

**MIAMI-DADE COUNTY CENSUS 2020 TASK FORCE  
CLERK'S SUMMARY AND OFFICIAL MEETING MINUTES  
September 9, 2019**

The Miami-Dade County Census 2020 Task Force (the Task Force) convened on August 26, 2019 at the West Dade Regional Library Auditorium, 9445 Coral Way, Miami, FL at 10:06 a.m. The following Task Force members were present: Dr. Jaime Anzalotta, Mr. Ray Baker, Mr. Jerry Bell, Ms. Martine Charles, Mr. Glenn Cooper, Mr. Juan D'Arce, Mr. Francisco Duberli, Ms. Amanda Gorski, Ms. Maria Ilcheva, Ms. Carmen Layne-Powers, Mr. Donovan Lee-Sin, Ms. Victoria Mallette, Ms. Jessica Garrett Modkins, Ms. Lynn Norman-Teck, Mr. Jean Pierre, Mr. John Quick, Mr. Zachary Rinkins, Ms. Maria Alejandra Rivas, Ms. Suzie Trutie, Mr. Phong Tony Vu, Ms. Jameka Windham, Ms. Jeannie (Tim) Wong and Chairman Esteban Bovo.

Ms. Maryam Borrego, Ms. Krystina Francois, Dr. Steve Gallon III, Ms. Janet Herrera, Mr. Maurice Kemp, Ms. Michelle Labagold, Ms. Michelle LaPiana, Mr. Jorge Martinez, Dr. Tisa McGhee, Ms. Margaret Sanchez and Mr. Edgar Wright were absent.

In addition to Task Force members, the following staff members were present: Assistant County Attorney Suzanne Villano-Charif; Ms. Bia Marsellos, Administrator, Intergovernmental Affairs Regulatory and Economic Resources; Ms. Larisa Aploks, Strategic Initiatives Manager; and Deputy Clerk Tawana Parker, Office of the Clerk of the Board.

**Welcome**

Chairman Bovo welcomed everyone to the meeting, followed by the Pledge of Allegiance.

Chairman Bovo acknowledged those organizations in attendance for today's meeting.

**Reasonable Opportunity to be heard**

Chairman Bovo opened the floor for a reasonable opportunity to be heard and seeing no one appear, he closed the floor to public comment.

**Approval of Agenda and Meeting Minutes**

A motion was made by Mrs. Layne-Powers to approve the October 7, 2019 Agenda and the September 9, 2019 minutes. This motion was seconded by Dr. Anzalotta and upon being put to a vote, passed unanimously.

Corrections were completed for the July 08, 2019 meeting minutes and motion was made by Mr. Baker to accept the revisions. This motion was seconded by Mr. Bell and upon being put to a vote, passed unanimously.

## **Census Strategies related to reaching Millennials, LGBTQ, and Businesses**

### **Barry University**

Dr. Sean Foreman reviewed a PowerPoint presentation describing the university.

- Who are we? – Barry University
- What do we do In the community

#### **How might we help**

- Working with students
- Working with community partners
- Working with and in Local neighborhoods of Miami Shores, North Miami, Miami-Dade County ant the Task Force

### **Florida International University (FIU)**

Dr. Maria Ilcheva reviewed a PowerPoint presentation regarding Census 2020 Preparations and Outreach.

- Our students
- Why it matters
- 2020 Census Challenges
  - ~Hard-to-Count College Student Groups
  - ~Age Distribution
  - ~Instruction Mode
- 2020 Census Strategies
- Our Research
- Survey Results
- Focus Group Results

### **Miami-Dade College**

Dr. Jaime Anzalotta and Mr. Josh Young reviewed a PowerPoint presentation describing the college's Outreach Campaign to support Census Participation.

- #BeCountedBeMDC
- Mission
- At a Glance
- What does Community College offer
- Student Profile
- Action Plan

Ms. Karina Alegre (Phonetic spelling), Student Leadership Ambassador, announced it was her responsibility to inform and educate the student body on the importance of being counted.

Ms. Alegre commented their goal was to engage older students across all campuses by integrating the Census into student leadership training, student clubs, workshops and retreats and sharing the information on social media platforms.

