

ROUNDTABLE MEETING MINUTES

OCTOBER 4, 2019

PRESENT: Jack Marren, Susan Perry, David Lee, Don Emirbayer, Mike Stockman, Beth Thomas, Bob Kelly, Karen Hansen, Galen Powers, Chauncy Young, Linda Dove, Gary Sabin; Kim DeLong; Jodell Raymond; Tracey Dello Stritto; and Suzy Mandrino.

Jack - Good morning! We have Susan Perry from the NY Regional Census Center to give you an overview regarding her role here in the State. When she is done we will go around the room starting with Beth Thomas.

Susan Perry - NY Regional Census Center

Good morning! I am a Partnership Specialist working in the greater Rochester/Monroe area. There are 14 Counties included in that area. It reaches everywhere from Lake Ontario to the Pennsylvania border. I invite you, if you see our Census logo - "Shape Your Future Start Here" - to become involved in the 2020 Census. I'm briefly going to go through a program just to tell you a little about the timeframe and why it is so important to this community.

The US Census Bureau is part of the US Department of Commerce. It is the largest statistical agency in the United States and the leading source of quality data about the nation's people and economy. Today I will be focusing on the Decennial Census that occurs every 10 years, years ending in zero since 1790. I will briefly touch on that there is more than 130 other Census Bureau surveys that we are conducting. Another survey that you might hear of that impacts communities a lot is the American Community Survey. That is a random survey across the nation of about 10% of the population. That is a deep dive questionnaire with about 60 questions. That's where we derive information from housing statistics, labor statistics and crime data. Suzy will share a pdf file of this presentation with all of you.

The Census has arrived. We did start our first field operations in August and will continue through October. I have heard from Towns and Counties to verify that this is really a Census person. There are '800' numbers to report suspected fraud and to verify that the mailing is from the Census Bureau and that it is a Census Bureau field representative. We will be sharing this information at a later mailing so that you will have it to share with your constituents.

Our mission is to count everyone once, only once and in the right place. Focusing here on 'in the right place'. Because this information/data lives for 10 years. It is what the States, Counties, and Towns all look back to, to determine funding and also political representation.

We are looking at an increasingly diverse and growing population, people moving. We are looking to count about 330 million people in the upcoming Census and that is about 140 million housing units. It is a massive operation and the largest operation this country does outside of war time. We anticipate hiring about 500,000 temporary and part-time employees to help us conduct the Census. It is mandated by the United States Constitution in Article 1, Section 2.

The main things to take away are that the Census is safe, easy, and is important. It determines the number of seats each State has in the US House of Representatives. It defines Congressional & State Legislative Districts and close to home, school districts and voting precincts. Think money. It determines the annual allocation of more than \$675 billion dollars in federal funding each year. In the State of NY about \$73 billion dollars is funded by, again, the Census data that they look at to determine where the population is to fund activity. The count that is done for the Decennial Census determines these programs that you are all familiar with, it derives funding for infrastructure, schools, bridges, and including programs such as Medicaid, SNAP, Highway Planning, Section 8 Housing, Head Start Programs, Foster Care, and many, many others.

One of the most undercounted populations are children zero to five. It is important to count these children because that is where the funding for Head Start comes from, and also federal lunch funding comes from that count. If we miss them, remember the data lives for 10 years and that is essentially the child's educational experience. It impacts every single town no matter what size you are.

The Census is safe - you will be hearing more that this is the first time for an online response option. It is not the only way to respond, there is still a mail option and new to 2020 a phone option. We are hoping to have sites in every Town/County for people who don't have internet access. Private information is never published, that includes names or addresses, social security numbers and telephone numbers. The Census Bureau only releases information on the statistical level and never releases private individual information. We never share information with other agencies, federal or state, that includes law enforcement, immigration, and Internal Revenue Service. We are all sworn to confidentiality for life and there are serious fines and potential prison time for violations for employees.

Your data is safe and secure - we are constantly making sure your information is safe. As soon as the data is collected it is encrypted and put behind fire walls. There are four ways to respond - by phone, online, by paper or a personal visit by a Census Employee. We will have twelve languages in addition to English supported and a total of 59 other non-English language supports that we can provide by video or print. The week of March 12th is when the mailing will go out. Two ways that we are asking for your help is to share the message

that the Census is safe & important and to promote our Census jobs. We hire in every single community. We hope to have website links in every single town.

I want to mention group quarters - this includes college dorms, prisons, nursing homes, anywhere people are living together residentially. We will also have a homeless outreach. We are counting everyone. We have complete count committees, Ontario County has one. They are developing a website.

We have developed a Response Outreach Area Mapper to identify hard-to-survey areas. We are working with municipalities and schools. The dark shaded areas on the map are hard to count areas and we don't know why. That is for you to tell us. Is there a reason why we need to maybe talk to the leaders in those communities? The Low Response Score is a prediction - we used 2010 data to predict the possibility that the area will not self-respond to the Census.

The Census Bureau is on every social media. Please share articles you find of interest. The County will be setting up their own website. Thank you!

