



**State Complete Count Committee
Minutes of Special Meeting
Friday, September 18, 2020 at 10:00 a.m.**

Fisher Board Room, Oklahoma History Center, 800 Nazih Zuhdi Drive, Oklahoma City, OK 73105

This special meeting is being held consistent with the amendments to the Open Meeting Act, 25 O.S. 2011, § 301 et seq, signed into law by Governor Stitt on Wednesday, March 18, 2020. See [SB661](#), 2020 O.S.L. 3, § 3

This meeting shall occur both through teleconference and in person. Attendance through teleconference shall be through Zoom.

- Link to access meeting: <https://okcommerce.zoom.us/j/882502671>
- Meeting ID: **882 502 671**
- Call-in: 312-626-6799

The physical location of the meeting shall be at the Oklahoma History Center, 800 Nazih Zuhdi Drive, Fisher Board Room, Third Floor, Oklahoma City, OK 73105.

Members Brent Kisling Marnie Taylor, Francellies Otero-Berrios, Kara Berst, Russell Boyd, Ty Burns, Hannah Davis, Jason Dunnington, Shannon Fleck, Lisa Greenlee, Chuck Hall, Kevin Matthews, Brian McClain, Kyle Ofori, Lisa Powell, Becky Reynolds, Adam Soltani, Carolyn Thompson, Valerie Thompson, and Matthew White may either attend remotely or physically at the meeting site.

The notice of this special Committee Meeting was filed with the Secretary of State's Office on or before September 16, 2020. The agenda was posted on September 15, 2020, at least forty-eight (48) hours prior to the meeting on the East entrance of the Oklahoma Department of Commerce building at 900 N. Stiles Ave., Oklahoma City as well as on the Oklahoma Department of Commerce Website at <https://www.okcommerce.gov>.

1. Call to Order / Roll Call / Welcome

- Committee Chairman, Brent Kisling, Executive Director of the Oklahoma Department of Commerce, called the meeting to order at 10:05 a.m.
- Members joining: Russell Boyd, Hannah Davis, Lisa Greenlee (580-471-8325), Brent Kisling, Brian McClain, Kyle Ofori, Marnie Taylor.
- Members not joining: Kara Berst, Ty Burns, Jason Dunnington, Shannon Fleck, Chuck Hall, Kevin Matthews, Francellies Otero, Lisa Powell, Becky Reynolds, Adam Soltani, Carolyn Thompson, Valerie Thompson, Matt White
- Others joining: Governor Kevin Stitt; **U.S. Census** – Steven Dillingham, Steve Smith, Emily Kelley, Gary Walker (OKC Area Census Office Manager), Bianca Gamez; Tricia Woodward; **Oklahoma Dept. of Commerce** – Kristin Goodale, Kirk Martin, Josh McGoldrick, Leslie Blair, Holly Miller, Buffy Hughes, Kye Garvin; **Chickasaw Nation of Oklahoma** – Brent Beaver; **Choctaw Nation of Oklahoma** – 580-924-8280; **Oklahoma Dept. of Libraries** – Bill Young; **Town of Buffalo** – James Leonard, 580-735-2030; **City of Stillwater** – Paula Dennison; **Oklahoma Dept. of Career and Technology Education** – Justin Lockwood; **Inasmuch Foundation** – Sarah Roberts; **United Way of Central Oklahoma** – Melanie Anthony; **Oklahoma Dept. of Veterans Affairs** – Shane Faulkner; **Oklahoma Dept. of Rehabilitation Services** – Tiffany Davis; **Oklahoma State Senate** – St. Sen. Kay Floyd; **Oklahoma House of Representatives** – Jason Warfe; KOTV News on 6; S Martin; Karlie; Christopher P.

2. * Approval of Minutes from June and August meetings

- At the time of this agenda item, a quorum was not present, so action was deferred until the next meeting.

