

EMMANUEL SENIORS LIVING SOCIETY

Strategic Development Committee

Meeting Notes - September 19, 2022

Coby Benoit and Darren Sinke met to plan out what the Committee will focus on this fall. Here are the notes from their meeting:

1. Committee will consist of Coby (Chair), Darren, Andrew & Bert. Darren will discuss with Laura about her involvement and role with the committee.
2. Priorities for the Committee:
 - a. Society Head Office Staffing Structure
 - i. As the Society's operations grow, the Leadership team structure will need to be planned out. Darren will do some work in creating 3 options and presenting the pros and cons of each. Committee members should think through some ideas, as well, and this discussion will begin in mid-October
 - b. Succession Planning
 - i. In light of the Staffing Structure discussions, as well as the need for long term planning for the CEO position, the committee will also need to keep an eye on building & clarifying what the expectations of the CEO role will be in the future. These expectations will guide the building of the CEO profile & personality that the Board would look for.
 - c. Marketing Strategy
 - i. Darren & Laura will begin work on the broader marketing strategy for the society, and present it to the Committee for discussion and input later in the fall.
3. Next Steps
 - a. Coby will get a meeting date set for mid-October.