

**Minutes**  
**CPRS-NS Board Meeting**  
**October 7, 2024 – 12:00 p.m.**  
**Virtual**

**Attendees:** Sarah Robertson, JoAnn Alberstat, Alison Gillan, Lauren Sinclair, Tien Pham, Dawn Delaney, Kate Comeau, Katie Feltmate, Najah Dhuny, Lauren Fraser, Olivia Ward

**Regrets:** Ceilidh McMeekin, Tiffany Chase, Remo Zaccagna

**1. Welcome**

- President, Sarah Robertson, called the meeting to order at 12:04 p.m.

**2. Approval of Minutes from September 9**

- A typo and the way in which the adjournment was captured was corrected.
- A motion to accept the minutes, as amended, was moved by Katie and seconded by Dawn. The motion was carried.

**3. Ice Breaker (Dawn)**

- In advance of Thanksgiving, the group shared what they were thankful for.

**4. Budget Guidance and Submissions (Kate)**

- Email guidance was sent via e-mail, and agreement was made to double our operating budget to increase value to members.
- It was agreed that this would be a one-time investment, and that we still have adequate savings for future years, as well as a more ambitious revenue target.
- The final budget will be brought forward for a vote at the November meeting.
- Any members with questions concerning the budget can be raised at the Annual General Meeting.

**5. Chair reports and requests for input:**

**Awards - Student award launch (Dawn)**

- Good conversations were had about reigniting the practitioner of the year award and connecting with MSVU about the student award.

### **PD – Oct/Nov events (Lauren F.)**

- The first PD event with Karen Kelloway was a success with 13 attendees (9 members and 4 non-members) and revenue of \$80.
- The November PD event will be focussed on Government Relations and Stakeholder Engagement. The panel includes: Mike Davis, President & CEO, Davis Pier Consulting, Trevor Floyd, Partner, Iris Communications, David Tarrant, Vice President, National Strategic Communications & Atlantic Canada Lead, Enterprise Canada and Kristan Hines, Senior Vice-President, Public Affairs, NATIONAL.
- There was agreement on the need to invest in promoting this event, and to ensure there was sufficient time to create promotional graphics and spread the word.

### **Membership (JoAnn)**

- There were discussions around recruiting two student representatives from MSVU to the Board. Given the absence of the NSCC program this year, it was recommended to have two students from MSVU (one BPR and one MPR).
- Amy Thurlow (MSVU Professor) will be asked to do a call-out. Students would apply to Amy with a resume and cover letter. MSVU would send their recommended candidate or candidates to the Board with a goal to have the student rep in place by November.
- The committee also updated on the upcoming launch of a Membership Survey with questions related to the value for membership, networking, etc.
- The Board approved the survey via email following the meeting.

### **Accreditation (Sarah and Alison)**

- We continue to look for a Chair for the Accreditation Committee. Sarah thanked Tom Ormsby (APR) and Dr. Alex Sévigny (APR) for their guidance in suggesting an accreditation ambassador, rather than a full Board member.
- Sarah and Alison will continue to seek out an ambassador for the role via targeted emails and social media posts.

### **6. SWOT Analysis (Alison)**

- Alison noted that she was starting to see comments in the shared drive on the SWOT Analysis and would close it off within the next week or so.

### **7. Action items (Lauren)**

- Reminder to review the list regularly to ensure items are being actioned.

#### **8. President's Update (Sarah)**

- Sarah expressed gratitude to those who organized the first PD event and thanked JoAnn for attending the president's meeting on her behalf.

#### **9. Next Scheduled Meeting:**

- Tuesday, November 12, 2024 - 5:00-6:30 p.m. (in person).
- Tentative look-ahead for November:
  - Icebreaker (Lauren and Najah)
  - Information security proposal (Katie)
  - Membership (Ceilidh)
  - Consolidated budget (Kate)
  - Finalize tactical plans with committee chairs and goals (Sarah)

#### **10. Adjournment**

- Alison motioned to adjourn. The meeting ended at 1:05 p.m.