

**Santa Fe County 2020 Census
Complete Count Committee
Meeting Minutes**

Location: Santa Fe County Administration
100 Catron Street, Santa Fe, New Mexico
Thursday, December 5, 2019

1. Opening Business

A. Call to Order

- a. The meeting was called to order by Health Services Division Director, Patricia Boies at 10:10 a.m.

B. Roll Call

- a. **Members Present:** Jay Jolly, Larry Martinez, Marcela Diaz, Tom Marking, Anna War, Elias Bernardino, Attiana Virella-Fuentes, , Linda Siegel, Kyra Ochoa, Rodger Taylor, Sondra Adams, Alison Gillette
- b. **Members Absent:** Commissioner Henry Roybal, Katherine Freeman, Deacon Andy Carillo, Kathy Armijo-Etre, Simon Brackley, Rick Bailey, Gabe Montoya
- c. **County Staff/Consultants Present:** Patricia Boies, Health Services Division Director, Krista Kelley, Consultant, Motiva Corporation,
- d. **Others Present:** Hanna Burling, League of Women Voters; Zulema Chavera, Ines Maltos, Elizabeth Lara, Veronica Velazquez, Rayos Burciaga, Amanda Alvarado, Maria Lara, Somos Un Pueblo Unido
- e. **Approval of Minutes** – Motion Linda Siegel, 2nd Larry Martinez, Unanimous Approval

- C. **Approval of Agenda** - Motion, Larry Martinez, 2nd Kyra Ochoa, Unanimous approval

2. Presentations

A. Census Messaging – Gabe Sanchez, Latino Decisions

- a. Survey Methodology
- b. Major Findings
- c. Message Themes/Messages and Messengers
- d. Culturally Grounded Engagement is Key

B. Census Messaging – Marcela Diaz, Somos Un Pueblo Unido

- a. Census Phases
- b. General Best Practices for GOTC Outreach to HTC Communities
- c. Best Practices for Latino Immigrants & Spanish Speakers

SFC CLERK RECORDED 02/07/2020

