



MINUTES

CPRS-NS Board Meeting

March 24, 2024; 5:00-6:30 p.m.

Virtual

Attendees: Sarah Robertson, Lauren Sinclair, Tien Pham, Kate Comeau, Lauren Fraser, Olivia Ward, Ceilidh McMeekin, Remo Zaccagna, Kiana Crummy, Suwela Vassoa, Tiffany Chase, JoAnn Alberstat, Katie Feltmate, Najah Dhuny

Regrets: Alison Gillan, Dawn Delaney

1. Call to Order and Approval of Agenda

- Sarah called the meeting to order at 5:02 p.m. A motion to approve the agenda was moved by Lauren F. and seconded by Ceilidh.

2. Approval of Minutes

- A motion to approve the minutes from the February 18 meeting was moved by Ceilidh and seconded by Lauren F.

3. President's Report

- Sarah noted that we are supposed to allocate funds for the president to attend the CPRS National Conference, as per the CPRS National bylaws. This will be brought forward as a decision point for next year's board and budget, as there are questions around the cost relative to the size of our membership.
- The Board discussed collaboration with IABC. Some societies collaborate heavily with IABC chapters locally, and others do not. The Board agreed it was good to collaborate on social events and discussed the importance of resource splitting and clarifying roles and responsibilities in advance.
- On advocacy, Sarah clarified that if we do any advocacy, the CPRS National Board must be aligned on topics. This came up at a President's meeting.
- Sarah noted that CPRS National launched a survey titled the Future of PR in Canada that we could promote/share on our own channels.

4. AGM planning



- We are still confirming the location and date of AGM, which will be either May 20 or 21. The request for nominations has been sent out. We need a venue that can accommodate 40 people, and the Board is exploring options.
- JoAnn confirmed that everything is on the shared drive from last year as a reference.
- The Board discussed whether we wanted to have a Professional Development session at the AGM. Some ideas included having board members talk about trends or issues they are facing.
- The Board discussed the AGM agenda, including a special recognition for a member, as well as roles and responsibilities.
- JoAnn is making progress on the nominating committee report for next year's board slate and will have that sent to the Secretary shortly.

5. Membership update

- Ceilidh noted that we have one new member.
- A discussion around increasing local membership fees took place. Our local dues have been \$50 for many years, and the costs for renting spaces for PD events, catering, etc. has dramatically increased.
- Ceilidh introduced a motion on increasing fees, and the Board voted in favour of increasing local dues to \$60 (from \$50) for full/regular members, and to \$30 (from \$20) for emerging members. Student local dues would remain unchanged.
- Sarah will ensure coordination and approval from CPRS National before implementation.
- Ceilidh and Sarah to discuss the memorandum of Understanding with CPRS National on MSVU student remittance.

6. Awards Update

- We are recruiting judges for the student award.
- Based on survey results, membership feedback and lack of interest in other awards, a discussion was had to not pursue the Practitioner of the Year award this year. Ceilidh introduced a motion to approve this decision and Kate seconded. All board members voted in favour with no abstentions. Motion was carried.

7. PD/events update

- Kate, Kiana and Suwela will help support the student appreciation event, and noted that we have sold 25 tickets to date.



- April PD Panel/Event will be about volunteerism during national volunteer week. Lauren S. to moderate.

8. Transition and knowledge transfer

- Sarah reminded the board to upload any templates, documents, reports. Etc. to the CPRS Google shared drive.
- Sarah thanked those who provided input on job descriptions, and will follow up with those who haven't had a chance to review theirs yet.
- Sarah also noted that she is creating a job description for the Member at Large role.

9. Roundtable

- Olivia noted that we have done a big push for PD events, with lots of promo on social media. We have had good engagement on some posts but have not always garnered a good click through/conversion rate from ads.
- Tien has been updating the website with the most recent minutes, and a lot of newsletters and marketing has gone out. The board agreed on the need to promote events and communicate, but that we don't want to overwhelm people's inboxes either.
- Kate asked if we wanted to re-allocate the \$500 set aside for Practitioner of the Year to the AGM. A motion was introduced by Kate, and seconded by Tiffany. The board agreed and the motion to re-allocated funds was carried.
- JoAnn encouraged members to recommend anyone who could be a good candidate for the Board slate next year.

10. Next Scheduled Meeting: April 28, 12:00-1:00 p.m. (virtual)

11. Adjournment

- Lauren F motioned to adjourn. Ceilidh seconded. Meeting ended at 6:11.