### **University of Miami (UM)**

Ms. Maite Alvarez stated UM would focus efforts on providing accurate and timely information to the campus community which included faculty, staff, students and external partners. She announced their goals for the 2020 Census included:

- Partnership with student government and Butler Center for Leadership
- Work with students on ideas and strategies to ensure the student population possessed accurate information.
- Provide resources to any student group interested in outreach efforts for undercounted populations.
- Outreach efforts in residence halls and off campus student housing
- Work with external partners that engaged traditional hard to count populations

#### **External Partner Organizations:**

- Law School Immigration Clinic
- Miller School Of Medicine Docs Program
- Sylvester comprehensive Cancer Center
- Prep Mobile Wellness Clinic
- Provide tool kits and specific information to external partners to share with their client base.
- Host a Census information session on campus in March 2020.

Chairman Bovo reminded everyone the Census counted where a person lived and encouraged the colleges and universities to emphasize that information to their student population.

### **St. Thomas University**

Ms. Jameka Windham provided information about the university and their goals for 2020 Census. She noted the following outreach efforts:

- Engaging different student populations on campus
- Engaging the large commuter population
- Engaging the large population of hard to count students
- Coach involvement with the athlete population
- Working with constituents on campus
- Working with the Community Engagement Center
- Working with student government association
- Using social media platform

Mr. D'Arce indicated social media was a powerful tool and suggested the colleges and universities challenge one another to boost student and millennial involvement in the 2020 Census.

### **Hispanic Affairs Advisory Board (HAAB)**

Mr. Francisco Duberli advised the HAAB was created three years ago to address matters that pertained to the most under served and marginalized members of the Latino LGBTQ community. He noted visibility was a major problem for those who lived in the margins of the LGBTQ community. Mr. Duberli mentioned the challenges associated with addressing highly marginalized members of their community and pointed out that Latino immigrants were victims of different crimes and victims of various health issues. He advised Latino gay males continue to have the leading statistics in Miami and the nation among those affected by HIV. Mr. Duberli noted despite the fact the Census would not provide an accurate depiction of this community; he announced the HAAB along with Survivor's Pathway have strategized and were committed to assisting members of this community to get counted.

### **2020 Miami Super Bowl LIV Host Committee**

Ms. Gloria Garces reviewed a PowerPoint presentation providing information about the Committee.

- #SBLIV
- Who We Are
- Why South Florida
- Global Stage, Global Visibility
- Super Bowl - Live it Miami - February 2, 2020 Hard Rock Stadium

Super Bowl LIV video was shown highlighting Miami which included the voice of local artist "Pitbull" and she stated Census wording could be added to this video that would be displayed in various locations around the County.

- Partnerships
- Volunteers – educating the volunteers about census will incorporate education in this process
- Local Businesses
- Community & Sustainable Legacy

Chairman Bovo commented there were many ways to collaborate with the Super Bowl Host Committee and opined the Census should consider using trusted individuals to engage the community and encourage participation in the 2020 Census. He also mentioned joining forces with local professional sports teams as another platform to broadcast Census information.

### **Greater Miami and Beaches Hotel Association (GMBHA)**

Ms. Wendy Kallergis reviewed a PowerPoint presentation and provided an overview of the association.

- Mission Statement
- Membership
  - ~Diverse Board
- Annual Events
  - ~Inn Key Awards Luncheon
  - ~Hospitality Leadership Awards Reception
- Hospitality Partners
- Educational Partners
- Non-Profit Partners

She stated the Census could be promoted in many ways and mentioned effecting an in depth survey with their human resources department.

Chairman Bovo stated the mission of the Task Force was to identify the hard to count population and asked the GMBHA to help alleviate the fear amongst undocumented hotel industry workers to participate in the Census.

### **Miami-Dade Gay and Lesbian Chamber of Commerce**

2019 NGLCC Affiliate Chamber of the year

Mr. Steven Adkins reviewed a PowerPoint presentation providing information on the LGBT Market in Miami-Dade County and pointed out the challenges associated with quantifying the size and scope of this community.

- 6.8% of the population over 18 years and older identify as LGBT
- \$8 Billion purchasing power
- Tourism Impact
- Over 150 LGBT owned businesses
- Students Identified as LGBT
- 16% - Miami-Dade County Public Schools (LGB)
- 16.5% Broward County Public Schools (LGBT)
- Pride Collective

Mr. Adkins reported the Chamber was committed to ensuring the underserved population groups received the necessary information to participate in and complete the Census.

