

**MINUTES**  
**CPRS-NS Board of Directors Meeting**  
**August 9, 2021 (5-6 p.m.) via Zoom**

Present: Chris Hansen, JoAnn Alberstat, Allison Currie, Melissa Foshay, Amy Thurlow, Kate Comeau, Mary Barker, Tiffany Chase, Sean Lewis, Shelley Murphy,

Regrets: Coleen Logan and Charmaine Gaudet

Recording Secretary: Shelley Murphy

**1. Welcome**

President Chris Hansen called the meeting to order at 5 p.m.

**2. Approval of Minutes June 14, 2021**

Minutes of the June 14 board meeting were circulated prior to the meeting. Mary Barker noted there was a “y” missing from Anne Gregory’s name. Shelley Murphy will correct on the original minutes. Shelley moved to accept the June 14/21 minutes with the correction noted. Seconded by Mary. CARRIED

**3. Financial Update**

As promised last board meeting, Kate Comeau presented a more formal financial update that compares budgeted versus actual chapter expenses, and compares revenues and expenses for 20/21 over those for the previous year. The report shows that CPRS-NS is in good financial standing as of June 30/21. Several board members expressed appreciation for the clear new format.

Amy Thurlow questioned if there would be room in the budget for PD gifts. Kate felt that given the chapter’s current financial standing, there was flexibility to exceed the \$350 budget set for PD last year.

Allison Currie indicated there could be some expenses related to membership goals and she will clarify that moving forward.

The next quarterly financial update will be at the October board meeting.

Moved by Kate Comeau and seconded by JoAnn Alberstat to approve the financial report. CARRIED

**4. Professional Development Update**

Amy Thurlow, Tanya MacLean and Melissa Foshay have connected to discuss whether there should be a charge for sessions and the type of sessions for the upcoming year, as well as speaker gifts. The committee is looking to host one PD session per month for 21/22. Some suggested topics include:

- September – something related to back-to-school, perhaps public relations education related (trends, etc.)
- Crisis comms/best practices
- October – Indigenous relations for Indigenous History Month. Potential speakers: Danielle Hartley, Nadine Bernard, Fiona Kirkpatrick.
- November or January – personal brand. Potential speaker: Tara Wickwire, Outcast Foods.
- February – Black Lives Matter for Black History Month
- Developing a Career with Purpose

Amy will follow up on PD ideas and is looking for input from board members.

Melissa suggested members be surveyed to help determine PD topics and timing. Amy and Melissa will connect about this.

Amy shared that many chapters are offering online PD sessions free to members, but charging a \$10 fee for non-members, or \$5 for non-member students. Board members indicated this was a reasonable approach.

It was agreed upon by board members present that PD sessions would continue online for September, October and November. December may see an in-person PD session.

Amy felt that IABC's practice of making a donation to a not-for-profit, in a guest speaker's name, might be a viable option for CPRS speakers too. PD speakers have not typically been paid in the past.

##### **5. Update on National CPRS**

The President's Council does not meet until Wednesday, August 11. Chris Hansen will report back to the board on this meeting in September, and will connect with JoAnn Alberstat following Wednesday's meeting.

##### **6. Membership Update**

Allison Currie had previously met with Melissa Foshay for membership background information for the chapter and connected with Fernanda at CPRS National. She now has access to the membership report in the database and will familiarize herself with that.

Since September is CPRS's membership month, Allison has drafted some posts for the chapter's social channels that she will share with Melissa for possible use in early September.

Allison has booked time to present to the NSCC public relations students for September 21 to promote student membership. She will reach out to MSVU to do the same.

Allison is working on a communication plan that she will soon share for input.

Chris Hansen and Allison will meet via phone over the next day to discuss membership.

**7. Communication Update**

Melissa Foshay took care of the website payment for the domain renewal and looks forward to working on the communication planning with other board members.

**8. Next Meeting Date:** September 13, 2021, at 5 p.m. via Zoom.

**9. Other Business**

Shelley Murphy shared that the NSCC Public Relations Program is changing its credential from an advanced diploma to a graduate certificate this year. She assured board members that the program curriculum and entry pre-requisites remain the same and that she would appreciate board members sharing that information, as appropriate. Rationale presented by NSCC administration for the change is that the new designation will bring the NSCC program in line with credentials across Canada for similar programs and it will better assist NSCC public relations graduates who wish to work in other provinces.

**10. Adjournment** at 5:35 p.m. was moved by Amy Thurlow. CARRIED

NEXT SCHEDULED MEETING DATE: September 13, 2021, 5 p.m. via Zoom