Jack noted that he had met Susan at a presentation for a nine county region. Attendance was made up of other elected officials and I thought that it was important to bring her here to our Victor-Farmington community. This Roundtable is made up of Farmington / Victor groups and total population between those towns would be in the 29,000 range.

Beth Thomas - Victor-Farmington Food Cupboard

This hits close to home because we are serving homeless people, 19% of veterans, and we are still serving refugees from hurricane Maria - it is really interesting how all of these people may be counted in the Census. We do serve all of Ontario County.

On October 1st we started signing up for Thanksgiving and Christmas baskets at the same time. Our Day of Giving this year is on December 14th. There are a whole bunch of different activities going on right here in the Village. Books on Beds and the breakfast will be across the street at the Methodist Church. The Angel tree for our clients will be held at Willowbrook Church. We are still in collection mode of getting the locations and exact times of some of the other programs. The Charity Cup, which is the basketball game between Victor and Canandaigua that benefits the Food Cupboard is on December 20th and we are looking for volunteers that day. It is held at FLCC Campus. The Cobblestone Boutique is December 5th and that also benefits the Food Cupboard. We are taking our Food Cupboard van to the Trunk or Treat on October 26th and looking for decorations and people to hand out candy.

We have brand new statistics from our most recent survey of our client's conditions and needs. There will be a community dinner at the 1st Presbyterian Church on October 12th.

We are now visiting 'Food Deserts' - places where there is a large concentration of people in need and they have difficulty because of mobility or financial issues to get to healthy food. We took the van to the Wishing Well Mobile Home Park in Bloomfield. Almost every single household came to us that day. We filled the van and gave out three huge bags of food to every single household. We are trying to make appointments to do that in other communities. We continue to grow and are currently serving over 600 families every month.

Linda Dove - Five Star Bank

I am new to the Victor area and am just trying to get out and meet people and find out what's going on. I have always been somebody who gets involved in the community and love to hear about organizations like this. I had a lot of fun at Hang Around Victor Day and at the Downtown Bash. I just wanted to introduce myself and invite you to stop by and say hello if you get a chance.

Bob Kelly - Village Trustee

The Village passed the Access Management Plan. The Plan probably pertains more to the Town than it does to the Village but it talks about how we design our roads and how we have access to the roads so that we minimize congestion and accidents. There was some discussion at our meeting with the Railroad because it appears that we have a spur that serves the Victor Insulator and people don't want to see it go away. There was some concern that this would remove the railroad. It is just a plan to put roads in someplace, how do we do it so that it is as smart as possible.

The Victor Revitalization Committee hired a consultant to do a plan. It is just the beginning. Every Village has the same kinds of problems such as open store fronts. What is the vision of what a Village should be in the future and how do we get there?

I am also on the Historic Advisory Committee. Last night was a Historic Lecture on the History of the Railroads in Victor by Joel Richter. We do a Historic Lecture about six times a year here at the Town Hall on some aspect or history of Victor. See me if you would like to be on the email list.

Jodell Raymond - Victor Chamber of Commerce

On Wednesday, October 16th, from 11:00am to 3:00pm, is Chamber of Commerce Day. We are having an open house at our office, 33 West Main Street. We will have some refreshments and lunch. Please stop by.

On Thursday, October 24th, from 2:00 to 6:00pm, at FLCC Victor Campus will be Preview Victor. This is a career and business expo. So far we have about 20 companies attending. We hope to get at least another 20.

Karen Hansen - Community Clothes Closet

We have been open a little more than a year and a half. For the month of September we had 118 patrons and gave away approximately \$11,800 worth of goods. We also gave away about \$160 worth of baby furniture and a bicycle. We also help support the domestic violence shelter and we gave them 18 large bags of linens, sleeping bags and comforters. We also gave away about \$500 worth of clothing to a family. We recycle unusable clothing to St. Patrick's Church and they receive \$.11/lb. The total value of goods that went to the community was \$14,387.45. We also will participate on 12/14 for the Day of Giving, we will have the Clothes Closet open. I will see if I can get someone to do the free haircuts again.

President of the Friends of the Library

We will have the used book sale from 10/17 to 10/21. Full price for three days, one day at half price and the last day will be \$3 a bag. The Friends of the Library will be auctioning off a chair inside of TOPS. The chair was painted by the Cobblestone Arts Center. This is a fundraiser and the money will be used for programs for the community.

Maggie's Kids

These are inner city kids that are high risk. We have them for one week and are looking to get a day at Victor Municipal Park donated for next year. Looking for the fees to be waived for one day.

Galen Powers - Victor Farmington Rotary

Our annual awards coming up. Our Rotary Club has a connection with a government class in the Integrated Arts & Technology building on Norton. We are going up and the kids are going to stay after school and put together Halloween bags. They get to have a sense of service because the bags are going to the Wilson Commencement Center. Our Nicaraguan Water Project, fully funded a little over \$60,000, we are just waiting for Rotary International to send the funds.

Gary Sabin - Serenity House

Gary passed around a flyer regarding an upcoming training program. We are always looking for caregivers. Volunteer training is 4 classes, beginning on October 7th. All sessions are hosted at Serenity House on Brace Road.

