

MINUTES
CPRS-NS Board of Directors Meeting
November 8, 2021 (5-6 p.m.) via Zoom

Present: Chris Hansen, JoAnn Alberstat, Melissa Noonan, Amy Thurlow, Kate Comeau, Mary Barker, Tiffany Chase, Shelley Murphy, Coleen Logan, Logan Oderkirk, Lesley MacLean, Allison Currie

Regrets: Sean Lewis, Charmaine Gaudet

Recording Secretary: Shelley Murphy

1. Welcome

President Chris Hansen called the meeting to order at 5:02 p.m. Chris welcomed the student board reps from MSVU and NSCC, Logan Oderkirk and Lesley MacLean.

2. Approval of Minutes October 18, 2021

Minutes of the October 18 board meeting were circulated prior to the meeting. Shelley Murphy moved to accept the minutes of the October 18/21 board meeting as circulated. Seconded by Amy Thurlow. CARRIED

3. Professional Development Update

Amy Thurlow started by thanking the two student board representatives, Lesley and Logan, for their help in promoting the October PD session.

The next PD session will be Nov. 17, 5:30 – 6:30 p.m. with Tara Wickwire, VP Strategy, Outcast Foods. The session will focus on personal branding. Amy will use a different Zoom account for this session as there were issues with the other account used for the first PD session.

Since there was an appetite for an in-person December holiday social as per previous board discussions, Amy has tentatively booked Piatto Pizzeria, Hollis Street, for Dec. 8 from 4:30 to 6:30 p.m., for an in-person CPRS-NS event. The restaurant has a back room that holds 28 people where masks can be removed once inside. Attendees will need to present proof of vaccination. A deposit or minimum spend is not required. People can order what they like once onsite. Options other than pizza are also available.

Tentatively, Amy and the PD committee are setting aside 20 minutes for an activity: PR's Best and Worst moments of 2021. Attendees can vote on the ones that stood out over the past year. Other than that, the event will be unstructured. Details are still being discussed.

A save-the-date email will be distributed next week to determine interest. Amy would like to have an idea of numbers in two weeks to confirm or cancel with the restaurant.

There was some discussion over whether we are charging for this event and if CPRS-NS is providing food. Amy said people can order their own food if they wish, but wants to see if there is interest in the event first. Amy needs to know numbers by Nov. 25 or 26. She said at that point, the COVID situation can be assessed and we can think more about providing food on behalf of CPRS. Mary Barker said CPRS-NS has not charged for the social in the past, and that typically there was a small budget for finger food and a drink ticket.

Amy encourages board members to RSVP when the save-the-date goes out to provide her with an idea of event numbers.

Chris Hansen asked that the CPRS-NS banner be brought to the event

Amy may ask the student reps for help with the best/worst PR activity of 2021 idea.

Update on National CPRS

Chris Hansen reported that CPRS Presidents' Council will meet this Wednesday, November 10. That group hasn't met since the CPRS-NS Oct. 18 meeting.

Chris reported that former National CPRS president Wayne Knorr was made aware of the confusion around members mistakenly signing up online for a CPRS Atlantic membership, thinking it includes Nova Scotia chapter membership. This seems to occur because CPRS Atlantic's name alphabetically precedes CPRS-NS's name in a drop-down menu that prospective members must select from. Wayne Knorr had planned to do something to alleviate this issue at the last AGM, but this did not happen. After hearing recently from CPRS-NS board members that this confusion was still ongoing, Chris emailed current CPRS National president Cam McAlpine about the issue. Cam had the website updated immediately to add the provinces that the CPRS Atlantic chapter serves. Chris will continue to keep an eye on this and indicated that further revision may be required.

4. Membership Update

Allison Currie met with the board's new student reps Logan Oderkirk (MSVU) and Lesley MacLean (NSCC) to provide an overview of things they may be able to help with, like events and social posts. Allison also met with Mary Barker to discuss membership ideas.

Allison would like to send holiday cards to lapsing members and will draft an email to larger organizations about the benefits of group membership to CPRS. Allison will circulate a draft of that email to the board within the next couple of months.

Chris Hansen mentioned Colleen Logan's work on the CPRS note cards, which are now ready to go pending a final decision on a few details. After a brief discussion, Chris Hansen gave the cards the green light and Colleen will have them ready by end of the week. Amy Thurlow would like some cards to use to thank speakers, and Allison needs some for membership. Mary Barker would like four or five cards for congratulatory notes. Chris asked Colleen to divide them up.

5. Communication Update

Melissa Noonan welcomed and thanked the student reps for help with social posts for the PD session. She reported that 27 people were already signed up for the November PD session with Tara Wickwire on personal branding.

Amy Thurlow expressed concern about providing the Zoom link to those not yet registered for the PD session and suggested sending it closer to the date. Melissa said she can send an initial email without the link, and then provide the link as people register, or on the day of the event. She will communicate to registrants that they should not share the link.

At a previous board meeting, there was mention of investigating social media ads to potentially boost membership and event interest. Melissa has been researching this, but some details, planning and collaboration are still required. She plans to meet with Allison Currie and Kate Comeau about their experiences in this area.

6. **Next Scheduled Meeting:** December 13, 2021, 5 p.m. via Zoom
7. **Other Business:** No other business
8. **Adjournment** at 5:39 p.m. was moved by Mary Barker. Carried

****NEXT MEETING is December 13 at 5 p.m. via ZOOM****