



Nova Scotia Board Meeting Minutes

📍 Halifax Central Library in the RBC Room

Aug 18, 2025 5:30 PM

Attendees: Lauren Sinclair, Colleen Cosgrove, Kate Comeau, Morgan Atwater, Rebecca Hatton, Sarah Manley Robertson, Tien Pham, Logan Oderkirk, Mina Atia

Regrets: Ceilidh McMeekin, Alison Gillan, Dawn Delaney, Lauren Fraser, Olivia Ward, Rudee Gaudet, Molly Simon

Call to order and Approval of Agenda- 5:38pm

- Lauren S called the meeting to order at 5:38 pm and a motion to approve the agenda was moved by Kate as amended.
- Amendment: Move the Budget discussion to the end of annual planning. Seconded by Sarah.

President's Update

The board did a round of re-introductions.

- Lauren S highlights that our board is a working group which means there is work we need to distribute and manage together.
- Lauren suggests the importance of portfolios with side teams to adequately structure and manage workload. Proposed portfolios would be:
 - PD
 - Communication
 - Membership Engagement
 - Accreditation
 - Awards*

Annual Planning

Discussion about PD

- The board brainstormed ideas and concepts that worked in previous years that performed well and decided that an open networking/mixer style PD would be best to kick-off things off in September.
- The board had an open discussion about key groups to target in outreach which included students.
- The board had an open discussion on possible topics which included AI, change management, and a general showcase of opportunities within the Nova Scotian PR industry.

Women in PR event (CPRS Foundation and MSVU).

- Lauren S noted that the CPRS foundation has planned an event in October at MSVU “Women in PR” October 22 5:30pm - 8:00pm.. Our role as a board would mostly be promotion.
- Kate suggests the possibility of hosting a networking event afterwards which would add value to the event and showcase our gratitude.

Assigning Key Roles on our Board

- Lauren S re-iterates the importance of assigning key tasks of the board to people who will broadly build out their teams to manage workload effectively.
- Sarah suggests to the board that we are allowed to reach out beyond the board to help out as part of teams and encourages it as a great form of outreach.

Budget

- Kate outlined the core fiscal state of the society and basic facts about how our finances are run.
- Kate outlined student membership fees with MSVU and NSCC students, noting that MSVU BPR students have their memberships paid through an endowment.
- Sarah asked if there are any requirements to maintain a certain balance in the account. Kate confirmed we have no required minimum, but we do have a GIC with enough funds to cover one year of fixed operating costs as an emergency reserve..
- Kate suggests that as a Non-For-Profit that we need to aim to spend more money than in years past as we have ended up accumulating more money than forecasted.
- Kate poses a question to the board, where do we want to increase our spending.
- Logan suggests increasing the Communications budget
- Lauren S suggests we should spend more on PD events by selecting better venues. A move to more polished events.
- Rebecca suggests the creation of two signature events each year that are more polished and at higher end venues.

- Sarah mentions we shouldn't be afraid to charge for events with higher fees for our events if it means adding value.
- Kate and Sarah remind the board that we can expense items to the board when running events and to not use personal funds or items from home.

Adjournment -

Logan motioned to adjourn. Morgan seconded. Meeting ended at 7:38pm

Next Meeting: Next meeting will be virtual on Thursday,
September 18, 12:00pm