

# CITY OF HIALEAH



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## City of Hialeah Census 2020 Committee

### Minutes

Wednesday, July 15, 2020

City of Hialeah City Hall Council Chambers

501 Palm Ave, Hialeah, FL 33010

6:00 p.m.

#### 1. CALL TO ORDER

A. **REPORT:** Council Member Tundidor called the meeting to order at 6:13 p.m.

#### 2. ROLL CALL OF COMMITTEE MEMBERS AND STAFF

A. **REPORT:** Sylvana Soler-Gonzalez, Office of the City Clerk, call the roll with the following Committee Members present:

1. Zachary Swanson
2. Julio Ponce
3. Michael Bell
4. Eddie Santiesteban

B. **REPORT:** Sylvana Soler-Gonzalez, Office of the City Clerk, called the roll with following Committee Members absent:

1. Angela Ramos
2. Marta Rios
3. Mario Pico

### 3. PUBLIC COMMENTS

A. **REPORT:** The Office of the City Clerk did not receive mail messages from persons interested in making comments or posing questions on matters of public concern.

B. **REPORT:** Council Member Tundidor asked anyone watching or listening to the meeting who would like to speak to use the raising of the hand feature on Zoom. No one expressed interest in participating.

### 4. OVERVIEW OF FLORIDA'S SUNSHINE LAWS AND PUBLIC RECORDS

A. **REPORT:** Council Member Tundidor advised the Committee of the Sunshine Laws and Public Record Laws, which apply to all Committee Members.

### 5. GUEST SPEAKER

A. US Census Bureau, Assistant Regional Census Manager, Marilyn Stephens  
**PRESENTED**

### 6. HIALEAH CENSUS 2020 EFFORTS PROGRESS

A. Current Hialeah Response Rate

**REPORT:** Council Member Tundidor informed the Committee that the current response rate of the City of Hialeah is 63.4 percent.

B. Water and Solid Waste Bills

1. June 13, 2020: 4,471 Homes received Census Pamphlets

**REPORT:** Council Member Tundidor stated as of June 13, 2020, 4,471 homes in the City of Hialeah have received the 2020 Census Pamphlets created by Committee Vice Chair Santiesteban.

2. Goal: 57,000 Homes to receive Census Pamphlets

**REPORT:** Council Member Tundidor established a goal for 57,000 homes in the City to receive the 2020 Census Pamphlets.

C. Grassroots Initiative

3. Targeted 500 Homes in low response areas

**REPORT:** Council Member Tundidor informed the Committee that firefighters and elected officials from the City volunteered and delivered tote bags to over 400 homes in low response areas. Council Member Tundidor proposed the initiative to be conducted every two weeks.

D. Budget Balance

1. \$35,000 Total Budget
2. \$2,736 Spent
3. \$32,264 Balance

**REPORTED**

7. **ELECTION OF CHAIR OF THE 2020 CENSUS COMMITTEE**

- A. Election of Chair pursuant to City of Hialeah Code § 2-584(A).

**APPROVED 4-0-3 with Committee Member Ramos, Committee Member Rios and Committee Member Pico absent.**

**REPORT: Council Member Tundidor recommended the Committee to consider Mr. Ponce as Chair.**

**REPORT: Motion to Elect Julio Ponce as Chair of the 2020 Census Committee made by Committee Vice Chair Santiesteban, and seconded by Committee Member Swanson. Motion passes 4-0-3 with Committee Member Ramos, Committee Member Rios and Committee Member Pico absent.**

8. **AGENDA ITEMS**

- A. Request permission to approve the minutes of the Virtual Census 2020 Committee meeting held on June 18, 2020.

(OFFICE OF THE CITY CLERK)

**REPORT: Motion to Approve Item A made by Committee Vice Chair Santiesteban, and seconded by Committee Member Swanson. Motion passes 4-0-3 with Committee Member Ramos, Committee Member Rios and Committee Member Pico absent.**

B. Review Clear Channel Proposal

**REPORT: Council Member Tundidor provided the Committee with back up documentation in regards to Clear Channel and proposed to place two static bulletin billboards, two digital billboards and seven transit shelters throughout the City in effort to advertise the 2020 Census.**

9. **UNFINISHED BUSINESS**

A. Sign placement on business property

**REPORT: Council Member Tundidor suggested placing signs and posters in front of businesses.**

B. Sign placement on gas pumps

**REPORT: Council Members Tundidor suggested placing 2020 Census stickers on gas pumps.**

**REPORT: Committee Member Bell suggested distributing material at valet parking and cashier areas, ER waiting rooms and providing material to his staff at the Hialeah Hospital.**

**REPORT: Committee Member Swanson advised on how Unbranded Brewing Co. can attach pamphlets to food deliveries and distribute flyers in local areas.**

10. **NEW BUSINESS**

**REPORT: Chairman Ponce requested a Motion to Approve \$24,000 from the 2020 Census Committee's budget to be used for billboard and marketing advertisements.**

**REPORT: Motion to Approve made by Committee Member Bell, and seconded by Committee Vice Chair Santiesteban. Motion passes 4-0-3 with Committee Member Ramos, Committee Member Rios and Committee Member Pico absent.**

11. **COMMENTS/DISCUSSION BY COMMITTEE**

A. Discussion of sign placement locations

**REPORT: Council Member Tundidor advised the Committee to inform of ideas of locations to place signs and flyers.**

B. AI Call Center

**REPORT: Council Member Tundidor advised the Committee of imposing an AI Call Center toward to the deadline of the 2020 Census.**

**12. ADJOURNMENT**

**REPORT: Chairman Ponce adjourned the meeting at 7:10 p.m.**

**NEXT 2020 CENSUS COMMITTEE MEETING: Wednesday, August 19, 2020 at 6:00 p.m.**