

AGENDA
Economic Development Committee
Wednesday, March 11, 2020
7:00 p.m. – Darien City Hall

- 1. Call to Order**
- 2. Public Comment**
- 3. Approval of Minutes – February 12, 2020**
- 4. New Business**
- 5. Old Business**
 - a. Implementation of Business Outreach Program Update**
 - i. Business response updates**
 - ii. Business calls/visits**
 - iii. Next round of business mailings**
 - b. Census Update**
 - i. Action of contacting churches, schools and library**
 - c. Previous Follow Up/Hanging Matters**
- 6. Next Scheduled Meeting**
- 7. Adjournment**

City of Darien
Minutes Economic Development Committee
Wednesday, February 12, 2020

1. Call to Order

The meeting was called to order at 7:01pm by Chairwoman Tina Beilke. Other committee members present were: Louis Mallers, Matt Weberling, Nick Pitzer, and Alderman Mary Sullivan (City liaison). The meeting was held at Darien City Hall.

2. Public Comment

Jennifer Hynes from Celestine Spa spoke regarding her request for EDC committee to review her business incentive application in which she is looking for perhaps a low cost financing opportunity for her to buy the property she is currently leasing at 1224 Plainfield Road. She has been in that business for 15 years and the owner is looking to sell the property. She feels the unique location and additional sq. ft. area which she envisions to be a friendship center is part of its success and does not want to risk moving the business. Celestine Spa employs 15 people. EDC and staff will review submission.

3. Approval of Minutes – January 8, 2020

The minutes as submitted for January 8, 2020 were approved.

4. New Business

a. New Business Prospects – Incentive Prospects

Discussion regarding updates on Cannabis business locations was discussed. Staff will deliver the City's ordinance depicting agreed upon locations to Committee.

The District 61 property of 12.5 acres and City is going through an exploratory concept of creating mixed use (residential and retail). EDC Committee is also interested in going further with the concept plan.

5. Old Business

a. Implementation of Business Outreach Program Update

i. Business Visits

The Committee discussed how one business response was received from first round of business mailings and if a follow up is warranted for the others. Committee agreed to do follow up phone calls first before any site visits.

ii. Next round of business mailings

Second round of businesses for mailings were approved and provided to staff. Committee also discussed the idea to possibly implement a physical visit to businesses that are receiving their annual business licenses. Committee thought it would be a great touch instead of just mailing those out. Committee will look into the timing of when those will come up.

b. Census Update

The Committee received an update from Joe Hennerfeind, Darien Senior Planner. The City's Complete Count committee that is running through the EDC Committee needed to define a Chairman and a Secretary. Tina Beilke as Chairman and Robert Hahn as Secretary have agreed to fulfil those roles. In practice it was discussed that the Census meetings and updates will align with the meeting timeline of future EDC meetings and thus will be a recurring item on the EDC agenda through the census completion.

In addition the Mayor is looking for committee members to visit some churches, schools, and library to hand out flyers, etc. to generate more awareness and would like the committee to email staff which locations they can cover.

c. Previous Follow Up/Hanging Matters

Marketing video is nearing completion and is looking good.

6. Next Scheduled Meeting

Next meeting scheduled for Wednesday, March 11, 2020.

7. Adjournment

Motion to adjourn at 8:46 p.m. approved.

Partnership Fact Sheet: Businesses

The once-a-decade population count provides rich data on communities, including trends in the population, projections of growth, and information on demographics. These data are valuable to businesses—they help inform better decision-making regarding business expansions, closures, hiring strategies, and other business practices to decrease perceived risks and increase return on investments. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your customers and employees.

Census data:

- Provide the basis for distributing grants for economic development and inform business decisions, such as local business expansion.
- Create projections of growth and help you identify prime locations to open new operations or shut old ones.
- Help business owners enhance hiring practices and identify skilled workers.
- Offer valuable information on your customer base, including income levels, household size, and homeownership, which can further inform business strategies such as pricing and locations.
- Determine how much funding your community receives and its representation in government.

WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As a trusted voice in your community, you have an important role to play in the success of the 2020 Census.

These are some of the many ways you can get involved:

- Host a workshop with your company's leaders, employees, or influential partners to discuss possible solutions to 2020 Census challenges.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to your employees and customers about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Add 2020 Census digital content to your Web site and link to 2020census.gov.
- Encourage your customers to work for the Census Bureau, and share this link with them: 2020census.gov/jobs.

2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.

You will have access to personalized Census Bureau workshops on effective use of data, one-on-one support from our data trainers, and Census Bureau data products such as these online tools:

- **QuickFacts:** Find the most frequently requested information at the national, state, county, and city level.
- **Response Outreach Area Mapper:** Access socioeconomic and demographic profiles and learn about hard-to-count areas.
- **Census Business Builder:** Browse a variety of tools to help start or grow your business.

