

## Oklahoma Complete Count Committee

### Meeting Minutes January 17, 2020 at 10:00 a.m. 900 N. Stiles Ave., Gallery 1-1 Oklahoma City, OK 73104

#### 1. Call to Order / Roll Call

- Committee Chairman, Brent Kisling, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 10:04 a.m.
- Members present: Brent Kisling; Kara Berst; Russell Boyd; Hannah Davis; Kevin Matthews; Brian McClain; Kyle Ofori; Francellies Otero; Becky Reynolds; Adam Soltani; Valerie Thompson; Matt White.
- Members not present: Ty Burns; Jason Dunnington; Shannon Fleck; Lisa Greenlee; Chuck Hall; Lisa Powell; Marnie Taylor; Carolyn Thompson.
- Presenters, Guests, and Staff: U.S. Census – Emily Kelley, Brenda Claw, Nyree Cunningham-Pullen, and Gary Walker; Congresswoman Kendra Horn’s Office – Rachel Morse; OK Center for Nonprofits – Dan Billingsley; Oklahoma Policy Institute – Jasha Lyons Echo-Hawk; Oklahoma Dept. of Commerce – Jon Chiappe, Kristin Goodale, Josh McGoldrick, and Holly Miller.

#### 2. Approval of Minutes from previous meeting

- Becky Reynolds moved to approve the meeting minutes from Dec. 20, 2019. The motion passed.

#### 3. Remarks from Chairman Kisling

- Welcome and thank you all for coming. We’ve been busy at Commerce on Census. I want to reiterate the three phases of our effort: (1) Data Collection/Preparation; (2) Partnership Development; and (3) Marketing Campaign. We will hear updates about each effort, but the progress we are making and need to make with data collection is, at present, the most vital.

#### 4. Presentation by Emily Kelley, U.S. Census Bureau, video advertisements and social media efforts (5-10 minutes)

- Emily Kelley presented video advertisements produced by the U.S. Census Bureau.
- She met that morning with the Oklahoma Association of Realtors to request their 11,500 realtors become census partners.
- She introduced Gary Walker, the OKC Area Census office manager, and they are just beginning to hire workers – job expected to finish mid-end of summer.
- Social media resources she mentioned:
  - Text: **oklahomajobs** to 313131
  - [www.2020Census.org](http://www.2020Census.org)
- Job-seekers can check the status of their applications online or by phone. They can also opt-in for text messages. The Census Bureau will call applicants through February.

**5. Presentation by Jon Chiappe, Oklahoma Dept. of Commerce, on research team’s Census efforts (5 minutes)**

- Jon Chiappe presented an update on data – submitted new construction and existing for Count Review Program by state to flag and confirm addresses and take the format from the county assessors of the legal description of properties and change them all to addresses.
- Members of Commerce’s Research Team are currently engaged in the Count Review Program, which lasts from January 13 through February 6.

**6. Presentation by Kristin Goodale, Oklahoma Dept. of Commerce, on marketing strategies for the 2020 Census (10 minutes)**

- Commerce has worked with Staplegun, a local advertising agency, to create a website (which is now up) as well as print and video materials.
- We still need translation assistance, preferably by people experienced in advertising and preferably volunteer. Priority languages are: Spanish, French, Vietnamese, Arabic, & Tagalog.
- Materials with brand logo and messaging are now available as promised on the Commerce website. Local groups can download these to print/produce materials for distribution.
- The brand logo can be used on posters, rack cards, billboards, window clings, yard signs, lapel pins, pop-up banners, digital ads, post cards, etc. Contact Kristin Goodale at [kristin.goodale@okcommerce.gov](mailto:kristin.goodale@okcommerce.gov) for details.
- Adam Soltani provided information about printing and offered to coordinate a group order to share printing costs.
- Kristin presented a demo of Oklahoma’s new Census website and explained the online resources available.

**7. Presentation by Josh McGoldrick, Oklahoma Dept. of Commerce, on Oklahoma Census efforts (5 minutes)**

- The Department, in conjunction with Governor Kevin Stitt, has started a Census Ambassador program, wherein approximately sixteen Census Ambassadors from various State Agencies will lead their Agency's Census efforts.
- Initial Census Ambassador meeting to take place on January 30 at the Department of Commerce.

**8. Announcements**

- Chairman Kisling announced the next meeting date: Feb. 21.
- Future meetings will be held at the Oklahoma Department of Commerce from 10:00 a.m. to Noon on the 3rd Friday of each month, until the end of 2020 or when the committee finalizes its work.

For 2020:

<del>Jan. 17</del>	Feb. 21	Mar. 20	Apr. 17
May 15	Jun. 19	Jul. 17	Aug. 21
Sep. 18	Oct. 16	Nov. 20	Dec. 18

**9. Adjournment**

- Chairman Kisling adjourned the meeting at 11:55 a.m.