

McHenry County Continuum of Care to End Homelessness

Community Awareness Committee – October 17, 2022 at 11:00 A.M.



To attend virtually: <https://meet.goto.com/CDDivision/community-awareness>

To attend by phone: 1-646-749-3122 Access code: 6596-903-821

1.0 Welcome and Introductions

2.0 Minutes and Approval

2.1 Review and Approval of the September 26, 2022 meeting minutes

3.0 Public Comments

4.0 Old Business

4.1 Neighbors in Need Event

5.0 New Business

5.1 What's next?

6.0 Member Announcements

7.0 Adjournment



McHenry County Continuum of Care to End Homelessness

CAC Meeting

www.mchenrycountyil.gov/CD/CoC

Virtual meeting

<https://meet.google.com/qoc-wnho-hsw?authuser=0&hs=122&ijlm=1610993528273>

To call into the meeting, call (US) +1 219-370-9929 PIN: 494 965 860#

Agenda – September 26th @ 1:00 PM to 2:00 PM

Attendees: Julie Davis (WCL), Gina Zinck (CE), Megan Bennett (MCHA), Brandon Kyker (MCCD), Suzanne Martinez (AAH)

1.0 Welcome and Introductions.

2.0 Public Comments- None

Summary of Discussion:

3.0 Old Business/

Review:

- 3.1 Neighbors in Need Event
- 3.1.1 Forum and Tabling:

Brandon stated the sign-up form for presentations is full for the neighbors in need event. Presentations are from 12:30pm-5:20pm. He mentioned that the CAC does not have a presentation time and the committee agreed that it is not needed but that from 5:30pm - 5:50pm the CAC can use that time to thank everyone for coming and have someone discuss the housing crisis and a landlord incentive/recognition portion of the event. Julie commented on the importance of the landlord piece and suggested asking Joe Davis from the County to briefly talk about the homeless numbers he is seeing compared to other surrounding Counties. Brandon will reach out to Joe. Sam mentioned a time slot for touching on the refugees coming, unfortunately the presentations are booked for this event, but this is an important discussion that should happen at a different time.

Julie asked if the presentations could be organized to keep related services near each other in presentations. Brandon stated that each agency picked their specific time and may not be available to change the time they have already signed up for, but he will check to see if this is a possibility. Sam suggested video taping the presentations and Brandon agreed and said that the videos will be posted to the COC's website after the event. This will allow people who were unable to attend or unable to see all of the presentations an opportunity to watch when they can. Julie mentioned the importance of the presentations staying focused on pertinent information in relation to the specific audience and ensuring that the presentations provide understanding and a solution driven approach.

Brandon talked about the landlord awards that the committee would like to present at the event. Brandon will reach out to the full COC along with a few individual agencies that directly interact with landlords for one or two names of landlords that would like to attend the event and receive an award for working with agencies throughout the County to provide safe and affordable housing to our community members. Julie also mentioned that she has invited the developer of the project across from Willow Creek to the event and she is hoping to find out more about the development. The development will have approximately 100 new apartment and townhomes. Julie asked Brandon to attend the training event Friday September 30th 11am-2pm at Willow Creek to hand out information about the neighbors in need event to the training attendees. Brandon indicated that he should be able to attend but not for the whole time.

Gina suggested that Sam Tenuto the President of the COC would be a great MC for the neighbors in need event. The committee agreed and Brandon will reach out to Sam.

Julie asked how many tables and microphones and podium for the event. Julie will pull Tim the Willow building manager in on this for help with tables and set up. Gina suggested having two microphones one for the MC and one for audience and one podium will be needed. Gina also suggested setting up early maybe the Wednesday before the event so there is time to react. Julie stated that we will most likely have to set up early the morning of the event. Brandon mentioned that the stage is already set up and the food truck will be nearby the stage outside, it will be a flowing event. Brandon will email asking for a head count for whom may want a table to display their information etc. if they are not already presenting at the event.

3.1 Marketing with logo:

Brandon is hoping to meet with Eric the winner of the MCC logo and take a picture of him holding his logo or picture with Brandon. Eric was so happy to receive the prize as the winner of the logo campaign. Eric said he will be using his winnings to put towards school. Looking to do a formal Thank you with a press release along with possibly doing a campaign on Star 105.5 for marketing the neighbors in need event. Julie suggested a generic social media post for agencies to put on their website. Julie suggested having the timeline and speakers listed on the generic flyer. This will help gain momentum. It could be front and back.

Gina asked about T-shirts and Brandon said that he will reach out to Warp Corps and see what it would cost to have 5 shirts made with the logo on them. Committee members will each pay for their own shirt.

Brandon will order swag. Bags, shirts and maybe water bottles so that attendees can use the bags while walking around the event.

Person with lived expertise interviews. Brandon asked who would/could do the interview questions. Gina said that there are a few people that would be able to do this no problem. Gina also mentioned incentives to offer anyone willing to participate in the interview. Julie said that she has Walmart gift cards that were donated that can be used for this \$25.00 gift card can be given to each person interviewed. Julie asked how are we doing the video while interviewing? Brandon is picturing a collage. Putting together multiple videos into one 10-minute-long video. Brandon can edit it. We can use our phones to record. Brandon will resend the interview questions to the committee. Brandon asked for help with interviewing. Gina will help with interviewing. Julie said that Megan, Gina and Julie can help at Community

Resource Days. Sam will also let us know if anyone comes to mind that she knows that would be able to be interviewed.

Gina brought up the importance of releases and that we would need them for the video and interview. Release should be provided by the County since the videos will be on the COC's website. Brandon will check with the County attorney on this and he asked committee members for examples to be sent to him to provide examples to the attorney.

4.0 New Business: N/A

5.0 Member Announcements: Ryan Dowd training at Willow Creek on 9-30-22. Officer Sal from Crystal Lake Police department will be in attendance.

6.0 Adjournment: Sam motioned and Julie Seconded 2:00pm