Visit [census.gov/data.html](https://www.census.gov/data.html) to explore more data tools and resources.

INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at census.partners@census.gov to share ideas about how we can work together to ensure a complete and accurate count.

State and local organizations can reach out to their regional census center using the contact information below.

Atlanta

Phone: 470-889-6800

E-mail: Atlanta.rcc.partnership@2020census.gov

Chicago

Phone: 312-579-1605

E-mail: Chicago.rcc.partnership@2020census.gov

Dallas

Phone: 972-510-1800

E-mail: Dallas.rcc.partnership@2020census.gov

Los Angeles

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E-mail: Los.Angeles.rcc.partnership@2020census.gov

New York

Phone: 212-882-2130

E-mail: New.York.rcc.partnership@2020census.gov

Philadelphia

Phone: 267-780-2530

E-mail: Philadelphia.rcc.partnership@2020census.gov

We look forward to welcoming you as a Census Bureau partner.

For the latest updates on the 2020 Census, visit [2020census.gov](https://www.2020census.gov).

KEY MILESTONES

- **September 2018**—The Census Bureau's recruitment Web site went live: [2020census.gov/jobs](https://www.2020census.gov/jobs). For each decennial census, the Census Bureau begins recruiting thousands of paid census takers to help ensure a complete and accurate count. Interested applicants can visit the Web site to apply for a variety of jobs beginning in 2019 and through summer 2020.
- **April 2019**—The 2020 Census Web site goes live: [2020census.gov](https://www.2020census.gov). This site will be available in multiple languages and will provide downloadable materials, answers to frequently asked questions, and more information about how individuals and organizations can help spread the word about the 2020 Census.
- **August 2019**—New Statistics in Schools classroom activities are available online: [census.gov/schools](https://www.census.gov/schools). The Statistics in Schools program provides resources for teaching and learning with real-life data.
- **January 2020**—The first enumeration of the 2020 Census takes place in Toksook Bay, Alaska. Local census takers must get a head start while the frozen ground allows easier access to remote areas with unique accessibility challenges.
- **March 2020**—The public can begin responding to the 2020 Census online at [2020census.gov](https://www.2020census.gov). Replying by mail or phone will also be an option.
- **April 2020**—Every 10 years, we observe Census Day on April 1.
- **June 2020 through July 2020**—Census takers go door to door to count people who have not responded to the 2020 Census. Census takers are Census Bureau employees and will provide proof that they are official government personnel.
- **December 31, 2020**—By this date, as required by law, the Census Bureau reports to the President of the United States the population count and the apportionment of seats in the U.S. House of Representatives to each state.
- **2021**—Initial 2020 Census data are made available to the public on [census.gov](https://www.census.gov).



Support small businesses. Complete the census.

The 2020 Census will provide data to small businesses that is essential to help them grow and succeed. This data can help businesses better understand how to serve their customers, where to open new locations, and where to find a skilled workforce. Respond to the 2020 Census online, by phone, or by mail for a complete and accurate census.

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Census data helps inform future business decisions on things like:

- > Expansions and closures
- > Hiring strategies
- > Products to offer
- > Targeting your consumer base
- > Engaging your environment and community

For more information, visit:
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Partnership Fact Sheet: Community Organizations

The once-a-decade population count affects your representation in government, determines how much funding your community receives, and provides data to help you plan for the future. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your stakeholders.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform business decisions, policy, community initiatives, and consumer advocacy.

The U.S. Census Bureau works with a broad spectrum of government and community leaders to form Complete Count Committees that educate and motivate residents to participate in the 2020 Census. To learn more about Complete Count Committees, or to start one in your community, visit census.gov/2020completecount.

WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census. These are some of the many ways you can get involved:

- Use Census Bureau tools, information, and messaging in creative ways to increase public participation; for example, share newsletter articles and co-branded products and post on social media.
- Host a workshop to devise possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Provide information to stakeholders about the importance and benefits of participating in the 2020 Census; for example, invite Census Bureau officials to speak to your audience.
- Encourage people in your community to work for the Census Bureau, and share this link with them: 2020census.gov/jobs.

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For the latest updates on the 2020 Census, visit 2020census.gov.

Connect with us
[@usensusbureau](https://twitter.com/usensusbureau)



Civic duty and community impact.

Your organization is already active and involved in your community, and promoting the 2020 Census can increase your community impact exponentially. Talk to residents and your members about completing the 2020 Census—the count of everyone who lives in the United States.

Responding to the census is important.

