



WASHOE COUNTS 2010

COMPLETE COUNT COMMITTEE

SUBCOMMITTEE MEMBERS

Stephanie Kruse (Chair)
Kevin Knutson
Chris Matthews

Adam Mayberry
Michael Moreno
Dee Schafer

**PLEASE NOTE
LOCATION AND TIME
OF THE MEETING**

AGENDA

**Complete Count Committee Public Relations Subcommittee
March 15, 2010 3:00 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.
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. Approval of the Minutes
 - A. February 25, 2010
5. Business of the day
 - A. Status Report and further direction on the action plan to implement the identified Public Relations Subcommittee strategies, including but not limited to, consideration and possible action regarding the development or further refinement of:
 1. consistent Northern Nevada educational and marketing messaging, draft drop-in articles, and talking points
 2. electronic and web based opportunities
 3. media kit and outreach activities
 4. video creation and distribution
 5. spokespersons list
 6. family vignettes
 7. a process of designating, training and scheduling of spokespersons
 8. electronic document to be distributed to faith based organizations
 9. "March to the Mailbox" strategy, and
 10. non-response follow-up
6. Discussion regarding next meeting date and requests for future agenda items

7. Written correspondence*
8. Adjournment



WASHOE COUNTS 2010

COMPLETE COUNT COMMITTEE

Members

Stephanie Kruse, Chair
Kevin Knutson
Chris Matthews

Adam Mayberry
Michael Moreno
Dee Schafer

MINUTES

Complete Count Committee Public Relations Subcommittee Thursday, February 25, 2010, 3:00 p.m.

The Complete Count Committee (CCC) Public Relations (PR) Subcommittee met in the KPS 3 Marketing Conference Room, 65 Regency Way, Reno, Nevada, and conducted the following business:

The meeting was called to order by Chair Kruse at 3:15 p.m.

1. ROLL CALL

CCC PR Subcommittee Members in attendance: Stephanie Kruse, Chris Matthews, Michael Moreno, and Dee Schafer.

CCC PR Subcommittee Members absent: Kevin Knutson and Adam Mayberry.

Truckee Meadows Regional Planning Agency (TMRPA) staff present: Gretchen Eykelbosh, Patricia Rogers, and Paige Menicucci.

2. APPROVAL OF AGENDA

MEMBER SCHAFER MADE A MOTION TO APPROVE THE AGENDA, SECONDED BY MEMBER MATTHEWS. THE MOTION CARRIED UNANIMOUSLY WITH FOUR (4) MEMBERS PRESENT.

3. PUBLIC COMMENT

None

4. APPROVAL OF THE MINUTES

- A. January 19, 2010
- B. January 28, 2010
- C. February 8, 2010

MEMBER SCHAFER MADE A MOTION TO APPROVE THE MINUTES, SECONDED BY MEMBER MATTHEWS. THE MOTION CARRIED UNANIMOUSLY WITH FOUR (4) MEMBERS PRESENT.

5. BUSINESS OF THE DAY

- A. Status report and further direction on the action plan to implement the identified Public Relations Subcommittee strategies, including but not limited to, consideration and possible action regarding the development or further refinement of:
 - 1) consistent Northern Nevada educational and marketing messaging, draft drop-in articles, and talking points
 - 2) electronic and web based opportunities
 - 3) media kit and outreach activities

- 4) video creation and distribution
- 5) spokespersons list
- 6) family vignettes
- 7) a process of designating, training and scheduling of spokespersons
- 8) electronic document to be distributed to faith based organizations, and
- 9) “*March to the Mailbox*” strategy

Status reports were provided by members of the PR Subcommittee on various action plan items.

Member Matthews reviewed the www.washoecounts.us site. Member Matthews will send members login information for the administration of the site. Questionnaire assistance center locations will be added to the site. Members Moreno and Schafer will look at the tool kit resources to pick out information for the site regarding the positive financial impacts of participating in the census.

Patricia Rogers was asked to send CCC Member Zed an email including a flyer from the national web site and the local fact sheet. Member Zed can then customize that information for his email to the faith based organizations.

There was discussion regarding a strategy for using the t-shirts available for promoting census participation. The discussion included the idea of having landscape companies and Waste Management employees wear the t-shirts during the week of March 29 to April 2.

6. DISCUSSION REGARDING NEXT MEETING DATE AND REQUESTS FOR FUTURE AGENDA ITEMS

The next CCC PR Subcommittee meeting will be March 15, 2010.

7. WRITTEN CORRESPONDENCE

None

8. ADJOURNMENT

The meeting was adjourned at 4:00 p.m.

Respectfully submitted by Christine Birmingham.

Reviewed by:

Approved by:

Patricia Rogers, Government Relations -
Community Outreach Representative
Truckee Meadows Regional Planning Agency

Stephanie Kruse, Chair
CCC Public Relations Subcommittee

**APPROVED BY THE COMPLETE COUNT COMMITTEE PUBLIC RELATIONS
SUBCOMMITTEE IN SESSION ON
_____, 2010.**