



## City of Doral Census Complete Count Committee Minutes

Monday, December 3, 2019

6:00 p.m.

Doral Government Center  
1<sup>st</sup> Floor Multipurpose Room  
8401 N.W. 53<sup>rd</sup> Terrace  
Doral, FL 33166

**1. Call to Order**

Meeting was called to order at 6:05 p.m.

**2. Roll Call of Board Members**

Claudia Bailly, Chair	Present
Philip Sherlock, Vice Chair	Present
Ettore Sabatella, Secretary	Present
Elizabeth Costa, Committee Member	Absent/Excused
Freddy Reyes, Committee Member	Present

**Also present were:**

Maggie Santos, Public Affairs Department

**3. Pledge of Allegiance**

**4. Public Comments**

Ana Carolina Piernavieja from Girl Scouts Troop was there with her daughter to offer their support with outreach once educational campaign begins. They are willing to man tables at events and inform residents on the importance of Census 2020.

**5. Approval of Minutes**

**Motion to approve the October 25<sup>th</sup>, 2019 meeting minutes** made by committee member Philip Sherlock and seconded by committee member Freddy Reyes. By consensus, motion passes unanimously.

**6. Discussion Items**

a. **Update: Census Outreach Campaign Efforts**

Maggie updated the board recapping the proposed budget of \$50,000 and how the funds will be spent to inform the community on the importance of the Census and garner maximum participation.

Account specific allocation will go before Council for approval at the December 12<sup>th</sup> Council Meeting.

Campaign and all efforts will launch January 2020. Board likes campaign theme of "Doral Counts" and "Doral Cuenta". Motion to approve campaign theme made by committee member Freddy Reyes and seconded by committee member Philip Sherlock.

**b. Open Discussion**

Committee member Claudia mentioned that the board members would be able to familiarize themselves with the Census info and materials and present to the public at the workshop events. Maggie will reach out to Mr. De La Portilla to ask for the PowerPoint for the board to use at events.

Committee member Claudia will attend the January 8<sup>th</sup> Council meeting to present to Council an update on campaign details. Maggie will provide Claudia with some key points to include, such as campaign's target groups.

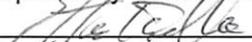
Committee member Ettore presented the idea of inviting HOA presidents to a meeting to educate them on Census so they may spread the word to their respective associations. The opportunity of targeting large faith groups to share information. Committee member Philip will connect Maggie with a contact he has that handles church advertisements. Committee member Freddy mentioned Lady of Guadalupe church would let board have a table on service days.

Committee member Claudia will connect Maggie with County school board person working with schools on Census to collaborate. Lastly, Maggie will let committee member Ettore know who will be interviewed for Doral Family Journal regarding Census in January issue.

**7. Future Meeting Date: Monday, January 27, 2020 at 6:00 p.m.**

**8. Adjournment: Meeting adjourns at 6:44 p.m.**

Respectfully submitted,

  
Ettore Sabatella, Secretary

Motion to approve the minutes of the December 3, 2019 Census Complete Count Committee Meeting made by Committee Member Claudia Bailly and seconded by Committee Member Elizabeth Costa.

Claudia Bailly, Chair  
Philip Sherlock, Vice Chair  
Ettore Sabatella, Secretary  
Elizabeth Costa, Committee Member  
Freddy Reyes, Committee Member



APPROVED and ADOPTED this 27<sup>th</sup> day of January 2020.

  
Claudia Bailly, Chair