

## **CABF – 2021 AGM**

### **Strategic Plan – Support Committee Report**

In December 2020, following discussions with the Strategic Planning Committee, Harriett McCready, Lee Nicholas-Pattillo, Marlene Knowles and Hugh Kirkegaard agreed to undertake the drafting of a job description for a role that would assist the CABF Council to implement a communications strategy based on the Strategic Plan. This group, known as “The Support Committee,” met through the winter and spring of 2021 and shaped a job profile for a “Project Co-ordinator” position to work on several projects with the Council which would enable CABF to tell our story. As the job description morphed and took shape so too did the specific projects, we envisioned for the person undertaking a short-term contract with CABF: a video, a brochure, a banner, and a tagline/elevator speech.

At the April 7<sup>th</sup> Council Meeting the Project was agreed to and funds were discussed. The Support Committee (without Harriett) agreed to post the job description and actively seek a person to undertake the project. After some negotiation, it was agreed that the Committee would do the “hiring” and that they would also oversee the project with the co-operation and support of Council members. David Gibson agreed that once the right person was found he would assist the Committee by drafting a service contract and David Allen would facilitate timely payments. After several weeks of looking the Committee interviewed Sobaz Benjamin, a professional film maker and Community Development worker in Halifax. Sobaz enthusiastically undertook the Project in late May with a deadline for deliverables of September 26<sup>th</sup>, 2021.

Over the summer, The Committee has continued to work with Sobaz to realize this project. Hugh recused himself from project supervision due to a working relationship with Sobaz elsewhere and Marlene and Lee continued to actively supervise the project. The goal of having these projects completed for the Fall Assembly has been challenging due to continuing COVID realities, and indeed the Fall Assembly has been re-scheduled for similar reasons, but the results of the Project will be shared at our AGM in October instead. It is our hope that these communication tools will help us tell the story of CABF in a contemporary and engaging way.

Respectfully Submitted,

Hugh Kirkegaard  
Committee Chair