The 2020 Census will influence funding for community services for the next 10 years. Data from the census helps determine where more than \$675 billion is spent each year in states and communities. That includes money for things like:

- Housing and food assistance
- Libraries and community centers
- First responders, like firefighters
- Medicare and Medicaid
- Hospitals
- Schools

Responding is easy.

Beginning in mid-March 2020, people will be able to respond to the census online, by phone, or by mail. They can choose the option that works best for them.

Responding is safe.

Personal information provided on the census is kept confidential by law. An individual's responses can only be used to produce statistics. They cannot be shared with law enforcement agencies or used against people by any government agency or court in any way.

For more information, visit:

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Why Your Faith Community Should Become a 2020 Census Official Partner

The 2020 Census is fast approaching, and faith leaders play a key role in this important effort. The U.S. Constitution requires a complete count of the nation's population every 10 years. Census data impact decisions at the national, state, tribal, and local levels—from congressional representation to the annual allocation of more than \$675 billion. These resources are essential to the well-being of all of our neighbors, supporting schools, hospitals, fire departments, and more.

The U.S. Census Bureau partners with the faith community to get the word out about the importance of the count. Faith leaders are trusted voices in their communities. You know how to reach your congregation and members; hard-to-count families, individuals and children; other national and local leaders; and key stakeholders. By being a 2020 Census partner, you can inspire your community to support a complete and accurate count.



What is a 2020 Census partner?

Your community of faith or faith-based organization would join a network of nonprofit, corporate, public sector, and community organizations working to educate the public about the 2020 Census and encourage households to fill out their census form. Together, we can develop solutions to reach everyone. Faith community partners—including religious denominations, faith communities, and national and regional faith-based organizations and institutions, governing bodies and councils, and local congregations and members—are important 2020 Census voices.

What does a partner do?

You can make a difference in the places we live, work, and worship. We ask you to join us in ensuring we count everyone living in the United States once, only once, and in the right place, including helping us reach hard-to-count members of the community. The Census Bureau will provide resources that make it easy to help, including social media posts; handouts and posters; and e-mail, bulletin, and newsletter content.

Here are some of the ways you can help:

Communicate to your members: Highlight the 2020 Census in e-mails, bulletins, newsletters, and mailings to increase awareness of why the census is important. Hang posters in common areas, like the cafeteria. Link to <2020Census.gov> on your Web site and include 2020 Census messages on social media and in faith-based media.

Add your voice: Write a blog, op-ed, or letter to the editor on why participating in the 2020 Census is important to those you serve. Mention the 2020 Census in speeches. Tape a public service announcement or testimonial and post it to your Web site or share it with faith-based media. Serve on or support a Complete Count Committee, or start one of your own. (Visit <2020census.gov/partners> and click on Complete Count Committees to learn more.)

CONTACT US TODAY!

CENSUS.PARTNERS@CENSUS.GOV
2020CENSUS.GOV/PARTNERS

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Promote census hiring: Share our 2020 Census recruitment Web site <2020census.gov/jobs> in your communications and on bulletin boards and employment Web pages. Encourage your members, such as youth and retirees, to apply. Invite us to table or exhibit at your next job fair.

Donate space or translate materials: Provide testing and training sites and Internet access, and assist with translation of 2020 Census materials to help reach immigrant populations and those with limited English language skills.

Participate in Census Worship Weekend: This census-themed weekend is March 27–29, 2020—for your community, it could be Census Sunday, Census Shabbat, Census Sabbath, or Census Friday Prayers ahead of Census Day on April 1, 2020. These are examples and we encourage you to join the 2020 Census promotional weekend in any way that resonates with your practice or tradition. Educate your congregants or members about the importance of completing the census as part of your sermon or message, stressing that everyone in the household should be counted. Host a location where people can respond to the census online on service days too.

Be social: Launch social media campaigns or host Twitter chats or Facebook Live events on the 2020 Census. Retweet and repost Census Bureau social media content.

Stress that the 2020 Census is safe, secure, and confidential: Highlight the privacy and confidentiality of the 2020 Census and share materials in hard copy and online. Responses to the 2020 Census are safe, secure, and protected by federal law. They cannot be used against respondents in any way.

Host an event or invite us to speak: Host a 2020 Census informational or Q&A session and invite other faith leaders and their members. Invite us to speak at your conference, festival, or community gathering. Add 2020 Census materials to event information and invite us to host a table or exhibit.

Focus on children: Connect us to your childcare center and school leadership. About one million young children weren't counted in the last census—the highest of any age group. The Census Bureau also provides free classroom resources through the Statistics in Schools program that can be incorporated into weekend education classes or summer camp programming.

Tap into your groups: When considering 2020 Census education and outreach, remember groups or associations that work in hard-to-count areas, such as the boards you sit on, alumni chapters, mission leaders, and youth and grandparent groups.