Karen H noted that Serenity House also has a need for other volunteers such as yard work, cleaning, or maintenance work.

Don Emirbayer - FLCC Victor Campus

We are having an open house on October 14th from 11:00am to 2:00pm. This is an opportunity for prospective students to meet with our instructors and our current students. We will have an alumni panel talking about what they are doing. We will have a picnic lunch.

We are also trying to ramp up our Community Education Program. It is a non-credit community interest type courses, typically in the evening. We tried a few of them last year. We realize that we need input from the public to find out what people want. It could be anything. If you go to our website flcc.edu and click on the Victor location link, there is a Community Education Survey link. Please check it out and fill out the survey.

Mike Stockman - Victor Parks & Recreation

The Jack 'O Lantern Trail will be on October 19th at the Parks & Recreation center. There will be 600 pumpkins lit up. All the proceeds will go to Leukemia Lymphoma Society, Victor Fire Department and Victor Hiking Trails. Kiwanis will be selling donuts, coffee and cider.

The Trunk or Treat will be on October 26th at 11:00am at Victor Municipal Park. People will be handing out candy from 11-12:30. The American Legion will be serving free pizza and pop for families.

On November 13th we will have a Veterans Appreciation Luncheon here at the Town Hall at Noon. If you know a Veteran, please have them reserve a spot ahead of time. Please call 585-742-0140. We have approx. 60 spots. The Legacy will be catering the dinner. The Combat Comedians will be doing a set.

On December 7th will be Christmas in the Village. It is a full day of events up and down Main Street from 9:00am to 5:00pm.

Chauncy Young - Victor Hiking Trails

Chauncy had a pass-out. We recorded about 600 volunteer hours maintaining trails for 2019. We have had several Eagle Scout Projects. We will be hiking in Letchworth State Park on 10/12. We supported the Unlimited Breadsticks trail run that had 95 runners. They ran from Boughton Park to Valentown last Sunday. We support trails and we're active with creating Victor as a trail destination.

Kim DeLong - Finger Lakes Thoroughbred Adoption Program

Right now in Kentucky at the Kentucky Horse Park is the Thoroughbred Makeover. This is a retired racehorse project. A horse that comes off the track is picked by a trainer and they work with that horse for 8 months and then go to Kentucky to compete. Our trainer at the adoption agency picked and worked with a horse and she rode yesterday in competitive trail and came in 23rd out of 80. She is in the top 25 of the country. We are thrilled.

We have a fundraiser for the adoption center coming up on October 20th - Pins for Ponies at Roseland Bowl. We will have prizes and raffles.

David Lee - Finger Lakes Tourism

On October 17th from 4:30-5:30pm will be our Tourism Thursday event at Reinvention Brewing in Manchester. No RSVP required, just stop by and talk tourism.

Our office is launching a program called the Visitor Experience Fund. This has a focus on accessibility. It will be a grant based program with a competitive rubric and the grants will be up to \$5,000 each with a 50% match of either in-kind or cash. Funding available for the grant is \$25,000. To be considered, applicants should: be a 501c3 or 501c6 or governmental enterprise; submit an application that directly impacts tourism for Ontario County; your primary audience for your establishment is a tourism based or meetings market focused; and have a paid full- or part-time professional executive/managing staff who has demonstrated sound governmental and financial procedures. For the project to be considered accessibility will be required as a top focus area for your project. The project must be completed between January 1, 2020 and March 1, 2021. Applications will be ranked on strength and will be measured by the rubric. You can find more information on our website at visitfingerlakes.com/partners. You can also call 585-394-3915.

Jack noted that David is the Marketing and Operations Manager for Finger Lakes Visitors Connection and he was recently recognized with the 2019 Young Professional Leadership Tourism Excellence Award from the New York State Tourism Industry Association. Congratulations!

Tracey Dello Stritto - Partnership Ontario County

This is my second time here. Tomorrow there is a Medication Take Back Day in the Village Hall parking lot from 9:00am to 12:00pm. Next Tuesday we will be hosting our annual meeting at Lincoln Hill Farms. We are also celebrating the launch of two of our programs. The Child Advocacy Center of the Finger Lakes has been under the Partnership for many years and just recently received their 501c3 status so they are their own non-profit. The Family Support Center which is another program under the Partnership was at the time embedded in the schools to have counseling services for students. That program has been absorbed by Wayne-Finger Lakes BOCES. This opens up room for new programs in 2020. One of the other programs we have is the Community Support Center. Right now a lot of it is in Canandaigua but we are looking to branch out. The whole focus of the program is building healthy lives through community. We do that through free counseling to anyone in the community. We base that in the fact that everyone is in recovery. We have an 8-12 week free counseling opportunity for folks to work with a therapist. We also have wellness classes and hikes doing things throughout Ontario County.

Jack Marren - Supervisor

There will be three sites for Early Voting in Ontario County - Geneva Housing Authority, Safety Training Facility in Hopewell and here at the Victor Town Hall. Early voting starts on Saturday, October 26th through Sunday, November 3rd. The Town Budget should be

adopted on October 28th. We are looking at a reduction in the tax rate a shade under four cents.

Have a great month of October!

The next meeting will be on November 1st