**ND Complete Count Task Force**

**Executive Committee Meeting Minutes**

**ND Department of Commerce**

**December 10, 2019**

The North Dakota Census 2020 Executive Task Force Committee met 9:00 a.m. (CST) on December 10, 2019, via Skype or the Fort Ransom Room at the Department of Commerce.

**Present at the meeting**: Linda Svihovec, Steve Andrist, Erin Musland, Stephanie Dassinger

**Present by phone**: Louise Dardis, Andrea Olson, Pat Bertagnolli, Scott Davis, Kenneth Davis

**Commerce Staff**: Kevin Iverson, Gabrielle Proffitt

**Agenda Review:**

**Motion** made by Linda Svihovec to add the approval of Financial Assistance Applications to the agenda, seconded by Kevin Iverson. Vote by all. Ayes have it.  Motion passed.

**Approval of Minutes:**

**Motion** made by Linda Svihovec to approve the minutes of November 14 as written. Kevin Iverson seconded the motion. Vote by all. Ayes have it.  Motion passed.

**Marketing & Media:**

* An update on the marketing firm timeline was provided, stating there will be a meeting on December 18, 2019, with a proposal from Super Studio on their marketing plan. The task force asks for information needed by subcommittees to inform and assist the contracted marketing firm, including a completed survey by each subcommittee per undercounted population and a work plan from the business/labor and tribal subcommittee that was due on November 30.
* The committee asks for a schedule of events for the marketing firm for marketing materials.
* There is a review of available census resources for CCC and subcommittees to use and distribute to organizations, including Public Health TV and Western North Dakota Energy. The task force asks for slides from the committees to edit prior to sending out.
* The committee discusses the use of NDSU Extension and other organizations. Jim Gray was identified as a source, Louise Dardis will reach out to Lynette Flage on the Education and Library Subcommittee to connect with the task force.
* A website update is provided, showing members the additions of minutes, news, and marketing materials.
	+ The task force is asked to provide news articles they may have participated in – an update with Williston Herald and hiring is provided
	+ The task force asks for minutes from subcommittee meetings
	+ The task force will create a resource to house marketing materials provided by Super Studio for use by the subcommittees and CCC’s

**ND Census 2020 Administration**

* The task force discusses the February training event, with review of the agenda to set the event in motion. The event will be held on February 3, 2020, at the Bismarck State College Energy Center in the Bavendick Stateroom with four additional spaces for breakout sessions.
* CCC Meetings and Trainings have been visited by Linda, Louise and Gabi. Linda and Gabi attended the Bismarck – Burleigh County CCC and were very impressed with efforts being made. Louise attend West Fargo and Fargo CCC’s and is assisting in getting them up and running.
* The frequency of future executive meetings is addressed and agreed to stay at bi-weekly dates. A calendar invite will still be sent out. If there are no applications or materials to cover, the meeting with be canceled with notice.
* The task force asks that they comply with the open meeting notice requirement and send meeting dates to Gabi.
* An update has been made to the application process. Super Studio will now provide written consent when they do not intend to utilize the application’s requested forms of marketing. The invoice will be paid by the Department of Commerce upon completion.
* Public Outreach has been made by many efforts, resulting in access to Public Health TV and a request for printed materials. The following efforts have been made since the previous meeting was held:
	+ ND Compass Article
	+ KFGO – Interview with Joel Heitcamp
	+ KVRR – Interview
	+ Presentation to Public Health Officers
	+ Presentation to Williston Petroleum Council
	+ Presentation to Skills Initiative Group

**Upcoming Opportunities/Events**

* SWAG – flyers, seeds, pins, tablecloths, and banners are available in Gabi’s office.

Brief report on events since 11/14/19 meeting:

* A meeting was held with Super Studio on November 26, 2019, with the opportunity to meet with each subcommittee, review their respective survey results and work plans and gather research that will inform a proposal to be assembled for team review.
* Pete Hanebutt from the Business and Labor subcommittee passed out handouts and presented to the attendees of the NDFB 77th State Annual Meeting held on November 22-24, 2019.
* Louise and Gabi attended the Northern AG Expo in Fargo on December 3-4, 2019, which resulted in an interview with KFGO and a piece from KVRR.

