

## MINUTES

Monday, January 11, 2021, 5 p.m.

Zoom

**Present:** Amy Thurlow, JoAnn Alberstat, Mary Barker, Merle Emms, Melissa Foshay, Karen Stone (Meeting Chair), Amy Thurlow, Kate Hayter (NSCC), Kate Comeau, Brianna Merritt (MSVU), Tiffany Chase (Minute Taker).

**Regrets:** Sean Lewis, Chris Hansen (Chair).

**1. WELCOME:** The meeting began by welcoming two new student members, Brianna Merritt (MSVU) and Kate Hayter (NSCC). All meeting participants introduced themselves and provided a bit of their professional background and extended a warm welcome.

**2. MINUTES:** The minutes from the CPRS-NS Board Meeting held on Monday, December 14, 2020, were distributed ahead of today's meeting.

*Motion to accept the minutes moved by Merle Emms and seconded by Amy Thurlow.*

**3. AGENDA:** No further items were added to today's agenda.

**4. FINANCIAL REPORT/INVESTOR'S GROUP:** Kate Comeau delivered the financial report, which included:

- No expense or revenue adjustments since our last meeting. We haven't received the CPRS National membership contributions yet, but we hope to receive those soon. Currently there is \$3,562.78 in our bank account.
- We obtained access to the Investor's Group account since the last meeting. As of September 30, 2020, the book value of our account was \$2,345.94. Historical data shows \$24,000 in the account 10 years ago. This money was used for scholarships up until about three years ago when the account dropped just below \$3,000.
- Very little return on our investment, around 1% over the past several years.
- We need to decide if we leave the investment with Investors Group or move it to our bank account at Scotiabank.

*Motion to accept the Financial Report moved by Kate Comeau and seconded by JoAnn Alberstat.*

**Motion** to *transition* the Investors Group allocation to an investment banking account at Scotiabank, consolidating our resources into one location *moved* by Kate Comeau.

**Motion** to *accept* the recommendation was unanimous.

**Action:** Kate will arrange to meet with Investors Group with appropriate secondary signatories to arrange for the money to be moved over to Scotiabank.

**5. REGISTRY OF JOINT STOCKS:** Chris Hansen, Chair, sent a note to Karen Stone that she had been to the Registry of Joint Stocks and submitted all the necessary paperwork and we expect to hear that we are reinstated in the coming days and weeks.

**6. PROFESSIONAL DEVELOPMENT:** Amy Thurlow presented the Professional Development report.

- Holiday Social was the last Professional Development (PD) session held before the end of the year – not many people attended but it was a lot of fun. We learned from a member that there was trouble finding the link as it may not have been clear that you needed to register to receive the link. Two board chairs from other jurisdictions joined the call too, which was nice for networking. A good learning is that if we are hosting a social event, we should distribute the link to all members to increase attendance, instead of asking people to register.
- Amy reminded us that we initially didn't plan a session for January. On Wednesday, January 13, CPRS National is going to launch the global capabilities study. Amy is closely involved in this project, nine countries participated to establish core capabilities for excellent practice in PR. There is an assessment tool so individuals and teams can evaluate their skills. The assessment tool is free and for all CPRS members. There will be a webinar scheduled to teach people how to use the tool. Amy was going to explore if we could host the webinar as a January PD session.
- The February PD session is scheduled for February 17 – the topic is Black Lives Matter and diversity in public relations practice.
- The March session is proposed to be focused on measurement and evaluation, with speakers and content to be confirmed.

- Final session for the 2020-21 season is scheduled for the May AGM. No topic assigned yet, but one proposed topic is self-consulting practice or a COVID reflection a year later and how you can move on, “light at the end of the tunnel” style presentation. Also suggested was a focus on your next job opportunity, talking about growth industries, where will PR be needed even more during and after COVID, etc.? Could be a recruiter. Topic to be discussed further.
- Amy circled back on the idea of charging for PD sessions in 2021. We discussed it in 2020 and decided not to charge for the first several sessions due to the pandemic. Some associations are starting to charge for access to such content or make it free for members and charge non-members – there are different models of how we could recover costs. We would need to consider how Atlantic CPRS would feel as we are partnered with them right now on PD sessions.

General discussion was in favour of keeping sessions free for everyone at this point and reassess charging on various fee structures for the fall, depending on the external environment at the time.

**Motion** that we look at establishing a fee structure for offering PD sessions beginning in the fall 2021 that we can present at the AGM, and to accept the Professional Development report *moved* by Merle Emms. Motion *approved* unanimously.

**7. CPRS NATIONAL UPDATE: No update at this meeting.**

**8. MEMBERSHIP UPDATE: No update at this meeting.**

**9. WELLNESS GIFT for the Chair of the CPRS Board:**

Karen proposed a \$50 gift for Chris to wish her well in recovery. There was a discussion to ensure there is nothing in our bylaws that would prohibit us from doing that for a board member.

**Motion** to purchase a nominal wellness gift and card for the Chair, Chris Hansen, *moved* by Mary Barker. Motion *approved* unanimously.

**10. COMMUNICATIONS: No update this meeting.**

**11. NEXT MEETING DATE:** Amy Thurlow will book the next Zoom meeting of the Board for Monday, February 8, 2021, and JoAnn Alberstat offered to take the minutes for that meeting.

**12. ADJOURNMENT:** Merle Emms made the *Motion to adjourn*, and the meeting ended at 6:08 p.m.