

Minutes
CPRS-NS Board Meeting
September 11, 2023; 12:30 p.m.
VIRTUAL via Teams and In Person

Attendees: Tiffany Chase, Dawn Delaney, Katie Feltmate, Coleen Logan, Carolyn McCormack, JoAnn Alberstat, Charmaine Gaudet (virtual), Alison Gillan, Chris Hansen, and Shelley Murphy

Regrets: Sarah Robertson

1. Welcome

- JoAnn Alberstat welcomed everyone and called the meeting to order at 12:37. She thanked Alison Gillan for hosting the meeting in person, the first in a very long time.

2. Approval of Minutes - August 14, 2023

- Dawn Delaney tabled a motion to accept the minutes as presented. The motion was seconded by Carolyn McCormack.

3. Financial Update and Budgets

- Carolyn McCormack resigned from her post as Chair of Finance. JoAnn informed the Board that Chris Hansen will be the Interim Chair of Finance.
- Arrangements will be made to transfer signing authority to Chris once a notice is sent to the bank requesting the necessary amendments to contact information and Officer status.
- The Board received preliminary budget forecasts from Professional Development and Communications and requires general reporting on Q1 and Q2.

4. Professional Development Update

- Tiffany Chase and Committee members met Friday, September 8th. The Committee is planning five events between now and May 2024, with consideration for a social/networking event in December.
- The Committee would like to commemorate the 150th anniversary of MSVU with a 60-minute moderated panel presentation at the Mount.
- AI in PR practice is another PD theme. Potential presenters include David Coles, Boyne Clarke; Nancy Rubin, Stewart McKelvey; Agency representatives; and presenters from the CPRS National session hosted

earlier this year. Alison suggested we revisit this topic in 2024 to see how it has evolved and impacted PR/Comms.

- Managing Your Reputation in a Cancel Culture - exploring organizational risk management. A virtual session in 2024.
- Best Practices in Community Engagement, Corporate Communications and Customer Services – Working in Tandem.
- Dawn Delaney suggested a review of the implications of Bill C-18 *The Online News Act* included in a discussion on the evolution of social media channels.
- Carolyn proposed a session on CSR (corporate social responsibility) and ESG (environment, social, and governance).
- Tiffany recommended we increase the contribution from \$25 to \$50 to presenters.
- Shelley told the Board she will reach out to Alex Aubrecht to ask which Committee of the Board they are interested in working with.

5. Membership Update

- Access to database information has improved.
- The Chapter identified issues with Atlantic vs NS memberships. Further conversations with Sarah Rafuse are necessary to resolve this matter.
- The Chapter will review general member and student fees. Shelley will speak to the academic chair at NSCC about rates for those students.

6. Accreditation Update

- Carolyn McCormack is planning an APR meeting with Alison. The Committee is seeking examiners. More to report following that meeting.

7. Communication Update

- Sarah Robertson was unable to attend the meeting but provided the Board with a report prior to September 11th.
- Unfinished business in that report will be deferred to the next meeting.
- Reminder: she has not received member profile forms from all Board members.

8. Awards Update

- Dawn Delaney stated that the promotion of student awards and the Communicator of the Year Award will begin in January.



Canadian Public
Relations Society

Nova Scotia Society

9. President's Update

- JoAnn Alberstat reminded everyone of the CPRS AGM on September 20th, adding that there would be debate on membership fee increases.

10. Other New Business

- No new business was tabled.

11. Next Scheduled Meeting

- The next Board meeting will take place October 16th at 12:30. It will be held on a virtual platform.

12. Adjournment

- Tiffany Chase made a motion to adjourn the meeting. The meeting adjourned at 1:46 p.m.