



Community Awareness Committee Agenda – 3.22.22

Meeting called to order by Brandon Kyker at 2:02pm

Present: Brandon Kyker, Gina Zinck, Megan Bennett, Suzanne Martinez, Barbara Szul

1.0 Welcome and Introductions

2.0 Minutes and Approval

2.1 Review and Approval of February 22, 2022 Community Awareness Meeting Minutes

- Suzanne motions to approve the minutes as presented. Gina seconded the motion. The February 22, 2022 meeting minutes were approved.

3.0 Public Comments

- No public comments

4.0 Old Business

4.1 Homelessness Awareness Month – Community Call to Action

- Brandon asked what the committee viewed to be a greatest need or what advocacy cause/idea we could advocate for. Gina recommended housing for landlord engagement to expand and maintain our community's housing stock; even tying in a landlord incentive program. Megan said she would report to Sue Rose and see what she could learn about landlord incentive programs. Suzanne wants to make sure the CoC website is still easy to navigate with newer sections being added for people that are visiting for the first time.
- The committee discussed bringing in more providers to the conversation and the table for creating landlord incentive and engagement programs. The committee stresses the need to keep the relationships with current landlords and hopefully engage more in the future.

4.2 Fundraising

- Brandon stated that the CoC website will have a donation button that people can donate during the month of October. Those funds will go towards Uber/Walmart gift cards, or even hotel stays.

4.3 Success Stories Examples

- Gina stated that she will review the rest of the success stories. Gina had sent an example to Brandon that had a great length and would be a perfect example for other agencies to use as a template.

4.4 CoC Website Transition Timeline

- Brandon stated that the CoC website will become the main hub for agendas and minutes for the various CoC meetings. The County website will no longer be used after June 1st. During the transition, both CoC and County websites will be used from March 1st until June 1st.

5.0 New Business

5.1 Renaming of Empower Shower / Homelessness Awareness Month

- Brandon had asked the committee which names they had liked. Three choices that were contended with were: Neighbors in Need, Unsheltered Neighbors Month, Neighbors Without A Home. The committee really liked Neighbors in Need.

6.0 Member Announcements

- Brandon stated that he will send out an email a week prior to the meeting to get agenda items for next committee meeting from committee members.

7.0 Adjournment

- Gina made a motion for adjournment. Megan seconded the motion. The meeting was adjourned at 3:23pm.