

2020 Regional Census Complete Count Committee Meeting Minutes
May 16, 2019
Doña Ana County Board of Commissioners Chambers
3:00 p.m.

Attended by: Michelle Saenz-Adames and Diana O'Brien, Jardin de los Ninos; Lindsey Bachman, Doña Ana County Clerk's Office; Mayor Nora Barraza, Town of Mesilla; Patricia Bieber, Doña Ana County Finance Department; Mary Carter, Women's Intercultural Center; Steve Chavira, City of Sunland Park; Becky Lawrence on behalf of John Colquitt, Lake Section Water Company; Cathie Fern, Connections Coach; Mary Ann Galindo, Community Leader; David Gallus, Community Leader; Lee Galt, Doña Ana County GIS; City Councilor Kassandra Gandara, City of Las Cruces; Mark Hohnstreiter, Community Action Agency for Southern New Mexico; Kelly Jameson, Doña Ana County PIO; Daisy MalDoñado, Empowerment Congress of Doña Ana County; Liz Reed, Doña Ana County Community and Constituent Services Office; Roger Maya, Catholic Diocese of Las Cruces; Gerald Smola, Camino Real Newspaper; Ray Stewart, Amador Health Center; Arturo Uribe, Southwest Organizing Project; Ceci Vasconcellos, City of Las Cruces; Dave Sment, Village of Hatch; Elaine Alvina, Census Bureau; Paul Dulin, Census Bureau. Joining via teleconference: Jay Armijo, South Central Council of Governments and Annette Gutierrez, Rio Grande Council of Governments.

Scribe: Pat Bieber, Doña Ana County

Liz Reed provided an overview of the Governor's Executive Order, number 2019-007, which established the 2020 New Mexico Complete Count Commission. She is still working on getting information regarding the \$3.5 million added to the state budget for the census outreach in hard to count communities. Trying to pinpoint whether local governments will be able to apply for any of the \$3.5 million; or whether the state census commission will use the funding. Liz is working on scheduling a phone call with the Governor's legislative staff for further discussion.

Liz informed the committee that she learned from Elaine Alvina from the Census Bureau, prior to the start of the meeting, of a possible Congressional visit after Memorial Day weekend. Tentatively, U.S. Senators Heinrich and Udall, along with U.S. Census Bureau leadership from D.C. and region are planning to visit. Liz will communicate with the committee about the visit when she has something definitive to share.

Liz updated the committee on the Cloud storage that will be accessible to committee members to retrieve accumulative information about the census for their review.

Committee members should also visit the NM Counts 2020 website to get statistical information on Doña Ana County that may be useful to promote the census's importance. Their website has an interactive map that shows the ten-year revenue loss for counties and cities based undercount of the 2020 Census. Website is <https://nmcounts2020.org/>.

Additional funding opportunities were discussed. Patricia Biever informed the committee that there are foundations that would support the Census but require additional information to support the need. Additional information would include a budget of expenditures.

Annette Gutierrez from the Rio Grande Council of Governments recommended that the committee apply to the El Paso Del Norte Foundation as well.

Con Alma Foundation Update

Mark Hohnstreiter, from the Community Action Agency for Southern New Mexico (CAASN), gave an update on the Con Alma Health Foundation grant. Notification of grant awards will come in by the end of May. CAASN will be collaborating with other agencies that are involved with the public including the Empowerment Congress and Promotoras who are currently being recruited and trained.

Annette Gutierrez also suggested that committee members attend the El Paso Census meeting on May 29th as they will announce their selected media partner that the county could also contract with possible lower costs due to our location adjacent to the El Paso area.

Jay Armijo, South Central Council of Governments, will be attending the National Association of Latino Educators in July and will network with the intent to find out what other counties will be doing to reach out to their Latino communities.

Subcommittees

Committee had an open discussion on possible subcommittees. After discussion and input from committee members, the following subcommittees were created:

Public Relations/Communications/Outreach Subcommittee- Steve Chavira, Jerry Smola, and Mary Carter will take the roles to connect with other organizations to support the cause. Also get PIO's from all areas involved. Steve's contact information is: O: 575-589-3631 ext. 1601; email: steven.chavira@sunlandpark-nm.gov; Mary's contact information: O: 575-882-5556; email: mcarter@wintctr.org. Jerry's contact information: Phone: 575-222-2002; email: info@caminorealmedia.com.

It was stressed that of this committee we have a documentation translation team, that we use the Promotoras or the outreach and that we try to retrieve any data from the 2010 Census that could be useful to the committee.

Business Subcommittee- Annette Gutierrez will Chair this Subcommittee. Annette's contact information: O: 915-533-0998 ext. 114; email: annetteg@riocog.org.

Civic Organizations Subcommittee- Cathie Fern from Connections Coach will lead this subcommittee. Cathie's contact information: Email: cdfern@comcast.net.

Faith-based Subcommittee- Will be chaired by Roger Maya, Catholic Diocese of Las Cruces. Roger's contact information: Phone: 575-523-7577; email: rmaya@rcdlc.org.

Colonias Subcommittee- Will be chaired by Mary Ann Galindo, community leader from La Union. Mary Ann's contact information: P: (575) 589-1910; email: launionhelpinghands@gmail.com.

Education Subcommittee. There wasn't representation from the education community at the census committee meeting. This subcommittee needs a chair/and or co-chairs. Anyone interested please contact Liz Reed at 575-525-5959 or via email at lizr@donaanacounty.org.

Roger Maya mentioned that the committee could tap into NMSU for student volunteers. In some cases, it would be part of class credit; internships.

Committee members requested the Census Bureau provide a listing of all contacts that have been made so that there is no duplication in the process.

Please mark your calendars. The next 2020 Regional Census Complete Count Committee meeting is on Thursday, June 13, 2019 at 3 p.m. to 5 p.m. Location: Doña Ana County Government Center, Multipurpose Room 113 (1st Floor, pass the Treasurer's Office, on right hand side of the hallway).