



# WASHOE COUNTS 2010 COMPLETE COUNT COMMITTEE

## SUBCOMMITTEE MEMBERS

Stephanie Kruse (Chair)

Adam Mayberry

Kevin Knutson

Michael Moreno

Chris Matthews

Dee Schafer

**PLEASE NOTE  
LOCATION OF  
THE MEETING**

## AGENDA

### **Complete Count Committee Public Relations Subcommittee January 28, 2010 2:00 pm KPS 3 Marketing, Conference Room 65 Regency Way, Reno, NV 89509**

#### NOTES:

1. The announcement of this meeting is posted at the Truckee Meadows Regional Planning Agency, Reno City Hall, the Washoe County Main Library, the Washoe County Courthouse, Sparks City Hall, Regional Transportation Commission Planning Office, the Washoe County Administrative Building and at [www.tmrpa.org](http://www.tmrpa.org).
2. In accordance with NRS 241.020, this agenda closes three working days prior to the meeting. We are pleased to make reasonable accommodations for persons who are disabled and wish to attend meetings. If you require special arrangements for the meeting, please call 321-8385 before the meeting date.
3. The following items may not be addressed in this order. Arrive at the meeting at the posted start time to hear item(s) of interest.
4. Asterisks (\*) denote non-action items.
5. Public comment is limited to three minutes. The public is encouraged to provide information on issues not on the posted agenda during the Public Comment period. The public may sign-up to speak during the public comment period or on a specific agenda item by completing a "Request to Speak" card and handing it to the clerk.

1. Roll call
2. Approval of the Agenda
3. Public comment\* (See note #5)
4. Business of the day
  - A. Discussion and possible action regarding a dedicated hotline and email address for 2010 Census inquiries
  - B. Presentation by the Nevada Secretary of State's office and/or Ferraro Group on statewide campaign and materials as they relate to the Washoe Counts 2010 - Complete Count Committee
  - C. Discussion and development of an action plan to implement the identified Public Relations Subcommittee strategies, including but not limited to consideration and possible action regarding:
    1. coordination with Weber Shandwick and the Ferraro Group's marketing strategy in Washoe County
    2. development of consistent Northern Nevada specific educational and marketing messaging
    3. development of electronic and web based opportunities
    4. development of spokesperson group and partnerships with community service organizations
5. Discussion regarding next meeting date and requests for future agenda items
6. Written correspondence\*
7. Adjournment