



Community Awareness Committee Agenda – 2.22.22

Meeting called to order by Brandon Kyker at 2:03pm

Present: Brandon Kyker, Julie Davis, Suzanne Martinez, Megan Bennett, Gina Zinck, Nancy Portincaso, Barbara Szul

1.0 Welcome and Introductions

2.0 Minutes and Approval

2.1 Review and Approval of January 18, 2022 Community Awareness Meeting Minutes

- Suzanne motioned to approve the minutes. Suzanne seconded. The meeting minutes were approved.

3.0 Public Comments

- No public comments.

4.0 Old Business

5.0 New Business

5.1 PIT Count Update

- Nancy stated that it might be beneficial to share the positives of the PIT Count on press releases to inform the public and people experiencing homelessness that the count allows for more funding and more supportive services based on the numbers in the county.
- Brandon and Julie were discussing a possible “bigger hook” to bring in more people to Empower Shower during PIT Count month to help the count.

5.2 Homelessness Awareness Month

- Discussing the renaming of the “Homelessness Awareness Month” for October. Possible names:
 - People without Homes
 - Neighbors in Need
 - Unsheltered Neighbors Month
 - Neighbors without Homes
- Julie stated that because Empower Shower has become much more of a supportive center for services and grown past just offering showers, she thought renaming the event might be best. Possible names:
 - Community Cares Center
 - McHenry Cares Center
 - Neighborhood Cares Assistance Center
 - Neighborhood Assistance Center

5.3 Fundraising

- The committee has been thinking of possible ideas on what the funds from fundraising at the end of October could go to:
 - Hotel vouchers
 - Uber Gift Cards
 - Walmart Gift Cards
- Nancy inquired in the seniors in the homeless community have been using the Senior Care Volunteer Network for transportation and possible having SCVN to attend Empower Shower to sign up people for their service.

5.4 Success Stories

- Gina has spoken in the past about Pioneer's Empty Bowls stories and Brandon requested for a copy of one of those stories to possibly give to other agencies for them to use a template.
- Brandon stated that the success stories would be housed on the new CoC website.

5.5 CoC Website

- Suzanne inquired about possible asking for volunteers from McHenry County College or other students to work on the new CoC website.
- Brandon discussed the timeline of the transition to the new CoC website.
 - Starting March 1, 2022, the County will have a link to the new CoC site on their webpage. Agendas and minutes will be uploaded to BOTH the county and CoC website.
 - Starting June 1, 2022, the County webpage will have a link to the new CoC site. Agendas and minutes will ONLY be uploaded to the CoC website.

5.6 Camp Out

- Gina and Megan had stated this has been done before and the general committee believes that this would not be an exciting event and might not illicit the results that we want. The committee brought up an event that could have music and food while also having supportive services be offered, maybe do this during an Empower Shower event.

6.0 Member Announcements

- No member announcements.

7.0 Adjournment

- Megan motioned for adjourned. Gina seconded the motion. The motion passes. The meeting adjourned at 3:57pm.