**ND Complete Count Task Force**

**Executive Meeting Minutes**

**ND Department of Commerce**

**October 10, 2019**

The North Dakota Census 2020 Task Force Executive Committee met at 1:00 p.m. on October 10, 2019, in the Fort Ransom Room at the Commerce Department.

**Present at the meeting**: Linda Svihovec, Kristen Hermanson, Steve Andrist

**Present by phone**: Louise Dardis, Stephanie Dassinger, Scott Davis, Erin Musland, Andrea Olson, Pat Bertagnolli

**Commerce Staff**: Kevin Iverson, Heather LeMoine, Sherri Frieze, Gabrielle Proffitt

**Approval of Minutes:**

**Motion** made by Linda Svihovec and seconded by Steve Andrist to approve the minutes of September 5th. Motion carried.

**Motion** made by Heather LeMoine to edit agenda, seconded by Louise Dardis. Motion carried.

**Introduction of Gabrielle (Gabi) Proffitt, Administrative Assistant**

* Gabrielle Proffitt was introduced to the team. Gabi is an administrative assistant to the Census 2020 Task force, primarily to co-chairs Linda and Louise and Census Manager Kevin Iverson, but available to anyone on the Task Force.

**Marketing & Media (Heather LeMoine)**

* RFP update – Task force evaluated proposals and are working towards offering a contract to a vendor.
  + Subcommittees need to discuss survey questions for the contracted vendor in order to streamline the discovery process by the vendor during the narrow window of time. Once subcommittees have completed the survey, Gabi, Heather and Louise will compile ideas submitted by the subcommittees and send to vendor.
* Logo update – look and brand status - Census 2020 will not be getting own logo, will be using the state logo, but will have the opportunity in messaging. This messaging work occur with the Marketing Media vendor when onboard.
* Website review (Gabrielle Proffitt) – Committee looked over content on Website.
  + Application for funding for Local CCC’s was added to the main webpage.
  + Events and newsletters will be added in a two column display.
  + Meeting minutes will be included on website.

**Upcoming Opportunities/Events (Linda/Louise)**

* SWAG – flyers, snack packets, pins, multiple table covers, and banners (3) are available in Gabi’s office.

**Upcoming Opportunities/Events (Linda/Louise) - continued**

Previous events updated as needed:

* ND Petroleum Council (Linda)
* Vital Services Conference (Erin)
* ND League of Cities (Louise & Linda)
* ND Census Office opening (Erin)
* Cass County Politics and a Plate (Louise)
* ND Association of Counties (Louise)

Upcoming Events discussions, updates as needed:

* NDCEL Fall Conference:  October 17, Bismarck - Louise and Gabi at booth
* EDND Fall Conference:  Oct 21-23, Dickinson - Kevin & Gabi on at booth October 22nd, Kevin to present on October ???,
* NDSBA Annual Conference: October 25, Bismarck - Louise and Gabi at booth
* Western Dakota Energy Assoc Annual Conference: October 30 & 31 - Linda at booth
* Main Street ND Summit:  Oct 29-31, Bismarck - Louise and Gabi at booth, Kevin and Erin presenting on October 30th.
* GNDC CEO Roundtable, Nov 6, Williston 10:00am-3:00pm - Event was not canceled. Need presenter, possibly Pat

Possible Events:

* AG Expo, January 29-31, 2020 – North Dakota State Fair Center in Minot/December 3rd-4th in Fargo – Produce PSA’s to be playing for event, have a booth and presence if possible. Best way to reach frontier counties.
* Powwows – Scott Davis will follow-up
* Kiwanis Club – Louise presenting

**Future Activities & Events Promoting Census 2020**

* Recruiting – Kristen Hermanson discussed current efforts being made by Federal Census Bureau.
* The question was raised on how to find future events to continue promoting Census 2020 across the state. It was suggested that the state task force and subcommittees work with local CCC’s to identify possible events for exposure.
* Event Planning – Task force to sit down in CCC meeting and discuss opportunities.

**Training Request for Subcommittee Members/Chairs**

* Best practices – Training for Task Force and Subcommittee members.
* Best avenues to get to goals – YouTube video, webinar, document
* Best ideas to reach an outcome - Erin and Kevin will compile Census information into a document to send to all Subcommittees and Task Force members with similar training for CCC’s
* Kevin recommended a training in February for anyone to participate. This will provide an opportunity for established CCCs to send new committee members or for CCCs that have not been trained to do so.

**Discussion on Assistance and Support to Local CCCs**

* Verbiage was improved on funding assistance application to decrease confusion when applicants filled out said applications, clarifying this fund isn’t a reimbursement, but direct payment of invoices by the Department of Commerce.
* Task Force members were encouraged to attend local complete count committee meetings to gain further insight into what is planned at the local/regional levels.
* Provide assistance to CCC’s with events and opportunities.

**CCC’s Status Update – Erin**

* Trenton Indian Service Area CCC and MHA Nation CCC are now trained and "up and running." Currently there are 21 CCCs trained and "up and running," and another 14-19 CCCs in the process of formation.
* There are now three columns with new CCC slides. The first two columns listed in alphabetical order indicate all the CCCs that are trained and "up and running" ("A-L" in first column, and "M-Z" in second column). The third column lists all of the CCCs that are in the process of formation (i.e., not trained or up and running yet).
* The “smaller communities that have shown interest" and "will be invited" columns have been eliminated due to designated deadline of CCC training at the Federal level. By 10/11/19, all of the smaller communities that have shown interest will either need to schedule a CCC training with one of our partnership specialists or indicate they are no longer interested in forming a CCC.
  + The smaller communities highlighted in red are communities that may drop off the slide soon, depending on their response.
* In the third "in the process of formation" column dates of any CCC trainings that have been scheduled are indicated in red text.

**Subcommittee Reports**

1. **Tribal – Scott/Louise**

* Subcommittee has been formed and awaiting the Tribal subcommittee member to complete and submit the required Oath of Office and Statement of Interest forms to the Governor’s office for approval.
* First meeting was held October 3rd.

1. **Business/Labor – Pat**

* Will be holding a meeting in upcoming weeks.

1. **Education/Library - Russell**

No Report

1. **Government – Stephanie**

* Holding first meeting next Thursday.

1. **Community/Faith Based – Andrea**

* Holding first meeting in upcoming weeks.

1. **Media – Steve**

* Asked Subcommittee for headlines and featured articles to start circulating.

**REMINDERS**

Oath of Office & Statement of Interest – return to Governor’s Office

**Future Executive Committee meetings**

* Next Executive Committee Meeting: November 14, 2019
* Complete Survey Money for marketing vendor onboarded by November 1st.

Meeting was adjourned at 2:30 p.m.