines, Kathy Henderson, Jessica Hoffman, Michelle McElfresh, Lori M. Myers, Greg Neunuebel, Gabriela Ramirez-Arellano, Scott Tate, Kathy Thompson, Terra Treece, Laura Wagner

#### MEMBERS ABSENT:

Lesia Anstead, Ingrid Casillo, Shana Eubanks, Hahn Nguyen, Jorge Perez, Jim Rhodes, Amy VanDeVelde, David C. Zucker

#### OTHERS PRESENT:

Bryanna Hartmann, St. Charles County Communications, recorded minutes.

Rod Magrew was present to share on behalf of Census recruiting efforts.

Margie Williams, Missouri Senior Partnership Specialist, was present to share on behalf of the Chicago Regional Census Bureau.

Alex Reichert was present on behalf of Commission Member Terra Treece.

Christa Montgomery was present on behalf of Congressman Blaine Leutkemeyer's office.

#### CALL TO ORDER

The meeting was called to order at 8:41 a.m. by Molly Dempsey, Chair, with those in attendance noted above.

#### APPROVAL OF MEETING MINUTES

A motion was made by Jessica Hoffman and seconded by Kathy Henderson to approve the draft minutes from the Dec. 12, 2019, meeting. The motion passed unanimously by acclamation.

#### UPDATE FROM CENSUS RECRUITERS

Margie Williams shared a report on initiatives from the Census Bureau, including Statistics in Schools and identifying areas where homeless are served. The Bureau will next be reaching out to health services to help raise awareness. Statistics in Schools targets K-12 students through educators to promote Census statistics in schools. The link [census.gov/Schools](https://www.census.gov/Schools) provides more information and available resources. The Census is asking principals to send a letter home on March 2-6 with students for parents to share about the importance of the Census. Ms. Williams confirmed a question from Christa Montgomery that this outreach is for all schools in the U.S.

Rod Magrew shared a report on the state of recruitment efforts in St. Charles County. Recruiting levels are at about 65 percent for the County. They are continuing hiring efforts and are working on setting up a Wentzville recruiting location, a job fair through the LINC space in Wentzville, and a potential job fair for educators. Laura Wagner said she is working with the Fort Zumwalt School District to share information with students who are 18 as well as with stay-at-home parents. Mr. Magrew said they are coordinating with the *St. Louis Post-Dispatch* to share a series of stories about the Census.

#### GENERAL DISCUSSION

Molly Dempsey asked Laura Wagner to share materials with other education communicators and leaders. Ms. Dempsey also discussed Census PSAs that will be available on the SCCMO-TV YouTube channel and have already been shared through Greater St. Charles County Chamber newsletters and social media.

Edward Bryant discussed a Census presentation he shared at an event earlier in January.

#### SUB-COMMITTEE REPORTS / DISCUSSION OF UPCOMING EVENTS AND PLANS TO PROMOTE CENSUS AWARENESS

Lori Myers said the Business Committee met last week. The Committee plans to meet with the Economic Development Center of St. Charles County to spread the word to other businesses. The City of Wentzville is using business licenses and electronic billboards to promote. Jessica Hoffman said they missed the business license deadline but will use other related communications. Molly Dempsey requested this method be shared with other municipalities. Ms. Myers said Scott Tate will work on social media messages to share with businesses, the County and other chambers. Edward Bryant said he is meeting with the Regional Chamber next week and asked if these messages could be distributed with the group. Ms. Myers said they are working with the Convention Center, Small Business Expo and the Workforce Development Board to identify opportunities to raise awareness. The Committee plans to meet Jan. 28.

