

Community Awareness Committee Minutes – 11.15.21

Meeting called to order by Brandon Kyker at 2:06pm.

Present: Kyker, Brandon; Zinck, Gina; Davis, Julie; Martinez, Suzanne

1.0 Welcome and Introductions

2.0 Minutes and Approval

2.1 Review and Approval of October 18, 2021 Community Awareness Meeting Minutes

- Suzanne motioned to approve the October 18, 2021 meeting minutes. Gina Zinck seconded. The meeting minutes are approved.

3.0 Public Comments

- None.

4.0 Old Business

4.1 Community Awareness Chair and Minute Taker

- The search continues to find a new chair and minute taker for the Community Awareness Committee.
- Suzanne brought up an idea of having a Co-Chair for each committee to allow for a mentorship type of relationship between current Chair and Co-Chair. This would allow for the Co-Chair to have experience when the time comes for the Chair to step down.

5.0 New Business

5.1 World Homeless Day/Week

- Homelessness Awareness MONTH – October.
 - Possibility to do different types of campaigns and focuses for each week during this month.
- Social Media campaign that will be rolled out throughout the month.
- McHenry County Faith Leaders is a possible partner that could assist us with the collection of clothes – Suzanne has a connection.
- “Sleeping Out” – Engage the youth, business owners, etc. and bring even more awareness.
- Rotary Club have a coat program – Brand new coats through grant processes.
- Month long donation/fundraiser that would allow people to donate throughout the whole month of October, during Homelessness Awareness Month, and at the end use the fundraised money to put towards hotel nights for people experiencing homelessness.

5.2 Empower Shower – Holiday Event

- December 3rd and 17th for Empower Shower dates in December.
- Possible raffle for gift cards as a holiday event for Empower Shower.
- People in the CoC to assist with writing holiday cards for people experiencing homelessness.
- Gina is going to reach out to the Department of Transportation to work towards setting up a PACE bus to take people from Empower Shower to Walmart.
- Julie updated the Empower Shower poster to include PADS phone number and the CoC website. The posters will be dispersed.

- Gina has been doing HMIS intakes at Empower Shower. She has been seeing people that might deny an intake at Empower Shower but will show up to the shelter later on.

5.3 People in Need Forum

- The County has a CoC table.

5.4 PIT Count – Special Service Day

- Brandon will provide an update for the PIT Count after Hans and Sam meet.
- The PIT Count will be done within the last two weeks of January, but no date has been selected yet.
- Possibly using Empower Shower to help capture the unsheltered numbers.

5.5 Announcement – Northwest Herald Article

- Brandon will create Press Releases for People in Need Forum and PIT Count solely for awareness and mention the CoC website to bring awareness from the community as well.
- Advertise on CoC website about the People in Need Forum and PIT Count.
- Create an Instagram/Facebook social media post that highlights the CoC website and ask the members of the CoC to post a couple times a month to their social media accounts to help bring awareness to the new CoC website.

6.0 Member Announcements

- None.

7.0 Adjournment

- Julie Davis motioned for adjournment. Suzanne Martinez seconded. The meeting adjourned at 2:55pm.