

MINUTES
CPRS-NS Board of Directors Meeting
January 10, 2022 (5-6 p.m.) via Zoom

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

Regrets: Coleen Logan, Kate Comeau

Recording Secretary: Shelley Murphy

1. Welcome

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

2. Approval of Minutes December 13, 2021

Minutes of the December 13 board meeting were circulated prior to the meeting. Shelley moved to accept the minutes of the December board meeting as circulated. Seconded by Amy Thurlow. CARRIED

3. Professional Development Update

Amy Thurlow reported that the next PD session is Wednesday, January 26, 4:30 – 6:30 p.m. via Zoom. Amy and the PD committee are putting together a panel discussion, as per feedback from the member survey earlier in the year. It will explore PR education trends. There will be two panelists from NSCC and two from MSVU program. Each person will be given 10 – 15 mins to address questions, with 30 minutes for a Q&A. Amy is still finalizing panelists. The PD committee will try to get out some communication about this later this week.

Amy said we will likely rely on Zoom for the next few months for PD sessions and questioned whether these should continue to be free. Members agreed that there wouldn't be a charge while sessions remained online.

Amy asked board members to forward any questions that would be good to ask the panelists to address for the January 26 session.

The topic is not set for the next PD session which may likely occur early March versus February. The PD Committee is also thinking of AGM topics for May.

Allison Currie suggested that since African Heritage month was coming up, there may be an appropriate topic around that theme for our March session.

4. Update on National CPRS

Chris Hansen reports that the CPRS general membership will receive an email this week informing them that National has completed the procurement process for the new association management company. Larissa Johnstone will be team lead for Redstone Agency. She will oversee member services, while the new CPRS National Executive Director will be Sara Rafuse. Sara and the Redstone team will form the new national office team.

Chris has reached out to CPRS National President Cam McAlpine and he has agreed to attend our February board meeting. She said this will allow Cam a chance to get to know us and provide CPRS-NS board members some insight into what's happening at the national level.

Chris will forward Cam's email address to Shelley Murphy so she can forward him an invite to the next board meeting.

5. Membership Update

Allison Currie had nothing new to report this meeting. There are still membership reporting issues to talk to Fernanda about – not possible during the holidays. Could be that reporting is behind with changes occurring at national levels. Allison will connect with Melissa Noonan to send out info to get membership info updated. Chris Hansen questioned whether Fernanda will still be at National.

6. Communication Update

Melissa Noonan reported that there is some information going out on social for this month's PD session and she's looking forward to working with Allison on membership messaging.

7. Next Scheduled Meeting

As the next meeting is scheduled for February 21, which is a Heritage Month holiday in Nova Scotia, Chris Hansen will try to reschedule the National CPRS president to join us for a meeting on February 14 instead at 4:30 that day versus 5 p.m. Amy will book the time on Zoom and Chris will send Shelley the Cam's email address so he will receive the meeting invite.

8. Other Business

Sean Lewis asked if there is a specific topic or agenda for the National CPRS President's meeting with the board in February. Chris Hansen said Cam will be able to provide more detail about the operation of the management company that National has hired to oversee its operations, and the new executive director.

9. Adjournment at 5:24 p.m., moved by JoAnn Alberstat. CARRIED