When should I become a partner?

Today! We are recruiting partners and workers now. Help us get the word out. We look forward to welcoming you as a 2020 Census partner!

Contact us.

Get started at <www.census.gov/partners/join> to share ideas about how we can work together.

CONTACT US TODAY!
CENSUS.PARTNERS@CENSUS.GOV
2020CENSUS.GOV/PARTNERS

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Your faith, your community, and the census.

What is the 2020 Census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. It includes a few simple questions about things like age, sex, and the number of people who live in your home. The 2020 Census will collect the same data as the 2010 Census.

Why am I hearing about the 2020 Census from my house of worship?

The U.S. Census Bureau is partnering with faith-based institutions to promote the 2020 Census. These institutions volunteered to help because they understand how important a complete count is for their congregants and community. They are trusted voices in their communities and are critical to conveying the importance of the 2020 Census. In addition, faith communities often serve the same people that use many of the federal programs that receive funding based on census data. These programs include those that address poverty, hunger, homelessness, child care, emergency services, and public safety.

Will the 2020 Census ask me to identify my religion?

No. The U.S. Census Bureau asks about race and ethnicity in the decennial census, but it does *not* collect information about religious affiliation.

Why not?

U.S. law prohibits the Census Bureau from requiring anyone to disclose their religious affiliation.

Why should I respond to the 2020 Census?

Being counted matters for you and your community regardless of your religious affiliation. The 2020 Census will determine how many representatives your state will have in Congress. Census results will also help determine how billions of dollars in federal funding are allocated to states and communities each year for housing, schools, food assistance, health care, and other vital services.

Is the 2020 Census confidential?

Yes. The U.S. Census Bureau is required to protect your privacy and keep your answers confidential. By law, your personal information cannot be used against you or anyone else by any government agency or court, and it can't be accessed by the police department, DHS, ICE, FBI, or CIA.

For more information, visit:

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Partnership Fact Sheet: Schools

The once-a-decade population count serves as the basis for distributing federal assistance to schools and educational institutions, including Title I aid, the National School Lunch Program, and special education grants to states. Join us to spread the word about the importance of the 2020 Census and help ensure that your students, educators, and community members receive the resources they need.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

BENEFITS OF A COMPLETE COUNT

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Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform policy, community initiatives, and consumer advocacy.
- Are used to determine the allocation of Title I funds, which provide financial assistance to local educational agencies and schools with high numbers or high percentages of children from low-income families.

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As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census.

These are some of the many ways you can get involved:

- Use free Statistics in Schools resources to teach students about the importance of the census and the value of statistical literacy.
- Participate in Statistics in Schools Week—a week full of ways to bring statistics into your classroom.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to students, educators, and community members about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Encourage people in your community to work for the Census Bureau, and share this link with them: 2020census.gov/jobs.

2020 CENSUS PARTNER RESOURCES

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When you shape education, you shape our future.

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs, and Head Start. It's more than just a count, it's an opportunity to shape the next generation.

For more information, visit:

2020CENSUS.GOV

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How the 2020 Census will invite everyone to respond

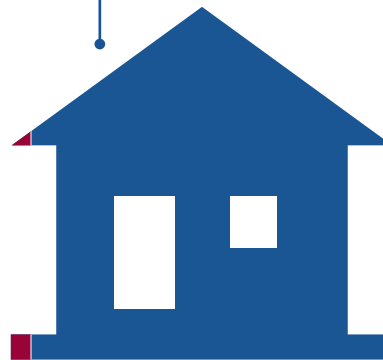
Nearly every household will receive an invitation to participate in the 2020 Census either in the mail or from a census taker.

95% of households

will receive their census invitation in the mail.

Almost 5% of households →

will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



Less than 1% of households

will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in dorms, people living in nursing homes, or people experiencing homelessness.

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What to expect in the mail

When it's time to respond, most households will receive an invitation in the mail. Every household will have the option of responding online, by phone, or by mail.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking them to go online to complete the census questionnaire.
- We are working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter invitation and paper questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their package. The package will also include information about how to respond online or by phone.

We understand that you might miss our initial letter in the mail.

- Every household that hasn't responded will receive reminders and will eventually receive a paper questionnaire.
- If you don't respond online, by phone, or by mail, we will follow up in person.

What we will send you in the mail:



March 12-20

An invitation to respond online to the 2020 Census.

(Some households will also receive paper questionnaires.)



March 16-24

A reminder letter.



March 26-April 3

A reminder postcard.



April 8-16

A reminder letter and paper questionnaire.



April 20-27

A final reminder postcard before we follow up in person.

For more information, visit:

2020CENSUS.GOV

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