



The Canadian Public Relations  
Society (Nova Scotia) Inc.

**MINUTES**  
**MEETING OF INTERIM BOARD OF DIRECTORS**  
**CANADIAN PUBLIC RELATIONS SOCIETY-NS**  
**HALIFAX, NS APRIL 15, 2020**

**Present:** Chris Hansen, Chair; Mary Barker, Merle Emms, Amy Thurlow, Melissa Foshay, JoAnn Alberstat, Karen Stone, Len Canfield

**Welcome/Opening Remarks:** Chris noted that due to emergency health safety requirements in place due to COVID-19 pandemic the meeting was being held via teleconference.

**Agenda:** Chris explained the principal agenda items included a review and discussion of the results of the member consultation process carried out in the past month and arrangements for the AGM. I

**Approval of Minutes:** It was moved by Mary second by Amy that the minutes of the March 4 meeting be approved; carried.

**1. Business Arising:**

**NSCC Request:** With the shutdown of university and college operations due to COVID-19, Chris said she was advised the CPRS-NS contribution of \$250 previously approved for the NS Community College PR program portfolio night (cancelled) was no longer required.

**Financial Update:** Melissa advised there were no significant financial transactions since the March 4 meeting. The stay at home directive has also delayed opening of the safety deposit box (Scotiabank) and renewing Society's registration with Registry of Joint Stocks (RJS).

**Professional Development:** Amy provided update on the Dr Terry Flynn presentation at Halifax Marriott Harborfront Hotel March 12..." a very successful event with 24 in attendance." Terry also visited Mount Saint Vincent University and met with PR students.

**2. CPRS Presidents Council:** Chris reported on participating in Presidents Council's virtual session with discussion centered on supporting the PR industry at this difficult time. The National Conference in Quebec City in May has been cancelled with the view of pursuing a virtual conference.

**3. Membership Consultation:** Extensive discussion ensued regarding results of the membership-wide survey of CPRS-NS members carried out in the past month concerning the future of the NS Society in light of the formation of the CPRS Atlantic

Advisory Council. Each Board member contacted (email and telephone) a number of members to determine their views, including "do you want CPRS-NS to remain a local chapter or become part of the Atlantic Advisory Council." The results were as follows:

- Yes for CPRS-NS: 20
- Yes for Atlantic Council: 7
- No response: 10
- Inconclusive responses: 2

Board members agreed the two-thirds majority confirmed maintaining CPRS-NS as a local Chapter of CPRS. The Chair will advise members and National office of the results of the survey and has requested all member responses be sent to her for confirmation/verification and eventual turn over to the Archivist for safe keeping.

6. **Annual General Meeting:** Wednesday May 27 (afternoon) was selected as the date for the AGM. Amy will discuss with National office the arrangements required to organize a virtual meeting. Along with presentation of reports and a slate of Directors/Committee Chairs for 2020-2021 (Chair of Nominating Committee to be appointed), a PD presentation will follow the business session (several themes/speakers under consideration).

7. **Next Meeting:** Wednesday, May 6 @ 2 pm; Amy will explore options for virtual meeting.