

Mayor
John Murray
Mayor Pro Tem
Mary Hornsby
Council Members
John Plourde
Willard Rodarmel
William Siegel



**Planning
Department**

210 Fox Street
Lemoore, CA 93245
Phone (559) 924-6740
Fax (559) 924-6743

STAFF REPORT

Item # 6

To: Lemoore City Council
From: Holly Smyth, Planning Director / Joe Mendiola, Assistant Planner
Date: June 9, 2009
Subject: Appointment of Chairperson to the Lemoore Complete Count Committee for Census 2010 Activities

Background:

At its March 17, 2009 meeting, City Council approved Resolution #2009-10 to state Lemoore's commitment to partnering with the U.S. Census Bureau to help ensure a full and accurate count will be facilitated in Lemoore in 2010 after a presentation was provided by a Census representative. Since this time Dolores Gallegos, Partnership Specialist, Los Angeles Regional Census Center, has been meeting with Planning staff to discuss the formation of a Lemoore "Complete Count Committee", which requires a chair person to lead it. The chair is normally appointment by the City Council but does not necessarily have to be a Council Member. City of Corcoran has appointed their Mayor, Exeter their Chief of Police, Visalia the Community Relations Director, Dinuba their Vice Mayor and Woodlake their City Clerk.

Ideally the chairperson would have enough social clout to be able to gather key volunteers or leaders from various sectors of their community such as community leaders, faith based groups, schools, businesses, media, non-profit organizations, and others on a monthly basis. The main purpose of this committee is to gather and decide the best method to reach people within their community to disseminate information provided by the Census Center and to answer any questions they may have regarding the upcoming census. City and Census staff will help provide materials and support services to the Committee, in addition to the \$3,000 the Census is making available to the City of Lemoore to be used for outreach. The goal is to reach out to the community and dispel any myths or misunderstandings about the census to help insure an accurate census count which is crucial for allocation of federal funds.

Budget Impact:

None.

Recommendation:

Council should appoint a Council Member to serve as the chairperson of Lemoore's Complete Count Committee and may consider setting a monthly meeting date.