

Minutes
CPRS-NS Board Meeting
January 15, 2024; 12:30 p.m.
VIRTUAL via Zoom

Attendees: JoAnn Alberstat, Charmaine Gaudet, Alison Gillan, Katie Feltmate, Shelley Murphy, Tiffany Chase, Coleen Logan, Olivia Ward, Chris Hansen, and Sarah Robertson

Regrets: Dawn Delaney and Tien Pham

1. Welcome

- Chapter President, JoAnn Alberstat welcomed everyone, calling the meeting to order at 12:35 p.m.

2. Approval of Minutes – December 11, 2023

- A motion to approve the December 11th minutes was tabled by Shelley Murphy. Seconded by Charmaine Gaudet. The motion was carried.

3. Financial Update

- Chris Hansen provided a written report (Balance Sheet – as of December 31) to the Board prepared by Kelly Gaudet, bookkeeper. The brief highlighted a minor discrepancy that was resolved. All other financial reporting for Q2 and Q3 was straight forward but does not reflect December 2023 revenues. The Board was reminded that our membership numbers remain stable and that we are awaiting remittance payments from National.
- JoAnn stated for the record, that on December 29, 2023, she circulated the Engagement Letter drafted by Everyday Office Consulting asking the Board to review the conditions of the agreement and respond by January 3 with questions or concerns. The letter outlined services that will be provided by the contracted bookkeeper, including the hourly rate, annual estimated costs, and a 30-day notice period to end the arrangement.
- Again, Chris reached out to Laura at National seeking clarification and details regarding monetary remittance per category of members. To date she has not received a response.
- We are awaiting a new client services representative at Scotia Bank. The Bank manager, Brooke Robinson is in that role in the interim.
- The Board was reminded that CPRS National would be holding a meeting to review finances on January 24 that will hopefully provide some clarity.

4. Professional Development Update

- PD Committee Co-chairs Tiffany Chase and Alison Gillian intend to meet to finalize the panel discussion on generational perspectives – practitioners at various stages of their professional practice. The Committee hopes to present the session in-person.
- Alison stated that close to 30 attended the successful December PD event, indicating more time could have been afforded for the Q&A portion.
- The Committee and others thanked the students for their contributions.
- Sarah Robertson suggested we present a session on how comms professionals could best respond during times of crisis (flooding, mass casualties, etc.) with responsible and sensitive engagement to better serve our organizations and audiences. The suggestion was well received.

5. Membership Update

- Committee Chair, Chris Hansen and Board President, JoAnn Alberstat reported that our membership numbers are stable, and that March is the membership month and fiscal year end.
- Sarah pitched developing a creative campaign with some possible expenditures associated with promoting Membership Month.
- Various Board members made recommendations for increasing membership, including group membership rates (understanding that National sets those figures), continued personal networking, and fostering of one-on-one connections.
- The Board again discussed improving student engagement and various means of cultivating those relationships. There is good interest from NSCC students. JoAnn has reached out to approximately a dozen MSVU students.

6. Accreditation Update

- Committee Chair, Charmaine Gaudet is connecting with Alyssa Lai, APR, the Accreditation Chair for CPRS Hamilton on the best approaches to promote the program and support candidates.
- Charmaine is hopeful Amy Thurlow, MSVU will promote the APR program to masters PR students.
- Although one-on-one interactions remains the best means to attract candidates, Charmaine and Sarah will discuss options to ramp up exposure on a broader basis.

- It was stated that National provides valuable accreditation resources; it remains the responsibility of Local Chapters to develop recruitment strategies and build awareness.

7. Communication Update

- Committee Chair, Sarah Robertson stated she will circulate a social media report following the board meeting, providing metrics on platform performance.
- Katie Feltmate created a Chapter account on Instagram and will share that information once a login issue is resolved.
- Sarah offered continued support and promotion of upcoming events, membership recruitment, the APR program, etc. across our various channels.

8. Awards Update

- Dawn Delaney sent regrets.
- Dawn and Sarah are working on the criteria and promotion of the awards program and will share that information upon its completion.

9. President's Update

- Board Chair, JoAnn Alberstat informed the Board that AGM planning is top of mind. The AGM must take place by the end of May. Charmaine advised that we avoid holding the AGM the week following the Victoria Day weekend.
- JoAnn mentioned that Committee Chairs have the option to present reports at the AGM.
- Chris Hansen will be working on the Board slate for the next term, re: interest in Board and Committees positions.

10. Other New Business

- No new/other business was tabled.

11. Next Scheduled Meeting

- The next board meeting is scheduled for February 12 at 12:30 p.m. via Zoom. Board Secretary, Coleen Logan informed the Board that she would not be present due to work commitments. A notetaker will be required for the upcoming meeting.

12. Adjournment

- Kaite Feltmate moved a motion to adjourn. The meeting adjourned at 1:27 p.m.