**ND Complete Count Task Force**

**Executive Meeting Minutes**

**ND Department of Commerce**

**October 28, 2019**

The North Dakota Census 2020 Task Force Executive Committee met at 1:00 p.m. on October 28, 2019, via Skype or at WSI Boardroom 2A at the Commerce Department.

**Present at the meeting**: Linda Svihovec, Kristen Hermanson, Stephanie Dassinger, Pat Bertagnolli

**Present by phone**: Louise Dardis, Scott Davis, Erin Musland, Russ Ziegler

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

**Agenda Review:**

**Motion** made by Louise Dardis to approve agenda, seconded by Kevin Iverson. Ayes have it. Motion carried.

**Approval of Minutes:**

**Motion** made by Kevin Iverson and seconded by Linda Svihovec to approve the minutes of October 10th. Ayes have it. Motion carried.

**Marketing & Media (Heather LeMoine)**

* RFP update – RFP has been executed, no protest. The contract is in approval phase with Attorney General. Once approved it goes to the agency for review and will bounce between attorneys. The vendor selected was Super Studio.
  + Heather will follow up with Kerri Kraft about agency of record and retainer.
* Website review (Gabrielle Proffitt) – Committee asks for improvements to the Website.
* Social Media Update – Committee views and expresses interest in pushing accounts.
  + Linda and Gabi will propose an email to send out to CCC’s with links to social media.
* Press Release to acknowledge hire of vendor.
  + Establish point of contact and distribute.
  + Push across platforms.
* Vendor possibilities?
  + PowerPoint slides with posts.
  + Sending information to members of Task Force.

**ND Census 2020 Administration**

* Overview of Survey (Gabrielle) – The committee views and talks through Media Planning Worksheet created by Gabrielle Proffitt and Heather LeMoine and explains the importance of the survey in relation to onboarding marketing vendor.
  + Survey was sent out; Gabi will resend the survey following the meeting.
  + Follow-up questions can be forwarded to Heather or Gabi.
  + **Due date is set for Thursday, November 14, 2019.**

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

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

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

Previous events updated as needed:

* NDCEL Fall Conference:  October 17, Bismarck - Louise and Gabi at booth – Louise presented.
  + Gabi will work with Tricia to get curriculum Louise created for Census data to be used in school on Census 2020 website.
  + Message will be sent out to Russ Ziegler to distribute amongst administrators.
* EDND Fall Conference:  October 21-23, Dickinson - Gabi at booth October 22, Kevin presented October 23.
  + Complete Count Committee maps were presented on October 23, Kevin was approached for follow up information.
  + Maps currently on SharePoint.
  + Gabi will work with Tricia to put map on Census 2020 website.
* NDSBA Annual Conference: October 25, Bismarck - Louise and Gabi at booth

Upcoming Events:

* Western Dakota Energy Assoc Annual Conference:  October 30 & 31 - Linda at booth and presenting on the 31st.
* Main Street ND Summit:  October 29-31, Bismarck - Louise and Gabi at booth, Kevin and Erin presenting on October 30.
  + Expected 1,100 attendees.
* Kiwanis Club: October 4, Fargo – Louise presenting.
* GNDC CEO Roundtable, November 6, Williston Arik is organizing, Vawnita is presenting.

Possible Events:

* AG Expo, January 29-31, 2020 – North Dakota State Fair Center in Minot and December 3-4 in Fargo – Produce PSA’s to be playing for event, have a booth and presence if possible. Best way to reach frontier counties.
  + Winter Show
  + Parks and Rec
* Strengthen Tribal State – January 15 & 16 – Scott is point of contact (Booth/Presentation?)
* Committee asks for members to contact Gabi with additional event opportunities.

**Training Event (Kevin Iverson)**

* A possible training event is proposed by Kevin Iverson.
* Plans to book a venue are laid, Gabi will make reservations.
* Intended 150-200 attendees with breakout sessions from 10:00 am- 3:00 pm.

**Application Review**

* Brian Billingsley – City of Minot - Application 2020–001
  + The application was denied because it did not fall in the application requirements
  + Kevin will reach out the Minot to assist in submitting new application
* Vawnita Best – McKenzie County – Application 2020-002
  + As the State cannot pay tax/shipping, the application needs to be resubmitted.
  + Linda will follow up with Vawnita to get a new submission.
  + Gabi will follow up with the Commerce Department on Amazon tax credit.

**Motion is made** to approve application, once the application has been resubmitted with tax and shipping included in the cost and once Amazon allocation is rectified **by Stephanie Dassinger at 2:20pm**.

Linda Svihovec seconded the motion. Ayes have it. **Motion carries.**

* Vawnita Best – McKenzie County – Application 2020-003
  + Application needs to be resubmitted with one mailing list.
  + Possibility to have the vendor apply statewide. (Frontier counties and Tribal)
  + Linda will follow up with Vawnita to get application resubmitted.

**Motion is made** to approve to discuss the resubmitted mailing list application **by Linda Svihovec at 2:30 pm.** Motion is seconded by Kevin Iverson. Ayes have it. **Motions carries.**

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

* Bowman has been added to the list and are on course to be trained.
* Rolla to be Trained by Peggy Jo on November 15.
* Tribes are all up and running.

**Subcommittee Reports**

1. **Tribal – Scott**

* Next meeting will be held sometime in November
* Proposal from Nygard is ready for approval.

1. **Business/Labor – Pat**

* Meeting will be November 6
  + Gabi will attend to assist with Survey
  + Linda and Louise will attend to show support from State Task Force.

1. **Education/Library - Russell**

* Meeting with be November 8

1. **Government – Stephanie**

* Had meeting on October 17.
  + Linda and Gabi were present.
  + Housing/Low income households were identified as areas of opportunity.
  + Confidentiality and safety were registered as threats.
    - Inserts, flyers from housing authorities, and PSAs proposed as solutions.

1. **Community/Faith Based – Andrea**

* Was not present for the meeting.

1. **Media – Steve**

* Was not present for the meeting.

**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 Monkey for marketing vendor onboarded by November 14.

Meeting was adjourned at 2:55 p.m.