3. Remarks from Chairman Brent Kisling

- After the 2000 Census, Oklahoma lost one of its 6 Congressional seats. In the 2010 Census, I suspect Oklahoma was undercounted. For the 2020 Census, Governor Kevin Stitt tasked the Oklahoma Dept. of Commerce with leading the state's efforts. In 2019, Commerce focused on the data, submitting more than 350,000 addresses to the Census Bureau's databases, more than any other state. We established a ground game, much like a political campaign, with coordinators covering all 77 counties. We sent weekly emails and created & distributed marketing materials. The Governor appointed this State Complete Count Committee, which has met nearly monthly. Commerce has spent almost \$500,000 from its budget for promotion.
- We appreciate the work of the Census staff in Oklahoma. Emily Kelley, Tricia Woodward, and the others have been great to work with.
- Governor Kevin Stitt: It's an honor to have Director Dillingham here in Oklahoma today. I'm proud of the work done by the SCCC and Commerce. 40% of infrastructure funding comes from the federal government and much of that is tied to Census data. Promoting through my public addresses and through challenges issued to the Speaker, Pro Tem, and Lieutenant Governor. Let's keep pushing these last 2 weeks.
- Director Steven Dillingham: It's an honor to be back in Oklahoma. Let's have the Census Bureau employees present today introduce themselves [Steve Smith, Bianca Gamez, Emily Kelley, Gary Walker, Tricia Woodward].

4. Remarks from Vice-Chair Marnie Taylor

- Nonprofits are a trusted voice and are in touch with many Hard-to-Count and Hard-to-Reach populations.
- Oklahoma Center for Non-Profits, Dan Billingsley.

5. Remarks from U.S. Census Bureau headquarters

- Steven Dillingham, Director of the U.S. Census Bureau. Good news! As of 9/17/20, Oklahoma's total count is 92.1%. The U.S. is at 94.1%. The Bureau sent 130 additional enumerators to Oklahoma. They're working long hours and weekends. We call it "Operation Final Stretch." We also brought in additional management support. Oklahoma is in the single digits (to get to 100%). The finish line is in sight. I'm optimistic that Oklahoma will reach 99% or more in the next several days.
- The deadline is 9/30/2020. There are 10 lawsuits and pending legislation which may affect this.
- I appreciate the support of local elected leaders. Your voice is trusted in your areas and it helps when you encourage people to respond to the Census.
- Oklahoma has shown innovative approaches and is "on top of it." You're doing a wonderful job!

6. Presentation by U.S. Census Bureau, on Census operations after Sept. 30

- No presentation.

7. Presentation by Kristin Goodale, Oklahoma Dept. of Commerce, on final marketing push

- We developed a marketing plan to promote the Census built on 3 elements:
 - Data analysis. HTC map of Oklahoma from 2010 & 2020 self-response rates (monitored weekly).
 - Local collaboration. Coordination of grassroots, community partners, & agency partners.
 - Marketing materials (diverse & OK-specific), social media, & media buys (~\$400,000).
- Marketing toolkits for communities; MQA at Capitol today; 2nd Twitter Chat next week; rural radio ads; partnership with OKC Thunder's voter registration efforts; Governor's speeches always end with a Census call to action. Now pushing **#FinalSprint**.
- Director Dillingham said Oklahoma's marketing materials were the best he's seen.

8. Presentation by Josh McGoldrick, Oklahoma Dept. of Commerce, on operational update and requirement for final report from State Committee per Executive Order

- No presentation.

9. * Discussion and possible action by Committee Members on final report contents & plan to produce

- Farm Bureau, Hannah Davis. We continue outreach & promotion to our members in all 77 counties.
- Oklahoma Dept. of Human Services, Russell Boyd. DHS has 6,000 employees. They normally reach a quarter of Oklahoma's population through direct services. COVID has changed how we serve them. We continue to push Census messaging. Secretary Justin Brown has made this a priority.
- Tulsa area, Kyle Ofori. We assembled a diverse team in July. Our efforts have included in-person events, social media, outdoor events, etc.
- Choctaw Nation of Oklahoma, Brian McClain. Most of our area is rural, so we've adapted to those challenges. We continue to promote through social media, service centers, casinos, C-stores, etc. We recently had a promotion with \$45,000 in prize money. We hope the Bureau will extend the deadline.
- Oklahoma State Senate, Sen. Kay Floyd. I hope for a deadline extension, too. I appreciate all the efforts of the SCCC and the Oklahoma Dept. of Commerce.

10. * Discussion and possible action regarding possible future meetings and agenda items

- No action.

11. Announcements

- We may push the October meeting to early November.
- The SCCC will work on its report to the Governor for preparing for the 2030 Census.

12. Adjournment

- Chairman Kisling adjourned the meeting at 10:47 a.m.

* Indicates anticipated action.

Approved by State Complete Count Committee on May 21, 2021.