




Jan 27, 2025

# Community Awareness Committee Meeting

Invited [Gutierrez, Alejandra](#) [Andrew Turner](#) [Wetzel, Auricelia](#) [Brandon Kyker](#)  
[Slone, Brianna](#) [Gina Zinck](#) [Julie Davis](#) [Jon Durden](#) [Kristin Miller](#) [Lindsay Kellner](#)  
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Attachments  [Community Awareness Committee Meeting](#)

 [Community Awareness Agenda Jan 27.docx](#)

Meeting records  [Transcript](#)

## Summary

The meeting, attended by Sam, Lindsay Kellner, Julie Davis, Steven Home, Gina Zinck, Brianna Slone, Samara Rivas, and Auri Wetzel, covered community outreach, including a potential summer Point-in-Time count (requiring steering committee and board approval) and improved website visibility (with updates prioritized for the current year and consultation with Brandon regarding protocol). Further discussions included collaboration with fire and EMS, expanded resource card distribution (including laundromats and coffee shops), and improved canvassing strategies using explanatory pamphlets. Next steps include obtaining necessary approvals for the summer PIT count, updating the website, and distributing resource cards in various community locations.

## Details

- **Meeting Minutes Approval:** The meeting began with a motion by Sam and a second by Lindsay Kellner to approve the minutes from the previous meeting as presented. No questions or concerns were raised regarding the minutes.

- **Community Awareness Committee Membership:** Julie Davis initiated a discussion on recruiting new members to the Community Awareness Committee. They suggested inviting individuals and organizations with strong community ties, such as the local library and a local church, to expand their reach and perspectives. Steven Home mentioned the potential involvement of the chapel's outreach person. Julie Davis highlighted the library's potential role in promoting the committee's website.
- **Summer Point-in-Time Count:** The group discussed conducting a summer Point-in-Time (PIT) count, aiming for a more accurate representation of homelessness compared to the winter count. Lindsay Kellner suggested informing the public about the differences between the summer and winter counts and data caveats. The discussion also included improving the survey process, tailoring it to community needs, and potentially engaging youth volunteers. Gina Zinck emphasized the importance of obtaining approval from the steering committee and full board for any new initiatives. Concerns were raised regarding the timing of the count and the involvement of youth volunteers. Brianna Slone suggested targeting key clubs in high schools for volunteer recruitment. Steven Home emphasized the importance of protecting the privacy of individuals encountered during the count and the need for responsible social media usage by younger volunteers. Julie Davis described the Community Resource Day (CRD) as a potential avenue for youth involvement. They also discussed the importance of obtaining updated contact information for PADS.
- **Community Resource Day Feedback:** Participants shared their positive experiences at the recent People in Need event. Steven Home noted a surprising number of housed individuals attending, highlighting the event's success in raising community awareness. Lindsay Kellner suggested adding a sign-up to join the committee at future events. Julie Davis inquired about the distribution of website cards, noting some were missing from tables. Gina Zinck reported receiving one submission through the website, further underscoring the importance of website visibility.
- **Website Updates and Improvements:** The group reviewed the McHenry County homeless website ([mckenrycountyhomeless.org](http://mckenrycountyhomeless.org)). Discussions centered on updating outdated information, such as meeting dates and agendas, improving website accessibility by making links clickable, and ensuring all relevant agencies and organizations are listed. They discussed the possibility of providing a website walkthrough for the full Continuum of Care (COC). Sam

suggested consulting with Brandon regarding website protocol and public accessibility of meeting notes. Gina Zinck noted the past practice of keeping meeting minutes on the website and the intention to resume this practice. Julie Davis proposed prioritizing updating the website for the current year first.

- **Depot Schedule Update:** Samara Rivas announced an updated schedule for the Woodstock Train Depot services which would be reflected in meeting notes. M/W 2-6pm, T/Th 10am-2pm
- **Collaboration with Fire and EMS:** Brianna Slone suggested collaborating with fire and EMS departments, recognizing their close interaction with the homeless population and potential for resource sharing. Gina Zinck mentioned existing collaborations with hospitals and other agencies , stressing the benefit of such partnerships for all stakeholders.
- **Website Resource Cards:** The committee discussed distributing website resource cards in various public locations beyond the Community Resource Day. Lindsay Kellner suggested places like laundromats and coffee shops. Julie Davis proposed a divide-and-conquer approach for distribution, with several people taking responsibility for different locations. Brianna Slone inquired about any formal procedures for placing cards in public spaces, concluding that informal placement in community bulletin boards was acceptable. Gina Zinck mentioned that her organization distributes resource cards as well. The meeting concluded with further discussion about the distribution of website information cards and a final note from Samara Rivas about the term "canvassing".
- **Canvassing Strategies:** Samara Rivas suggested providing context with pamphlets and cards to improve their effectiveness. They recommended including a brief explanation of the activity and its purpose to engage recipients more effectively.
- **Additional Card Placement:** Auri Wetzel proposed laundromats as another suitable location for placing cards. They noted that people often spend time there, making it a potentially high-traffic area for distribution.
- **Meeting Adjournment:** Julie Davis facilitated the meeting's conclusion. Lindsay Kellner made a motion to adjourn, seconded by Gina Zinck , although Julie Davis noted that a formal adjournment might not be necessary. They thanked the attendees for their time and contributions.

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