Upcoming events:

* A member from the Bismarck-Burleigh CCC, Will Hutchings, will attend the Bismarck – Mandan EDC Chamber Holiday Mixer in the booth purchased with Prairie Public and the Department of Commerce on December 10, 2019.
* The NDFU State Convention on December 13 & 14, 2019 will provide Census 2020 materials.
* A Tribal Taxation Meeting will be held in the Rough Rider Room on December 16, 2019 and provide time on the agenda for Kevin, Louise, and Linda to present. There will also be time for Cheryl Kary and Kenneth Davis to participate.
	+ The meeting will allow time to film PSA’s with the governor.
	+ Scripts and film equipment will be provided by Census Bureau or Commerce Department.
* The GNDC CEO Roundtable is scheduled for January 15, 2020, a presentation will be given by Pat Bertagnolli and allot time to mention Census 2020.
* The Strengthen Tribal Nations Conference will be held on January 15-16, 2020 in Bismarck. An opportunity to present by the committee will be available. There is a possibility of having a panel with subcommittee members.
	+ Other options include a keynote speaker or holding breakout sessions.
* CCC Training Conference event will be held on February 3, 2020 more details to follow.

Other opportunities:

* The Valley City Winter Show at the Valley City Event Center is scheduled for March 1-7, 2020.
	+ The task force has elected to not move forward with this event due to potentially high expenses with low exposure or reach out capabilities, but the event staff will be contacted about the option of making handout/s option.
* Another AG Expo with be held at the Minot State Fair Grounds on January 29-31, 2020. Steve Andrist will contact Beth Helfrich to obtain a spot for the task force to attend. The committee will reach out to the Minot CCC to request that members man the booth.
* Committee asks for members to contact Gabi with additional event opportunities.

  **Funding Assistance Application**

* New Applications:
	+ Brian Billingsley – City of Minot - Application 2020–008 - 010 - **Approved**
	+ David Klein - Stutsman County – Application 2020–011 - **Approved**
	+ Will Hutchings – Burleigh County – Application 2020-014 – **Approved**

**Motion** made by Linda Svihovec to approve all presented applications 001-015 (minus Grand Forks until invoices are provided) based on December 4, 2019, meeting with Super Studio confirming the work approved does not conflict with their contract. Kevin Iverson seconds the motion. Motion passed.

**CCC’s Status Update – Erin Musland**

* 37 CCC’s are up and running, there are still 3 waiting to be trained.
* The federal partners are currently working in the field and shifting response with updates.
* The task force will continue to attend and be present at these meetings and asks federal partners in attendance to relay their upcoming meetings so that the committee can be present. The partners will keep the task force updated with all upcoming CCC meetings and trainings.

**Subcommittee Reports**

* **Business/Labor – Pat** **Bertagnolli**
	+ Pat and Arik met to discuss work plan.
	+ Linda Svihovec, Geoff Simon, WDEA, Brady Pelton, Vawnita Best, Brent Bogar and Pat Bertagnolli created a proposal to entice Bakken Oilfield workers to participate in the Census. Census was featured in the last issue of their newsletter.
		- Further plans include: weekly newsletter, messaging on website, text messaging system, API chapters distribute materials, video PSA’s and safety training programs, podcast, radio ads, interviews, etc.
	+ Media meeting with Mark Dickerson to discuss further ideas
		- Strategies include: feature story, curriculum for public schools, 1st digit change in populations for North Dakota for the first time in 100 years, HTC ads in newspapers
* **Education/Library – Russ Ziegler**
	+ Was not present for the meeting
	+ Held a meeting December 6, 2019
	+ Upcoming meeting on January 3, 2020
* **Government – Stephanie Dassinger**
	+ Last meeting was with Super Studio on November 26, 2019
	+ Will use resources from vendor to distribute to community
	+ Provided committee with materials produced by Association of Counties
* **Tribal – Scott Davis**
	+ Will holding a Taxation Meeting with the Governor and Strengthen Tribal Nations Event
* **Community/Faith Based – Andrea Olsen**
	+ Created a toolkit that everyone can access
	+ Held a meeting December 5, 2019
	+ Upcoming meeting January 2, 2020
* **Media – Steve Andrist**
	+ Provided insight with marketing strategies and will have meeting with Super Studio.
* **Brief follow-up report for co-chairs (Linda and Louise)**
	+ Linda and Louise will send out dates for all upcoming meetings.

Meeting was adjourned at 11:13 a.m.