



MINUTES

Wednesday, September 23, 2020; 4 p.m.

Lord Nelson – Britannia Room

1515 South Park St, Halifax

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

Regrets: Annie Khalil

- 1) **WELCOME:** First in-person + teleconference meeting since the start of the pandemic. Acknowledgement that the meeting space was offered free of charge by the Lord Nelson. The CPRS-NS Seal was passed to President Chris for safe-keeping by Merle Emms, who had a workable duplicate seal made to replace the original, which was damaged.
- 2) **MINUTES:** The minutes from the CPRS-NS Board Meeting held via Zoom on June 25, 2020 were approved as distributed without further discussion. Motion moved by Amy, seconded by JoAnn and passed.
- 3) **AGENDA:** No further items added.
- 4) **MEMBERSHIP REPORT:** Reviewed generated report, available through CPRS National – Chris now has login credentials to access these reports. Focused on recently expired memberships, and those that are about to expire. Sean requested if it is possible to generate a report that highlights these members specifically – others agreed.

Action Item: Chris and Melissa to generate membership list as discussed.

- 5) **Membership & Retention Strategy:** Chris shared a draft of the Membership & Retention Strategy, and Karen led a discussion, gathering board member's thoughts on what CPRS-NS, as an organization, should look like. Key themes included:
 - CPRS National's role as part of this larger issue affecting not just CPRS-NS, but other chapters across Canada.
 - One example discussed was establishing a regulatory body to enforce a defined Code of Ethics – something found in other professions (e.g. lawyers, engineers, etc.). This would help further the reputation and credibility of public relations.
 - Re-establishing connections through more frequent communication with members and building membership out (first locally) with current members.
 - A community of practice through accreditation, mentorship, and virtual PD sessions – members have expressed that these areas are valuable to them.
 - While the history of CPRS is important, the future of the organization needs to be fed by current and past members. Suggest a survey to determine what works, what does not, and where members believe focus should be placed moving forward.
 - Further research should also be done – reviewing case studies involving other professional organizations around the world facing similar situations.



Action Item: Karen to review comments discussed and incorporate into the draft strategy.

- 6) **FINANCIAL REPORT:** Kate delivered the update, noting the current account balance is \$4,125.00. She and Melissa met over the summer to transfer financial responsibilities. The only notable expense from August 2020 was the annual renewal of the website domain (\$155.88 US). Kate moved the approval of the financial report, which was seconded by Karen and passed.
- 7) **SAFETY DEPOSIT BOX:** Chris and Kate were present while the safety deposit box was drilled open at the Scotiabank on Coburg Rd. A single disc was inside; it includes various files from 2012-2015. The bank waved the \$425 drill-fee normally required for drilling a safety deposit box.

Action Item: Melissa was given the disc to upload its contents to the G-Drive.

- 8) **INVESTOR'S GROUP SAGA:** Chris has made repeated attempts via phone and email to connect with someone at the Investor's Group, however, has been re-directed multiple times. The business ceased in-person appointments due to COVID-19, which seems to be the only avenue left to access the remaining funds that were invested after hosting the 2008 National Conference. Based on the most current statements available (dated by several years), it is estimated that approximately \$2,500 is invested with Investor's Group.
- 9) **REGISTRY OF JOINT STOCK:** A Chartered Professional Accountant and auditor reviewed statements prepared by CPRS National and advised they would not be sufficient to provide to the Joint Registry of Stock. A representative with the Registry of Joint Stock advised that CPRS-NS would need to submit an affidavit, which was done. They will review the affidavit and provide further direction. We have been in arrears since 2018, which results in a \$93 fee.
- 10) **PROFESSIONAL DEVELOPMENT:** Amy reviewed the 2020-21 PD calendar developed by the PD subcommittee. The upcoming session - *Wellness, Stress Reduction and Working from Home* will be hosted virtually on September 30. It includes a relaxation exercise as well as two panelists who work in two different areas of consulting. The event has been promoted on the website, through CPRS-NS and the Atlantic Council's social media channels, the CPRS Communique, and sent to NS members via email. There is no charge for this event, and a discussion followed on charging for virtual events moving forward. There was a general consensus that virtual PD events will continue to be free for a time to build the "community of practice" discussed earlier in the meeting. The board will re-visit and re-evaluate costs for PD sessions at later time.

Action Item: As part of this decision, the name of the Atlantic Council was briefly revisited. Karen will be following up with CPRS National on this matter.

- 11) **UPDATE FROM NATIONAL:** Changes to the executive and National Board, as noted in CPRS Communique issued earlier in the day (September 23). Many chapters have seen a decline in membership, and there was discussion around relevance. Other revenue sources were discussed, such as sponsorships.
- 12) **GOALS FOR COMING YEAR:** Discussion related to membership recruitment and retention was the primary focus – please see point 5.



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13) PROPOSED AMENDMENT TO THE BY-LAWS: To help ensure CPRS-NS remains vibrant and serving the best interest of its members, experienced leaders on the Board are essential. With this in mind, Chris drafted an amendment to Article V – Officers and Directors, which states future CPRS-NS Presidents must have a minimum amount of professional and volunteer board experience to be eligible for this position. Any proposed amendments will need to be shared with CPRS-NS members in advance of the next AGM, and then voted on at that meeting.

Action Item: Board members are to review the proposed amendment and share any comments during the next meeting.

14) NEXT MEETING DATE: Thursday, October 15, 2020 at 4:30 p.m.

Action Item: Amy to book this date/time using the CPRS ZOOM account.

15) ADJOURNMENT: Mary motioned to adjourn, which closed the meeting.