**ND Complete Count Task Force**

**Executive Committee Meeting Minutes**

**ND Department of Commerce**

**January 21, 2020**

The North Dakota Census 2020 Executive Task Force Committee met 9:00 a.m. (CST) on January 21, 2020, via Skype and the NDAco Conference Room at the North Dakota Association of Counties.

**Present at the meeting**: Linda Svihovec, Stephanie Dassinger, Mary Soucie, Steve Andrist

**Present by phone**: Louise Dardis, Arik Spencer, Pat Bertagnolli, Andrea Olson, Kenneth Davis, Mark Dickerson, Thomas Beadle, Erin Musland

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

**Agenda Review:**

**Motion** made by Linda Svihovec to add February 12, 2020 Student Presidents Phone Call and an Update to the Education and Library Subcommittee to the agenda, Steve Andrist moves to approve, seconded by Louise Dardis. Ayes have it. Motion passed.

**Approval of Minutes:**

**Motion** made by Linda Svihovec to table the minutes of January 7, 2020. Mary Soucie seconded the motion. Ayes have it. Motion passed.

**Marketing & Media:**

* An update on the marketing firm’s media buy was provided by Thomas Beadle from Super Studio regarding the feedback given at the meeting held on January 7. The committee will review the new budget and provide final comments for approval by the end of the week.
	+ The committee is provided resources from the United States Federal Census Bureau that are updated weekly on their website. Access to these outreach materials is located on the State website for members to use.

**ND Census 2020 Administration**

* The task force reviewed the agenda for the February 3, 2020, training event. Kevin Iverson walked through the rough draft of the timeline, provided guidance on the breakout sessions and asked for suggestions or comments.
	+ The committee is reminded to register for the event and disperse the email to the rest of their members. They are also invited to attend the rehearsal of the break-out sessions from 1:00 – 3:00 after the meeting.
* Create-a-Thon rehearsal will take place at the NDAco Conference Room.
* An update on Count Review is provided by Kevin Iverson on how housing units will affect the results for the 2020 Census as well as give an insight into why this process is so vital in ensuring a complete count.

**Upcoming Opportunities/Events**

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

Brief report on events since 1/7/20 meeting:

* A challenge between Jamestown and Valley City is made to achieve a higher complete count. Media was there to cover the event. Louise, Gabi and Erin attended and participated in the coverage of this juncture on January 14 at 2:00 pm at Jamestown City Hall.
* The Strengthening Tribal Nations Conference was held on January 15-16, 2020, in Bismarck at the Energy Center of Excellence. Kevin Iverson sat on a panel with Tribal Partners, Kenneth Davis and Cheryl Kary. The committee also filmed PSA’s of Tribal Leaders while at Bismarck State College.
* The GNDC CEO Roundtable was hosted on January 15, 2020, Pat Bertagnolli attended.

Upcoming events:

* A booth has been purchased for the AG Expo in Minot for January 29-31, 2020.
* Linda will be attending the North Dakota Day Picnic on March 1, 2020 in Mesa, Arizona at the Red Mountain Park. She will have materials shipped to be available for the booth space purchased at this event.
* NDAREC held their annual meeting on January 21-21, 2020, at the Ramkota Hotel and had Kevin give a 15-minute presentation. A booth space was also be provided for handouts and Kevin manned the booth for the last half of the conference.

Other opportunities:

* On February 12 there will be a phone call with all college leaders and student presidents in which the co-chairs were asked to attend. The opportunity to present will be available to Linda and Louise if they wish to contribute.
* The Valley City Winter Show at the Valley City Event Center is scheduled for March 1-7, 2020.
	+ The Valley City CCC will have a booth at this event and we will provide handouts.
* Committee asks for members to contact Gabi with additional event opportunities.

  **Funding Assistance Application**

* New Applications:
	+ Terry McDonald – City of Hazelton – Application 2020 – 019 - **APPROVED**
	+ Lindsey Harriman – William County – Application 2020 – 020 - **APPROVED**
	+ Valerie McCloud – Rolette County – Application 2020 - 021 - **APPROVED**

**Motion** made by Linda Svihovec to approve Applications 019, 020, and 021, with the exemption of the laptops asked for by Rollette County without further investigation into procurement law. Mary Soucie seconds the motion. Ayes have it. Motion passed.

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

* 40 CCCs are up and running
* The goal for the Federal Partners is to now locate areas for CCC’s to acquire after the form goes live on March 12,, 2020, as well as find events that are accommodating for participants to fill out the Census after this date.
* Materials catered to those with disabilities are available for disbursement.

**Subcommittee Reports**

* **Business/Labor – Pat** **Bertagnolli**
	+ Pat has been attending safety meetings to get word out on Census 2020.
		- Biggest issue is lack of addresses and the use of PO Boxes for Oilfield Workers.
		- Solution is GIS/911 addresses provided for every resident.
	+ Another message they have been spreading is the availability of jobs.
* **Education/Library – Mary Soucie**
	+ Mary Soucie will take over as the chair for the Education and Library Subcommittee.
	+ Held a meeting on January 17, 2020 to review materials provided by Super Studio.
		- There was a push of websites and printed materials to all education leaders
		- The state libraries will also set their desktops to images for Census 2020
	+ Will hold next meet on February 7, 2020.
* **Government – Stephanie Dassinger**
	+ Will determine next meeting for February after presentation from Super Studio
* **Tribal – Scott Davis**
	+ Was not present for this meeting
* **Community/Faith Based – Andrea Olson**
	+ All committee members have posted Census materials to their websites
	+ Met on January 2, 2020 and provided feedback on Super Studio materials
	+ Next meeting will be held on February 6, 2020
* **Media – Steve Andrist**
	+ Has worked with Mark Dickerson to get media coverage of Census 2020
* **Brief follow-up report for co-chairs (Linda and Louise)**
	+ Linda and Louise have no further comments

**Executive Committee meetings**

* February 11, 2020, 9:00-11:00
* February 25, 2020, 9:00-11:00
* March 10, 2020, 9:00-11:00
* March 31, 2020, 9:00-11:00

Meeting was adjourned at 11:00 a.m.