



**MINUTES**

Thursday, October 15, 2020; 4:30 p.m.

Zoom

**Present:** JoAnn Alberstat, Mary Barker, Tiffany Chase, Kate Comeau, Merle Emms, Melissa Foshay, Chris Hansen, Karen Stone, Amy Thurlow, Annie Khalil

**Regrets:** Sean Lewis

**1) WELCOME**

**2) MINUTES:** The minutes from the CPRS-NS Board Meeting held at the Lord Nelson – Britannia Room on September 23, 2020 were approved as distributed without further discussion. Motion moved by Melissa, seconded by Merle.

**3) AGENDA:** No further items added.

**4) FINANCIAL REPORT:** Kate had a meeting with the banker and the majority of issues were sorted out. There are two items to be signed by Melissa. There is currently \$3,586 in the bank account and no expenses have been identified. Kate moved the financial report be accepted, seconded by JoAnn.

Action Item: Melissa to sign both papers.

**5) INVESTOR'S GROUP:** Delays in sorting this out are attributable to the pandemic and IG people not being available. Chris suggested an-person meeting might be the only way to deal with Investor's Group. There is an estimated \$2,500 currently in the account and we do not yet have access to these funds. Members discussed whether these funds should be kept in this account or transferred to a bank. Members recalled that this money was supposed to be invested to provide a cushion for the Nova Scotia Chapter and another part put in the scholarship fund. There should have been \$20,000 allocated for student awards and \$10,000 put in another bank account. It is not clear what has happened. Amy checked with the Advancement Office but there is no information about the Ruth Hallman scholarship. Once we have access to the account, we will be able to track the activity. Amy suggested putting the funds in a more accessible account while Chris suggested putting it in another account in ScotiaBank.

Action Item: Kate to connect with Chris offline to see how they go about this process and to see if Kate can take this on while Chris is on leave.

**6) REGISTRY OF JOINT STOCKS:** Chris filled out and filed the necessary paperwork to reinstate CPRS-NS with the Registry of Joint Stocks. Because there were no reliable financial statements, as required -- Chris submitted an Affidavit to that effect. We are awaiting approval on reinstatement.



**7) PROFESSIONAL DEVELOPMENT:** Amy reported the professional development session on September 30 went well. Presentations were made on stress reduction and working from home. 22 people attended the session. The overall feedback was positive and the partners at the Atlantic Council were happy with the results. Most attendees were non-members, with 7 or 8 members in attendance. The next session is scheduled to take place on Wednesday, October 28<sup>th</sup> from 5:30 to 6:30 pm. With Melissa's help, the event was promoted on social media. Rod Stanley from PEI Health will attend as a co-presenter. The College of Mentorship will match students with practitioners and provide opportunities for networking. Another session is planned for November 18<sup>th</sup> with a focus on the challenges non-profits are facing. The list of presenters was due to be finalized the week of October 19. A chat is also scheduled for 16 December, with Tanya and Clara thinking of trivia games questions. For the time being, the sessions will be scheduled in the evening. Amy will set a Zoom session for APRs. The charge will be \$10 per member, \$2 per student and attendance is yet to be confirmed.

**8) UPDATE FROM NATIONAL:** PD sessions are being promoted via social media posts. There are still more posts to be shared the week of October 19<sup>th</sup>. Accreditation deadline: APR cycle starts on December 1<sup>st</sup>. Merle mentioned National usually sends a list of eligible members and whoever is in charge will contact them directly. Chris said she hasn't heard any updates from National in this regard.

Action Item: Karen will ask National about accreditation during the call scheduled for the week of October 19. She will also ask Melissa to share the report with other Board members.

**9) MEMBERSHIP REPORT/ RECRUITMENT AND RETENTION STRATEGY:** Karen to incorporate elements on the basis of last meeting and discussion. Melissa has prepared a membership report with all membership expiry dates: each sheet includes the names and the company information with the type of membership and expiration dates, and detailed contact information on a separate sheet of paper for outreach purposes. 6 members will have memberships expiring before end of the year. 11 memberships expired between January and October. There are currently 34 voting members, and a total of 107 members including students. Amy said the Board is going to introduce a new program where every institution is going to get 5 complimentary memberships for faculty, a great initiative at the Mount to get more faculty involved. Chris said she will call members about 2 weeks before the expiration of their membership, and to think about how to approach lost members to entice them back. Merle asked Karen and Chris if they can get hold of copies of videos on membership and Board recruitment in case they are of any use. Kate made a reference to the survey data when creating a local plan to be considered for the CPRS strategic plan for 2021 in terms of membership, recruitment and retention. Amy mentioned that access to that survey was brought up during the National AGM but the results were not shared yet. Talk about membership is important but the Board could not deal with it at that moment.

Action Item: Karen to check her notes, draft a document and report back at the next meeting. Kate to send the document electronically to all Board members.

**10) AMENDMENT TO BYLAWS:** Chris had asked the board to consider an amendment to the by-laws stipulating that the incoming president have a minimum of five years professional experience as well as



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experience on a board of directors. Any amendment to the bylaws has to be approved at the AGM and sent to members too, but it has to be passed by the Board first. Karen supported a vote on this issue and proposed to amend Article 5 to include in Section 1:

*“The president must have at least five years of professional experience in public relations, or a combination of public relations, communications, journalism or marketing. The president must also have a minimum of two years’ experience serving on a volunteer board of directors.”*

This was seconded by Melissa and the motion was passed.

**11) NEXT MEETING DATE:**

Monday, November 16 at 5:00 pm.

**12) ADJOURNMENT:** Mary Barker moved the meeting be adjourned.