

**MINUTES**  
**CPRS-NS Board of Directors Meeting**  
**February 14, 2022 (4:30-6 p.m.) via Zoom**

Present: Chris Hansen, JoAnn Alberstat, Amy Thurlow, Mary Barker, Shelley Murphy, Charmaine Gaudet, Coleen Logan, Allison Currie, Melissa Noonan, Tiffany Chase, and Lesley MacLean,

Regrets: Kate Comeau, Logan Oderkirk, Sean Lewis

Recording Secretary: Shelley Murphy

**1. Welcome**

President Chris Hansen called the meeting to order at 4:32 p.m. Chris introduced our chapter guests, CPRS National President Cam McAlpine and National Executive Director Sara Rafuse. Chris then asked CPRS board members to introduce themselves.

**2. Approval of Minutes January 10, 2022**

Minutes of the January 10 board meeting were circulated prior to the meeting. Shelley moved to accept the minutes of the January board meeting as circulated. Seconded by Mary Barker.  
CARRIED

**3. Update from National**

Chris Hansen asked that we deviate from the agenda to allow our invited guests, CPRS National President Cam McAlpine and new CPRS Executive Director Sara Rafuse, to provide an update on CPRS National, in the event they need to leave following their update.

Cam introduced Sara and briefly outlined her background. This includes running her own practice for the past 14 years in strategic communications with a primary focus on financial and not-for-profits. Sara shared that she's excited about the new team at Redstone - the new management company for CPRS - and stressed that she and Redstone will be working together as a team.

Cam then shared that he has been visiting different CPRS chapters around the country. He said he was impressed with the longevity and experience of our chapter and feels we have much to offer, not just locally, but nationally. Cam has been a member of CPRS since 2006, and on the National board since 2017. He spoke about the many transitions National has been overseeing the past several months, including splitting the operational functions that had previously been managed by one entity.

Cam outlined CPRS National's priorities as follows:

- Reinvigorate the Presidents' Council, which consists of presidents of CPRS societies across the country. The council exists to share ideas and address challenges. The group is now meeting more frequently than previous and is starting a multi-phased strategic planning process to build value for CPRS membership. He stressed the need to know what members require at the local level.
- National conference will be in-person again in June, but there may be a hybrid model offered with some online options too.
- Getting awards program back up and running.

- APR up and running again. There has been a lot of work done to modernize the program and all but two candidates passed the last exam, which is the highest success rate in many years.

Cam said there is much more to do, but they are taking things one bite at a time. He reiterated that he and Sara are open to questions and feedback.

Sara reported she is working on the following:

- EDI taskforce is getting going again - looking for individuals interested in participating.
- Membership month – continuing financial incentives this year. For instance, reinstatement fee will be waived, new members will be entered into a draw, and there is a chance to win a virtual conference pass. Information should be out by Feb. 25.

Cam and Sara then opened the floor for questions.

Amy Thurlow asked about more student-specific programming for National student members as this has been lacking in recent years. Cam and Sara said they will certainly take this away to discuss as they believe it is important. Cam mentioned there's a new liaison for professional development who is very enthusiastic and they want to look at enriching membership experience. Sara said she'll be reaching out to Amy to discuss further.

Amy congratulated them on the upgrades to accreditation process.

Mary Barker suggested that National consider making conference registration fees for retired members the same as student fees to bring more of the committed senior members out. Cam believes there is a special rate. Sara is checking on this to confirm.

Cam again encouraged members to reach out with any feedback or ideas.

#### **4. Financial Update**

In Kate Comeau's absence, Shelley Murphy presented Kate's quarterly report:

We continue to be in a good financial position, though our membership revenue for non-student members continues to be **below** target.

We are **exceeding** projections for MSVU memberships for two reasons:

1. There were more memberships purchased by MSVU for this fiscal year
2. Earlier this year we received an unexpected remittance from CPRS-National that dated back to 2019. (This is the portion of MSVU membership fees that come back to our chapter). This amount (\$1470) is included in our revenue for the 2021-2022 fiscal year.

We have not yet received the December 30 update on our investments; therefore, the number showing is the same as the previous report, this will be updated for Q4.

We look forward to receiving remittance notices from the new CPRS National. These should be sent to Kate and Chris Hansen. Kate checks these against deposits and new member records. Kate will follow up with the new staff if not received by end of February.

Our year end is March 31, 2022.

Amy Thurlow suggested we defer discussion until Kate is present.

Approval and discussion of financial report **deferred** until next meeting.

**5. Professional Development Update**

Amy Thurlow reported that the January PD session was very successful and panelists have offered to do further presentations. Plans to organize a February presentation has run into some road bumps, and as a result there will not be a diversity presentation for February. Allison suggested there may be someone from Dal who may be appropriate and offered to investigate. If someone is identified, this session could take place in March. Amy is also looking into a NS Hall of Fame athlete who does a lot of work with the African Nova Scotian community.

**6. Membership Update**

Allison Currie has reached out to Sharvari Katekar, the new Membership and Chapter Relationship Coordinator. Allison hopes some discussions around group memberships will be forthcoming and that all our new memberships are being captured in CPRS's local membership database.

Allison reports we are up to 38 non-student members now, and a couple members renewed after receiving CPRS holiday cards. Six memberships have expired since the cards went out in November and seven more are expiring in late February and March. Allison will send out some CPRS cards to remind folks to renew

Sara Rafuse said there's a backlog of new and returning members that Sharvari was trying to process. Allison mentioned that employment group membership may need updating – but she needs to understand those better. Sara said she would be open to knowing how National could make group membership more attractive to larger groups.

Chris mentioned she had spoken with a new CPRS-NS chapter member who is anxious to become involved with APR process. The new member has agreed to be our chapter's APR chair on the board if it works out.

**7. Communication Update**

Melissa Noonan thanked JoAnn Alberstat for helping out while Melissa was sick with Covid. JoAnn helped with some social posts for last PD session. Melissa uploaded an IWK job posting to social and paid for our chapter's website domain.

**8. Next Scheduled Meeting**

The next meeting is scheduled for March 14 at 5 p.m.

**9. Other Business – none**

**10. Adjournment** at 5:27 p.m., moved by Amy Thurlow. CARRIED