



Canadian Public  
Relations Society

Nova Scotia Society

## ANNUAL GENERAL MEETING MINUTES

Monday, May 10, 2021

5 p.m.

VIA ZOOM

- 1. Welcome/Opening Remarks:** Chris Hansen, President of CPRS-NS opened the meeting at 5:00 p.m. and welcomed 23 members, PR students and guests participating in the Society's second virtual AGM due to Covid-19 public health restrictions. She noted that a quorum was established.
- 2. Approval of 2020 AGM Minutes:** It was moved by Mary Barker and seconded by Jane Nicholson that Minutes of the 2020 AGM held via Zoom on May 27, 2020 be accepted; motion carried.
- 3. President's Report:** Chris Hansen provided an overview of activities for the year noting this was another unusual year in light of the pandemic, that this is a second AGM held virtually and that both board meetings and professional development sessions throughout the year were held on Zoom. She said activities for the year focused on rebuilding the Chapter. Considerable headway was made on Chapter infrastructure. Finances were consolidated; the Chapter was reinstated at the Registry of Joint Stocks; and the safety deposit box was located, drilled open and the contents retrieved. She also noted the Chapter hosted an excellent series of professional development sessions. Chris said the Chapter currently has 30 professional members and more than 180 student members and that the focus for the next year will be on building membership.  
  
Chris pointed to the Chapter's proud 64-year history and a strong core base of members who rallied over the last year to revive the Chapter.  
  
She was hopeful that as the pandemic fades and normalcy returns the Chapter will be able to host in-person PD sessions this fiscal year.  
  
Chris thanked retiring board members Karen Stone and Merle Emms for their years of service saying their loyalty and dedication to CPRS-NS is greatly appreciated and their willingness to jump in to help re-build our chapter will never be forgotten.
- 4. Financial Report:** Treasurer Kate Comeau provided members with a Financial Statement and Balance Sheet. Our net assets at year end were \$9,301.45. Total revenue for the year in the amount of \$2,786.60 was generated largely from membership fees. Mary Barker asked what the \$664.60 administration expense consisted of and Kate listed insurance costs and the fee to be reinstated with the Registry of Joint Stocks.



Kate moved acceptance of the Financial Report. Karen Stone seconded the motion. Motion carried.

- 5. Professional Development/Education Report:** PD Chair Dr. Amy Thurlow provided members with an overview of PD activity noting the year offered interesting challenges and opportunities for the PD committee. All sessions were successfully moved to online.

She said one benefit of being online was the opportunity to collaborate on several PD sessions with neighbours in New Brunswick, Prince Edward Island and Newfoundland. She thanked Claire Ryan of the Atlantic Council who contributed to the development of our PD schedule and helped promote the events across the region.

CPRS-NS hosted seven PD sessions through this past year. Attendance ranged from an intimate group of six to larger audiences of 24 – 30 members.

**September** – The topic was *Wellness, Stress Reduction and Working from Home* featuring Melissa Lloyd from Doodle Lovely who offered a de-stressing warm-up session. She was followed by presentations on Insights into managing change and working from home from Justine Gelevan, an ICF credentialed coach and consultant, and Colette Robicheau, Productivity and Executive Presence Coach.

**October** – Rod Stanley from PEI Health, and representing the CPRS College of Fellows, presented on the CPRS mentorship program.

**November** – The topic was *Challenges and Opportunities for Non-Profit Organizations* and our panel presenters were Sara Napier from the United Way, Liz LeClair from the QEII Foundation and Dan Bedell of the Canadian Red Cross.

**December** – Our virtual holiday social, an online PR trivia event and networking.

**February** – The focus was *Black Lives Matter* with an interesting and insightful presentation from Halifax activist, professor and poet, El Jones.

**March** – The topic was *Global Capabilities Framework* for benchmarking public relations practice. For this session Amy was joined by Professor Anne Gregory from Huddersfield University, UK to demonstrate the GCF assessment tool.

Following the AGM, the final PD session of this year will be held with a distinguished panel of PR pros to discuss *Trends and Changes in PR Post Covid*.

Amy thanked this year's PD committee members Tanya Maclean from the QEII Foundation and Klara Needler from HRM for all their hard work.



- 6. Communications Report:** Communications Chair Melissa Foshay provided members with an overview of communications activities for 2020/2021, which primarily focused on promoting PD sessions through our social media channels and emails to members. Other communication activities included:
- Website updates (re: events and monthly minutes);
  - Student presentations at MSVU and NSCC to promote the chapter and membership benefits with CPRS;
  - Onboarding two student representatives to the CPRS-NS board; and
  - Coordinating with CPRS National to ensure membership lists are accurate and up-to- date, which are used for email communication with members.
- 7. New Business – Bylaw Amendment:** Chris Hansen proposed an amendment to the Chapter bylaws under Article V–Officers and Directors. In accordance with the bylaws, the Board approved the proposed amendment at the October 2020 meeting. The proposal was to add two sentences (in italics) to the section as follows:
- I. The business of the Society shall be vested in a Board of Directors consisting of the following officers: Immediate Past President, President, Vice-President, Treasurer and Secretary and other directors as required. All officers and directors must be members in good standing of the Society. The President must have at least 5 years of professional experience in public relations, or a combination of public relations, communications, journalism, or marketing. The President must also have a minimum of two years’ experience serving on a volunteer board of directors.*
- Chris said the amendment was a measure to strengthen Chapter leadership now and into the future and to provide our membership with the benefit of experienced, seasoned, knowledgeable leadership. She said including this leadership criteria in the bylaws would help to ensure strength of leadership.
- After discussion, members agreed to reword the amendment to read: *The President must have at least five years of relevant experience in the profession. The President must also have a minimum of two years experience serving on a volunteer board of directors.* Tom Ormsby moved this rewording be accepted. Charmaine Gaudet seconded the motion. Motion carried.
- Karen Stone then moved the newly worded proposed amendment be accepted. Dan Bedell seconded the motion. Motion carried.
- 8. Nominating Committee Report:** Vice-President Karen Stone, chair of the Nominating Committee presented the nominations for the 2021-2022 Board of Directors as follows:



# Canadian Public Relations Society

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Chris Hansen, APR LM  
JoAnn Alberstat, PRK  
Kate Comeau, APR  
Shelley Murphy  
Melissa Foshay  
Allison Currie  
Amy Thurlow, Ph.D., APR, FCPRS  
Mary Barker, APR, FCPRS(H), LM  
Coleen Logan  
Tiffany Chase  
Charmaine Gaudet, APR  
Sean Lewis

President  
Vice-President  
Treasurer  
Secretary

Hearing no further nominations, Karen moved the acceptance of these nominations. Seconded by Dan Bedell. Motion carried. Chris Hansen welcomed the Board of Directors and again thanked retiring board members Karen Stone and Merle Emms.

**9. Adjournment:** Tom Ormsby moved that the meeting be adjourned. The meeting was adjourned at 5:33 pm.

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**Professional Development Session:** Amy Thurlow introduced the panel of PR Professionals to discuss PR trends and changes in a post-Covid world. The panel included:

- Matt Proctor, AVP, Communications, Marketing & Creative Services, Dalhousie University
- Sean Lewis, Iris Communications and Public Affairs
- Sarah McLean, Associate Vice President, National PR
- Heather Hanson, Vice President of Brand and Business Development, Shannex