Michelle McElfresh shared on behalf of the Faith and Nonprofit Committee. LINC has been distributing information through the Continuum of Care. The Wentzville Faith Network, Point in Time Count Date (Jan. 29), and HUD subdivision newsletter are other upcoming opportunities planned to raise awareness. Kathy Thompson shared they are also looking for volunteers to walk the Wentzville Heights area. Molly Dempsey asked if there were opportunities in other municipalities and areas. Ms. Thompson said she is working on collaborating with food pantries. Ms. McElfresh shared about the Census at a networking luncheon last week and will be at the Francis Howell High School resource fair for families. Kathy Henderson said a grant for Sts. Joachim and Ann provides more resources to promote the Census through the center's outreach programs. They also will have accessibility for clients to complete the Census at the facility. Ms. Dempsey said there are three designated days for which the primary focus is homeless areas that will help reach those audiences. Margie Williams confirmed a question from Ms. Henderson that individuals can respond online without a code or address to be counted. Ms. Williams suggested using materials specifically for the homeless to provide additional information about counting. Ms. Williams confirmed Ms. Thompson's question that the Census would be reaching out to the organizations that serve the homeless to help reach those individuals. Edward Bryant said the state stenographer is working to identify locations where homeless people reside and will share that

information with Ms. Dempsey. Ms. McElfresh asked if a database was available for churches. Ms. Williams said the Census is searching online and asking local commissions to help identify them.

Laura Wagner shared on behalf of the Education Committee. Molly Dempsey met previously with area superintendents and discussed targeting government classes. Ms. Wagner said they are reaching out to families and asked if the Faith-Based Committee could help target the 0-5 age group. Terra Treece said she has a list of daycares she is reaching out to with materials. She said she is planning to coordinate with Michelle Walker with the Francis Howell School District Board to see if the FHSD Facebook Page could be used to raise awareness. Ms. Dempsey said the communications committee could help with this request. Ms. Dempsey said she is participating in the St. Charles Community College (SCC) Resource Fair Feb. 4-5 and is presenting at SCC at the end of January. Ms. Wagner asked if a Lindenwood University contact was available. She will work on finding a contact. Greg Neunuebel said they could work with pediatricians and OB/GYN offices to reach the 0-5 age group. Ms. Treece said she could coordinate with the County WIC office. Scott Tate asked about the SCC housing units and how they would be counted. Margie Williams confirmed they would be counted as group quarters.

The Bilingual Committee has not met. Gabriela Ramirez-Arellano said translating materials is the priority. She will be inviting organizations to attend training in February with a Latin American group and has been working with the Asian chamber. Lori Myers said the Missouri Job Center of St. Charles County is required to have materials available in Spanish, Chinese and Korean. Ms. Ramirez-Arellano said they have been sharing information with different Facebook groups and pages. Rod Magrew said he gave Jorge Perez materials in Spanish for his constituents and is looking for other ways to reach Spanish-speaking individuals. Ms. Ramirez will share information about the upcoming training with the commission.

Molly Dempsey shared the Community-Based Committee has been active with speaking engagements. Margie Williams confirmed a question from Kyle Gaines if Assisted Living care counted as group quarters. Facilities with multiple care levels will be addressed as each audience is required. Mr. Gaines said the Committee will identify outreach opportunities at independent living locations and limited income senior care facilities, as well as through home care companies. Mr. Gaines and Ms. Dempsey are meeting with the Mid-East Area Agency on Aging in January to discuss awareness opportunities.

#### QUESTIONS

Lori Myers said she will share Rod Magrew's contact information with Francis Howell Career Fair organizers.

Molly Dempsey asked the commission to take and share the materials available at the meeting with the public. Ms. Dempsey said to look at the SCCMO-TV YouTube channel for video PSAs.

Kathy Thompson asked if materials for the homeless population could be ordered. Molly Dempsey will order them.

#### FUTURE MEETING DATES

Molly Dempsey said the next meeting date will be 8:30 a.m., Thursday, Feb. 13.

#### ADJOURNMENT

Motion to adjourn was made by Jessica Hoffman and motion seconded by Michelle McElfresh. The meeting was adjourned at 9:34 a.m.