



Community Awareness Committee Minutes – 1.18.22

Meeting called to order by Brandon Kyker at 3:03pm

Present: Brandon Kyker, Julie Davis, Suzanne Martinez, Megan Bennett, Gina Zinck

1.0 Welcome and Introductions

2.0 Minutes and Approval

2.1 Review and Approval of December 20, 2021 Community Awareness Meeting Minutes

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

3.0 Public Comments

- No public comments.

4.0 Old Business

4.1 Press Releases – People in Need Forum and Point in Time Count

- PIT Count Press release had verbiage about seeking volunteers that was removed. It now reads as a more informative piece about the PIT Count process and how it is conducted.
- Julie thought to possibly remove the language in the PIT Count press release involving vaccines at Empower Shower because they are not readily available anymore there. However, vaccines can be available if clients begin requesting that service again.

4.2 People in Need Forum

- Brandon and Kathrine are tabling for the CoC at the forum.
- Swag bag items could be dispersed at Empower Shower to community providers are a little “gift bag” or thank you.

4.3 PIT Count

- Good to go! Pioneer has set the teams. The PIT Count Day will be on February 18 to coincide with Empower Shower. One more meeting with the PIT Count teams will take place prior to the actual February 18 date.

4.4 Homelessness Awareness Month – Weekly breakdown

- Each day during the month an agency will be highlighted on the County’s social media to inform the public what services the agency performs, who they are, located, etc. Julie brought up that during the spotlight, the agency could share a success story.
- What do we want the end result to be from World Homeless Day? Breaking the stigma of homelessness and utilization of the new CoC website.
- Gina will provide a personal story from a client.
- Megan thought engaging the community would be crucial. A lot of people that do not work with this population do not understand how many people experiencing homelessness are in McHenry County and how to help.
- During the month, Julie brought up that we should have an advocacy piece. More affordable housing, more accessible transportation, etc. As a CoC, determine what the major gap is that we could advocate for.

- Using the whole month of “World Homeless Month” to raise money for hotel vouchers for people experiencing homelessness
- Engage youth and schools for the camp out – working on a way to do this. Suzanne and Julie said they could help connect Brandon.

5.0 New Business

5.1 New Meeting Dates for 2022

- February 22 from 2:00 – 3:30pm
- June 21 from 2:00 – 3:30pm

6.0 Member Announcements

- Julie is thinking of the possibility of renaming Empower Shower because the name does not reflect how many other services are being covered outside of the shower element.

7.0 Adjournment