

**MINUTES**  
**CPRS-NS Board Meeting**  
**February 13, 2023; 5 p.m.**  
**VIRTUAL ONLY via Zoom**

**Attendees:** JoAnn Alberstat, Mary Barker, Tiffany Chase, Kate Comeau, Allison Currie, Dawn Delaney, Charmaine Gaudet, Najah Habibah, Coleen Logan, Shelley Murphy, and Sarah Robertson.

**Regrets:** Melissa Noonan, Chris Hansen, Carolyn McCormack, Peter Gillis

1. Welcome
  - JoAnn Alberstat called the meeting to order with a welcome to attendees and acknowledging regrets.
  - JoAnn also mentioned that Peter Gillis the student representative from NSCC would be stepping away from the Board for the rest of his term as he is putting a pause on his PR program at NSCC. JoAnn thanked him for his input and contributions on behalf of the board.
2. Approval of Minutes January 9, 2023
  - Motion to approve: Melissa Noonan circulated an updated copy of the January 9<sup>th</sup> minutes prior to the meeting.
  - Shelley Murphy made the motion to accept the minutes; Allison Currie seconded; with no one opposed, the motion was carried.
3. CPRS Foundation donation in memory of Ed Murray
  - Shelley Murphy noted there were no further updates on this initiative.
  - Mary Barker and Shelley Murphy attended Ed's funeral, and we expect his family to be in touch with the Board if there is an

opportunity for the Board to be involved in his commemoration.

- Any individuals who want to donate in his name to the national CPRS foundation can do that and get a taxable receipt.
- It's not appropriate for us as a society to donate as the CPRS national donation revenue is likely to be directed to our local society.

#### 4. Budget Update

- Kate Comeau reported that she is still working on the Q3 financial update to the Board due to an incorrect remittance from CPRS National on an invoice.
- The overall update is that we remain in good shape financially as there are not many expenses and we have sufficient funds to pay for them.
- Kate requested to defer the complete Q3 update to the next meeting. JoAnn Alberstat, as Chair, approved this request.

#### 5. Professional Development Update

- Sarah Robertson provided the PD update.
- February's event features Communications Nova Scotia employees on the topic of Accessible Communications. Registration is looking great with more than 30 registrants.
- March PD event promotion will resume after the February event – there are already 8-10 registrants.
- April PD session is proposed to focus on employee communication. The panelists and date are to be discussed further by PD committee with an update to come to the Board in March.
- May is our Annual General Meeting. Dan Tish is confirmed for an in-person event, venues are being explored. The confirmed date is May 24<sup>th</sup> with a start time of 4 p.m. or 4:30 p.m. for the business portion of the meeting.

- JoAnn and Sarah had a meeting with IABC Maritimes about a joint networking event in late spring or early summer – general agreement by the Board this was a good idea. More details to come.

#### 6. Membership Update

- Allison Currie provided the membership update. Membership is stable, cards are ready to go out to the next round of folks whose membership is set to expire.
- Allison noted Shelley Murphy had an idea of adding a “sign up for updates” button or form on our website to allow our membership updates to also be distributed to non-members who would like them. The Board agreed this was a good idea. Sarah Robertson and Allison will connect to make that happen.
- March is membership month: Allison noted it would be good to do some paid social ads on Facebook and Instagram, and perhaps Google AdWords to promote the benefits of membership.
- The Board generally thought this was a good idea and asked questions about which social channels work best.
- Allison will plan a campaign with a value less than \$300 for paid social ads to promote joining during membership month. Allison to reassess the campaign after one week to determine if there is value in continuing for the remainder of the month.
- Kate Comeau asked if there would be value in using paid ads to promote PD events and Allison said yes, she would like to pursue it.

#### 7. Accreditation Update

- Carolyn McCormack is not in attendance tonight but both JoAnn Alberstat and Carolyn received an email from CPRS National that there are no APR applicants in our chapter for 2023.

#### 8. Communication Update

- Sarah Robertson provided the social media report to the Board in advance of the meeting.
- We remain on track with our social media objectives except for increasing Facebook followers. Thanks to Peter, one of the other metrics was to do polls each quarter on LinkedIn, and he provided enough content to Sarah for the whole year. Sarah to connect with Shelley on a potential mentorship poll.
- JoAnn spoke to CPRS National following our previous discussion about maintaining our Twitter channel to see if they would share our content on their Twitter channel since we don't have the capacity to monitor this channel going forward. We are not going to discontinue the channel at this time, but there will be no regular monitoring of this platform.
- Sarah will have an update for us soon on the website refresh.
- Sarah also asked if anyone has the login details for our free MailChimp account. Without them, we cannot log in to use the account and we can't create a second account under the same name. Sarah is going to check with a few other folks for the history on who set up the account.

#### 9. Awards Update

- Dawn Delaney delivered this update. Thanks to Shelley and Mary, Dawn received a great update and background on how the awards used to work and there is desire to restart the program this year.
- Dawn will put some thoughts together regarding a proposal for how one or two of the awards could be restarted in 2023 and circulate the plan prior to the March meeting for discussion. If there are any financial considerations and awards, the expenses would be incurred in the 2023-24 budget.
- Awards could be given out at 2023 AGM.

10. SWOT Refresh

- Allison Currie noted that as the communications and membership plan is updated throughout the year, one item that needed to be refreshed was the SWOT analysis.
- Allison and Sarah Robertson worked together on it and requested the Board to review it and weigh in.
- Sarah raised the value of continuing online events to broaden our reach and generate revenue from non-chapter members.
- Najah Habibah asked if we have the capacity to live stream in person events and budget could be a consideration.
- Sarah mentioned the corporate membership strategy needs to be added. No further edits noted.

11. Other new business?

- JoAnn mentioned she conducted another presentation to Mount Saint Vincent students last week. It was an online session, with a combination of business and PR students, promoting using the membership and the value of it during school and after.
- JoAnn also reminded everyone that the CPRS National conference is June 4-6 in Whistler, super early bird rate is on now. Keynotes and other program details to be communicated in March.
- CPRS National has a new chair of PD, someone focused on that from a national perspective, Connor Llyod from Royal Roads, his role will be to focus on PD aside from the national conference.

12. Next Scheduled Meeting: March 13, 2023

13. Adjournment

- Sarah made the motion to adjourn at 6:03 p.m. and the meeting was adjourned.