

MINUTES
CPRS-NS Board of Directors Meeting
March 14, 2022 (5-6 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, Lesley MacLean and Logan Oderkirk

Regrets: Sean Lewis, Allison Currie,

Recording Secretary: Shelley Murphy

1. Welcome

President Chris Hansen called the meeting to order at 5:04 p.m.

Approval of Minutes February 14, 2022

Minutes of the February 14 board meeting were circulated prior to the meeting. Shelley Murphy moved to accept the minutes of the February 14 board meeting as circulated. Seconded by JoAnn Alberstat. CARRIED

2. Update from National

Chris Hansen reported that the Presidents' Council met March 9 and that the next four sessions of the council will be dedicated to discussing evaluation.

Chris reports a major backlog in processing membership. The national office is also undergoing re-organization and the new management company is feeling it has to focus on rebuilding relationships between National and member societies.

Chris said there was a long discussion on the value of local society memberships, and a member survey from 2019 was a focus. It had identified PD as the number one reason for membership. Number two was networking. National is talking about confirming if these two things are still true as they head into the year, possibly with a survey. Next Presidents' Council will entail more discussion. Chris is hopeful this will result in a solid action plan.

There was a brief reminder that the national conference in Winnipeg is happening in June. Chris wants to ensure our members know about it.

Chris asked national about accreditation and specifically about the process to notify members they are eligible to pursue accreditation. Chris was unable to get a detailed answer. New CPRS National Executive Director Sara Rafuse is looking into this. Currently, there is little communication around this process and achievement. This makes it potentially awkward to reach out to local people to congratulate them for fear we may overlook someone unintentionally. Chris will follow up on this.

Amy Thurlow said that while PD/networking will always rank high as membership benefits, it is the APR process/designation that really keeps people connected to CPRS.

While members acknowledged privacy must be upheld during the APR process, those eligible to pursue the designation shouldn't be secret, nor should it be a secret when someone achieves their APR.

Charmaine Gaudet said identifying APR candidates in the past was a simple process. CPRS-NS would receive a list of eligible members who were notified of their standing. Nobody in membership knew who was pursuing their APR unless candidates wanted it known. Charmaine said the board never ran into a problem. Each local association would place an advert in the newspaper to acknowledge new APRs. Charmaine said that the APR process and acknowledgment is one of the things that distinguishes CPRS as a professional society.

3. Financial Update

While Shelley Murphy had provided Kate Comeau's financial update at the February 14 board meeting, there was a discussion item tabled regarding adding a separate category for the new CPRS notecards. Kate wondered if notecards for members should be included under the pre-existing "member activities," or if notecards should fall under a separate "communications" category.

After a brief discussion, board members felt it makes sense to add a separate communications category to capture the expense for notecards and the website.

Kate noted the reimbursement for the Registry of Joint Stocks is in the mail for Chris Hansen.

The next financial update will be at the AGM.

4. Professional Development Update

Amy Thurlow met with the CPRS PD group last week and they brain-stormed and updated the PD schedule for the rest of term. This month our PD presentation is March 22 with Coody Slaunwhite from Parks Canada, Fortress Louisburg. Coody will present on communications during the pandemic. Information about the event has gone out and is on the National CPRS website and our chapter's local social platforms.

CPRS-NS board member Tiffany Chase will be the April 27 PD presenter. Tiffany will talk about communicating from the perspective of an international airport during a pandemic.

Both March and April sessions will be online via Zoom.

For the AGM in May, the PD committee is looking at a media relations focus as it has a wide appeal. This is an opportunity to attract a broader audience. Amy is looking into recruiting a presenter who is a journalist or someone who works in public relations/ media side. The topic will focus on how public relations practitioners can attract media attention in a world that's so competitive for media attention. Amy is open to suggestions on leads. The AGM may be in-person or online.

Chris Hansen asked how board members feel about an in-person event for the AGM. Some brief discussion ensued with people sharing that people's feeling about in-person events are still fairly split or mixed. Amy suggested we could try a hybrid delivery. Could possibly host at MSVU (also technology available). No decision was made, but the board will circle back to this to determine if the AGM should be in-person, online or hybrid.

Chris noted we are a few days late asking for board nominations from members for the coming year (new board members or reappointments), which, in keeping with bylaws, should be requested or notified 60 days in advance of the AGM. The AGM is currently scheduled for May 9. Chris also pointed out we currently don't have an immediate past president, but she would be willing to serve that role next year. Chris will contact each board member about potential roles going forward.

It was suggested that the May 9 date for the AGM be rescheduled for May 16 (*note: May 17 was later selected to accommodate the guest speaker*) as this will allow us to meet the 60-day member notification better. Amy noted that, based on the member survey earlier in the year, members preferred Wednesdays for PD sessions and later afternoon times too.

Logan Oderkirk would be willing to help set up a hybrid model for AGM if the board goes that route.

Amy will lock down a speaker for AGM in the next week or two. Tiffany Chase offered to make a connection to someone working in media. Amy thanked Tiffany and will connect with her later this week. Amy said her first choice would be to have the speaker live in the room and then broadcast out.

Amy updated board members on the speaker fees for a couple of potential speakers she had approached on the topic of diversity for a February 2022 session. Speaker fees were around the \$1,500 mark. CPRS is unable to pay these fees. Amy will start to find someone to speak on diversity earlier next year. Ideally, she would like to book fall PD sessions during the summer previous.

Charmaine Gaudet and Colleen Logan both recommended Gerard Murphy of Barefoot Facilitation as a possible speaker for this topic in 2023.

5. Membership Update

Allison Currie sent regrets, but asked Shelley Murphy to provide an update in her absence.

Allison met with Sharvari, the new membership contact with CPRS National. They talked about ways to make group membership more appealing. Sharvari would like to meet regularly to learn what we're doing and chat about ways to provide value for members.

Allison and Sharvari also brainstormed ways to increase the appeal of membership, in general, as we return to in-person events again. The pandemic and general life may have put professional memberships out of people's minds. Ways to re-engage need attention.

Allison has sorted out how to become part of Base Camp so she will be able to chat more with other chapters about what they're doing.

Cards were sent to CPRS-NS members with expiring memberships up until end of March. Allison will also be reaching out to board members who need to renew.

6. Communication Update

Melissa Noonan reported that the social posts for the March PD session have gone out. Currently, she is planning on getting membership notices out for AGM and doing some promotion around membership month.

7. Next Scheduled Meeting

The next meeting is scheduled for April 11 at 5 p.m.

8. Other Business – none

9. Adjournment at 5:49 p.m., moved by Mary Barker. CARRIED