



CITY OF SANTA MARIA

2010 Census Complete Count Committee



MEETING MINUTES of February 9, 2010

Location: Minami Center meeting room, 600 W. Enos Drive, Santa Maria

Start noon Finish 1:00 p.m.

18 Attendees: City of Santa Maria (Mark van de Kamp and Rosie Narez), City of Guadalupe (Amelia Villegas), Census (Maria Dupras, Melissa Cook, Margarita Diaz), County of Santa Barbara (Lucy Pendl), Filipino Community of Santa Maria (Sonia J. Veal, Carol Chemaride, Lareta J. Francisco, Mila R. Gonzaga), Betteravia Farms / Bonipak (Simon Verdin), Korean Association (Mark Moon), People's Self-Help Housing / Duncan Group (Laureen Killenberger), Domestic Violence Solutions (Rosa Espinoza), Allan Hancock College Community Education (Rosa Olmedo), Coast Hills Federal Credit Union (Tahir Masood), Perla Torres (Univision TV).

Main points:

Mark van de Kamp (City of Santa Maria, (805) 925-0951 ext. 372) used a PowerPoint presentation about the importance of participating in the 2010 Census. It matters to non-profits, schools, hospitals, the City, the County, businesses, everyone. Santa Maria has an official 2009 population of 92,542 but it's very likely above 100,000. Every person who is counted means about \$2,000 per year to the community.

Each person in the room is a person of trust to their groups. Use that trust to tell others about the Census. Locals know the area best, so spread the word through posters, meetings, newsletters, e-mail, inserts with payroll. Attendees were assured that census information is confidential. The 2010 Census will not have a "long form" only the "short form."

Maria Dupras and Melissa Cook (Census) explained that they are still recruiting for jobs that pay about \$11.70 to \$15.50 to \$17 per hour. Want to fill by March. Margarita Diaz announced there will be 11 Census Assistance Centers (card tables and chairs) set up throughout the Santa Maria Valley – 2 in the City of Guadalupe (one at City Hall) and 9 in Santa Maria (one at City Hall). Dates and times will be announced later.

■ One of the women from the Filipino Community of Santa Maria (Ms. Gonzaga?) said she was the assistant manager for the local Census office in 2000, so she recognizes the need to spread the word to members. ■ Mr. Moon from the Korean Association requested materials printed in Korean, for distribution. Ms. Pendl said the Census Web site has materials in various languages and Ms. Diaz (Census) said she will request some materials in Korean. ■ Mr. Verdin of Bonipak asked about getting information to agricultural workers who lack addresses – those who may live in trailers or barns. Ms. Dupras said those people can receive help at the Assistance Centers that will soon be in operation throughout the Valley. ■ Mark thanked Perla from Univision TV for airing reports about these meetings and the Census. Mark will be speaking about the Census outreach, to the Santa Maria Human Resources Association meeting on February 24. ■ Mark had invited about 10 agriculture companies to today's meeting – great that Bonipak was represented - and previously Richard Quandt of the Grower-Shipper organization in Guadalupe has attended two of these meetings. ■ Rosie Narez said this meeting will be mentioned at tonight's City of Santa Maria All-America Committee.