



**City of Coral Gables
CITY COMMISSION MEETING
November 17, 2009**

ITEM TITLE:

Communications Committee Meeting Minutes of October 15, 2009

SUMMARY OF MEETING:

Newly appointed Communications Committee Chair Matt Bokor was introduced.

The minutes from the September meeting were circulated for approval. Motion: David Stiefel motioned to approve the September meeting minutes. Maria Garcia seconded the motion and it passed unanimously.

Higgins Fallon distributed a draft of the Annual Report from the Communications Committee. She requested input and review. Motion: David Stiefel motioned to approve the Annual Report with changes indicated. Maria Garcia seconded the motion and it passed unanimously.

The census organization has asked the City to promote the census and requested the City to form a Complete Count Committee. Mayor Slesnick suggested giving this outreach responsibility to the Communications Committee instead.

US Census Partnership Coordinator Katia Faintfleur trained members on the role of the Complete Count Committee. Census data is used to distribute congressional seats in the state, and to distribute \$300 billion in federal funds to local, state and tribal government. The funds allocated to the states are strictly based on population - therefore each location cannot afford not to get a proper count.

The core message of the 2010 census is that it's easy, it's important and it's safe. This is the shorter questionnaire in history (it's easy); it directly affects how much of the \$300 million will be allocated (it's important); and the answers are confidential and protected by law (it's safe).

The sole purpose of the Complete Count Committee is to implement a census awareness campaign that results in people mailing back the form in a timely manner. From February through March 2010 the census questionnaires will be mailed or delivered to households. They will be at most homes by March 15. By April 1, 2010, all questionnaires must be mailed back. From April 1 through July 2010, census takers will be visiting households that did not return the questionnaire by mail. By December 2010, the Census Bureau must deliver a population count to the President. By March 2010, census information will be sent to the states.

Stiefel requested the presence of the City Manager Salerno at the next Communications Committee to discuss his concept of branding which he talked about at this morning's Chamber of Commerce breakfast. With no other business to discuss, the meeting was adjourned.

ATTACHMENT(S):

1. **Draft Minutes of October 15, 2009**
2. **2009 Communications Committee Annual Report**

AGENDA ITEM NO. _____