

**MINUTES**  
**COMPLETE COUNT COMMITTEE-TRAINING**  
**CENSUS 2010**  
**January 13, 2010**

Present: Michael McCoy, Chairman; Howard Brown, Co-chair; Dr. Deborah Johnson; Harriett Hollis; Rhonda Ware; and James Locke.

Staff Present: Gloria Thompson, Administrative Assistant

The meeting was called to order at 240 Pine Avenue, Suite 380 by Mr. McCoy.

The minutes of the November 11, 2009 meeting were unanimously approved.

Mr. Brown introduced Mr. James Locke of Lamar Advertising to give an update on the use of billboards and digital signs for the Census 2010 campaign.

Mr. Locke stated that “poster units”, not digital would be the best to reach everywhere in Albany. He noted they are \$250 and considered one-step down from digital, which costs \$600. The cost includes artwork, production and a two-man crew to put up the billboard. These are one face and are guaranteed for one month. Mr. Locke asked that the committee to let the company choose the location for the best results. He also stated that the company donates space “as available” for public service announcements for \$100, noting he could have something on the digital boards as soon as Friday, if the information was available. The digital boards would have the message on every main artery in the city and would reach everyone, but shut-ins.

Mr. Locke responded to a question concerning the cost of the bus shelters at bus stops by saying the cost is \$200 per location and are guaranteed for two months.

Mr. Brown agreed to e-mail the map of “hard to reach areas” to Mr. Locke so that he could point out the areas of poster boards and bus shelters.

Mr. McCoy stated Mrs. Jennifer Edwards should be contacted to prevent any duplication on marketing efforts.

Dr. Johnson noted the committee should also try to make use of the digital boards at ASU, Darton College, Albany Technical College, and the Albany Civic Center.

A brief discussion was held on the following: Martin Luther King celebration and the ribbon cutting for census office. It was noted by Mr. Brown that the Census PSP application for \$2,999.10 was approved January 13, 2010.

Dr. Johnson gave an update on school activities. She noted that the private schools should also be notified for participation and that the contest should be advertised in the local papers and on the Dougherty County school webpage. Mr. McCoy noted Dougherty County will provide gift cards for contest winners as follows:

- poster contest – elementary and middle school  
two first prizes of \$100 each; two second prizes of \$50 each; and two third prizes of \$25 each
- essay contest, grades 9-12  
one first place prize of \$100; one second place prize of \$50; and one third place prize of \$25
- Mock Census Day – April 1

The next meeting date was discussed. Mr. McCoy stated the whole committee should attend the meeting. He stated he would check with Nancy Hillsman for a date in January to meet in Room 100 of the Government Center.

A brief discussion was held concerning the Latino community and the census celebration planned for the amphitheater.