

## **AGENDA**

### **CPRS-NS Board Meeting**

**April 12, 2021 (5:00 – 6:00p.m.) via Zoom**

Present: Karen Stone, Melissa Foshay, Amy Thurlow, Kate Comeau, Mary Barker, Merle Emms, JoAnn Alberstat, Sean Lewis, Tiffany Chase, Kate Hayter, Brianna Merritt. Chris Hansen (Chair)

#### 1. Welcome

Chris welcomed board members. The agenda was approved as circulated.

#### 1. Approval of Minutes March 8, 2021

Minutes of March 8<sup>th</sup> were approved with one change: under item 11. AGM. The final sentence should read “Karen Stone will chair the nomination committee”

Merle moved acceptance of the minutes; Mary seconded.

#### 2. Financial Report

Kate Comeau sent her report via email to Chris who presented it at the meeting. The funds from Investors Group have been now transferred to our Scotiabank account. The amount of that transfer was \$2953.71. Our balance in the Scotiabank account prior to the transfer was \$3779.81. Therefore, our current balance in that account is \$6,733.52.

Two expenses still to come in this month are 1) the bill for the liability insurance which will be approximately \$600 and 2) the fees for the registry of joint stocks.

Kate, Melissa and Chris are planning a meeting with Fernanda (CPRS National membership coordinator) to clarify membership remittances to CPRS NS and the process for how student memberships are handled.

Chris moved acceptance of the financial report; Melissa seconded.

### 3. Professional Development

Amy reported that the final PD session of the year will accompany the AGM on May 10<sup>th</sup>. The AGM will run 5:00 – 5:30p.m. followed by the PD session from 5:30-6:30p.m. The topic is Changes and Trends in the PR industry post COVID, and the four panel members are Sean Lewis, CPRS NS board and Iris Communication; Heather Hanson, Shannex; Sarah McLean, National PR; Matt Proctor, Dalhousie. Amy will organize a web-call for panelists in the next week or so to discuss timing, details, etc. Karen suggested that the panelists also address the question of the role of the PR professional association as the industry moves forward post COVID.

No formal plans have been made for next year's PD schedule – some ideas that have come up include – Indigenous PR (MSVU is developing an Indigenous cohort for the BPR degree; and working to indigenize PR curriculum), and also, we'd like to re-visit the topic of anti-black racism or more broadly diversity in PR to follow up on this past February's session with El Jones.

Amy moved acceptance of the PD report; JoAnn seconded.

### 4. Update from National

Lorianne Weston has left her role as Executive Director with CPRS. Ejona has taken on that role. Discussion followed regarding the lack of an announcement about this transition and the amount of turnover in this position over the past year. Chris will follow up with Wayne Knorr for more info.

### 5. Membership Report

Chris reported that our membership numbers remained the same as last month. There were some recently lapsed members. Chris will contact Noreen Hartlan about her membership renewal and Tiffany will contact Allison Gillan.

### 6. Communications Report

Melissa is working on the notice to members about the AGM and PD session May 10<sup>th</sup>. Discussion followed regarding the CPRS NS website

and whether some work is required to re-design or develop the site. Melissa mentioned that her concern with the website is related to security issues and she would like some support in that area. Kate Hayter offered to connect Melissa with her husband who works in security for websites. Tiffany recommended a small but effective local web design company that she is working with. She will share the contact information with Melissa for that company.

## 7. Nominations Report

Karen presented the nominations report.

Board members who will stay on for the coming year are:

Tiffany Chase

Kate Comeau

Amy Thurlow

Chris Hansen

Mary Barker

One new board member has been recruited:

Shelley Murphy

Board members stepping down after this year:

Karen Stone

Merle Emms

Karen will follow up with JoAnn Alberstat and Sean Lewis to see what their plans are for next year.

Chris will confirm that we have a full slate of officers and board members, including the President, vice president, secretary and treasurer.

## 9. Next Meeting Date (AGM – May 10, 2021 5:00p.m.)

## 10. Adjournment - moved by Karen