

2020 CENSUS

Doña Ana County, let's get counted!

2020 Regional Census Complete Count Committee (CCCC) Meeting

July 25, 2019

3:00 p.m. to 5:00 p.m.

City of Las Cruces

Conference Rooms 2007 B and C

700 North Main Street

Las Cruces, NM

Introductions: Self-introduction of participants

Meeting Minutes – Liz Reed, CCC co-chair

Outreach Plan Draft – Liz Reed, CCC co-chair; Mary Carter, Steve Chavira, Claudia Mares, Marisol Diaz and Jerry Smola, Outreach Subcommittee

Setting measurable goals and timelines – Committee Discussion

Messaging – Committee Discussion

Clarification of the City of Las Cruces' video/media usage – Ceci Vasconcellos, City of Las Cruces

Draft of commercial storyboard, Ceci Vasconcellos and Karla Walton, City of Las Cruces

Need names of people in the community who have stature for potential inclusion in videos - Ceci Vasconcellos and Karla Walton, City of Las Cruces

Need names of individuals who can provide testimonials of how federal funding has affected their lives – Liz Reed, CCC co-chair and Ceci Vasconcellos and Karla Walton, City of Las Cruces

Briefing about National Association of Latino Educators Conference- Jay Armijo, South Central Council of Governments

NM Counts! 2020 Statewide Census 2020 Gathering - Daisy Maldonado, Empowerment Congress

Data and Census Tract Training - Daisy Maldonado, Empowerment Congress

Draft Budget for PR/Marketing – Liz Reed, CCC co-chair

24th Annual New Mexico Infrastructure Finance Conference – Liz Reed, CCC co-chair

Subcommittees Reports

- a. Public Relations/Outreach Subcommittee (Mary Carter, Steve Chavira, Claudia Mares, Marisol Diaz and Jerry Smola)
- b. Civic Organizations Subcommittee (Cathie Fern)
- c. Faith-based Subcommittee (City of Las Cruces)
- d. Business Subcommittee (Annette Gutierrez)
- e. Colonias Subcommittee (Mary Ann Galindo)
- f. Education Subcommittee (TBD)
- g. Health Subcommittee (Paul Dulin and Patti Spencer)

Old Business

- Update on state funding – Liz Reed, CCC co-chair
- Grant Applications – Pat Bieber, County Grant Writer
- List of Names for County website – Liz Reed, CCC co-chair
- Canned invite letter from the County or City manager to use for recruiting subcommittee members.

Discussion on next steps - Committee Discussion