



City of Rock Falls Complete Count Committee Meeting Minutes

Date: 04/07/09

Time Meeting Started: 2:30pm

Time Meeting Ended: 3:35pm

Members		Also Attended	
Mayor David Blanton	P	Mark Searing	P
Pam Erby	P	Debi Burke	A
Bethany Bland	P		
Jeff Brown	P		
Also Attended			

Topic	Discussion	Plan of Action
Call to order @2:30pm	Committee called to order at 2:30pm	
Mayor Proclamation	<ul style="list-style-type: none"> Mark reported that the Mayor and Council approved the Proclamation for the Census. 	
Mayor Appointment of Chairperson	<ul style="list-style-type: none"> Mayor appointed Mark Searing as Chairman of this committee. 	
Mayor Appointments	<ul style="list-style-type: none"> Mayor, with Council approval, appointed the following members to this committee: Debi Burke, Pam Erby, Jeff Brown and Bethany Bland 	
Responsibility of the Census Count Committee	<ul style="list-style-type: none"> Discussion was held on the roles the committee will have. 	
Appointment of Secretary to committee	<ul style="list-style-type: none"> Secretarial duties will be performed by Mark Searing and Sylvia Frey 	
Meeting time and dates	<ul style="list-style-type: none"> Discussion was held on meeting dates. The members decided to hold the next meeting on May 12th at 2:30 in the north end city hall conference meeting room. 	

Campaign Schedule	<ul style="list-style-type: none"> Discussion was held on the census campaign schedule. The committee will develop a timetable of activities and events, as follows: <ul style="list-style-type: none"> March 2009 - Job Recruiting April-June 2009 - Awareness Campaign July-September 2009 - October-December 2009 - January - March 2010 - Census Day count down/mailed in March April 2010 - Census Day - April 1, 2010 May - July 2010 - Non-response follow-up 	
Awareness Campaign	<ul style="list-style-type: none"> A. Media: promote on Channel 5, City website, City of Rock Falls utility billing inserts, local newspaper. Also stuff fliers in shopping bags at local stores B. Schools: Jeff Brown will look into Census web site on promoting through the schools. Also, Census Rep Marques Sullivan promoting in the schools. Jeff recommended activities in the schools in September when they hold their open houses. C. Business: Rock Falls Chamber newsletter, Rock Falls Chamber web site, and the Rock Falls Chamber E- Blast. D. Organizations: Rotary Club, Optimist Club, Kiwanis Club, Elks Club, Heritage days in September, Northland Mall Senior Showcase E. Banners/Posters: Mark will call and see what might be available from the Census Bureau. F. Questionnaire Assistance Centers: Discussion on possible locations: Library, City Hall, Country Market, Post Office, along with staffing to answer questions. 	
Committee Member Items	<ul style="list-style-type: none"> Mark reported on the census requesting information and pictures of the Mayor and the committee members for a Newszine that will feature Rock Falls on the front cover. The committee will meet in the City Council Chambers April 14th at 2:30pm for pictures. The city will receive 2000 copies. Discussion was held on having a census day in March at the Rock Falls football field with guest Marques Sullivan and the 1985 Bears that work for the Census Bureau. Admission would be a completed Census form. Mark will talk to the Census Bureau about the possibility of having the Bears come to the event. Pam Erby will chair the event. 	
Adjournment	Adjourned at 3:35pm	

Mark A. Searing, Committee Chairman