Dr. Anzalotta commented safety was a concern for this community and suggested opening centers or safe spaces to allow for the completion of the census and minimize the associated fear.

### **Miami-Dade Coalition of Chambers of Commerce**

Mr. Mark A. Trowbridge reviewed a PowerPoint presentation affording information on the Coalition of Miami-Dade Chambers of Commerce.

- United States Census 2020 Making our case for the Local Business Community
- Who Are We
- Our Member Partners
- Coalition's Strategic Goals
- We Start Today
- Making the Business Case 1.0
- Making the Business Case 2.0
- Making the Business Case 3.0
- How Do We Make It Happen
- Key Messages
- Outreach Initiatives
- Opportunities to Connect

### **Greater Miami Chamber of Commerce**

Mr. Spencer Pylant reviewed a PowerPoint presentation describing the Chamber.

- Who Are We
- Why Are We Here
- What Have We Done
- Committees and Programs
- Outreach - Social Profile
- How Can We Help
- Follow us & Stay Connected

Mr. Cooper stated the Chamber would broadcast Census information to their committees and companies and urge them to make their employees aware of importance of the Census. He mentioned the amount of Consulate General offices located in MDC and announced focus would be placed on outreach sessions with these various offices and also mentioned the significant impact of social media.

Chairman Bovo noted the County had an effective protocol office in relation to the Consulate General offices and suggested the Chamber join in collaborative forces in this area.

## **The Miami Workers Center- Domestic Workers Organizer**

Ms. Claudia Navarro advised the Center was local non-profit strategy and action center and noted her work entailed collectivizing, educating and empowering domestic workers about the importance of the 2020 Census. She reported an estimated 200,000 domestic jobs in the county; many of which were held by undocumented workers. Ms. Navarro pointed out 80% of domestic workers were residing in Miami-Dade County and due to this non-traditional sector of the economy; most live-in domestic workers did not understand where and how to be counted or even if they should be counted at all. She announced the Center was committed to ensuring domestic workers were counted although this was a difficult client base, and she mentioned a variety of plans to guarantee outreach efforts were successful.

## **General Discussion**

Ms. Norman-Teck suggested developing a Public Service Announcement and Question and Answer pamphlet for use as a reference guide.

Audience member representing Miami-Dade County Public Schools informed the Task Force Census flyers in all three languages would be given to school principals for the upcoming open house events.

Ms. Garrett Modkins suggested inviting Black media representatives to attend the next meeting.

Dr. Anzalotta mentioned linking education and civic responsibility to help alleviate fear in the community.

Ms. Layne-Powers advised a meeting was being scheduled with the military commander at the Homestead Airforce Base and the Census would be discussed.

Chairman Bovo reiterated MDC had plenty of information to provide to members to utilize at their various meetings.

Mr. Talbert suggested taking a back to basics approach, for example “What is the Census and when is it”?

Chairman Bovo answered repetition was a key factor and affirmed the message would be simplified.

Mr. Duberli invited everyone to the Festival of the Family taking place in Hialeah on Saturday September 14, 2019, 9 a.m.-2 p.m. and noted a Census table would be displayed at the festival.

Ms. Jeannie Wong announced there would be Census training in the City of North Miami on Saturday September 14, 2019 in the afternoon.

In response to Ms. Garret-Modkins' question, Chairman Bovo replied the Task Force would review the report and discuss moving forward with a complete count committee/sub-committee structure in order to complete Census information.

### **Closing Remarks**

Chairman Bovo highlighted the recurring theme of fear and the associated challenges of overcoming this issue, but he also pointed out the importance of civic responsibility and conveying the message of how the Census would impact the community. He noted the next meeting was scheduled for October 7, 2019 at the Northeast Dade Aventura Branch Library and indicated that was the final Task Force meeting. He stated media partners would be invited to address how they plan to approach the Census and engage the community and he announced staff intended to present a report to the members for review, prior to submitting the final report to the Board of County Commissioners (BCC).

### **Adjournment**

There being no further business, the Task Force meeting adjourned at 12:03 p.m.