



**Minutes**  
**CPRS-NS Board Meeting**  
**January 13, 2024 – 5:00 p.m.**  
**In-Person**

**Attendees:** Sarah Robertson, Alison Gillan, Lauren Sinclair, Tien Pham, Dawn Delaney (virtual), Kate Comeau (virtual), Lauren Fraser, Olivia Ward, Ceilidh McMeekin, Remo Zaccagna, JoAnn Alberstat, Kiana Crummy and Suwela Vassoa, Tiffany Chase (virtual)

**Regrets:** Katie Feltmate, Najah Dhuny

**1. Welcome**

- Sarah Robertson called the meeting to order at 5:03 p.m.

**2. Approval of Minutes**

- A motion to approve the minutes from the December 9 meeting was moved by Alison and seconded by Lauren F. The motion was carried.

**3. Icebreaker on AI Tools (Lauren F.)**

- The Board discussed the topic of AI in communications and some useful tools people are using, including:
  - Fireflies.ai, a note taking and meeting accompaniment
  - Axios' Smart Brevity writing tool
  - Grammarly AI Writer
- The group also discussed the ethical concerns around AI, including content theft, the potential to stifle creativity, and the energy required to power AI.
- There was agreement on the need for internal tools and policies to protect sensitive information and ensure the tools are used ethically.
- It was noted that there are several AI policies in place and made public that could be used as resources, including from the Public Relations Society of America and the Government of Canada.
  - [Ethical Use of AI for PR Practitioners \(PRSA\)](#)
  - [Guide on the use of generative artificial intelligence - Canada.ca](#)

**4. Awards (Dawn)**

- The 2025 Student Award(s) launched in late December, and the deadline to apply is February 24.
- Website promotion, social media posts, an email blast and in person outreach has been conducted to raise awareness of the award.



- An email marketing campaign will continue as well, and the Board's student representatives will help promote the award to the student community.
- Board members were also asked to help raise awareness with their networks and to share with co-op students.
- Judges will need to be selected to support the student award.
- Promotion for the Practitioner of the Year Award will start soon. The Board agreed to a \$500 spend for the winner, and sponsorship opportunities are being explored.
- Olivia, Tien and Dawn will look at doing a membership drive in advance of promoting the award, as the award winner must be a CPRS member.

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

- Tien and Olivia are the new Communications Co-chairs.
- CPRS National conference promotions have begun. The conference is taking place May 25-May 27, 2025 in Banff, Alberta.
- There are three applicants from Nova Scotia for the 2025 APR cohort. Once we have the names, we will discuss mentors.
- CPRS National is doing a Governance and by-law review. We will not be mandated to make changes, but they will determine if there are gaps or concerns following the review.
- Regarding insurance for CPRS-NS, we will stay with CPRS-national for our coverage for Directors and Officers. We will continue to be able to be part of that policy, (they negotiate a group rate) and we pay equally.
- Our insurance does not cover us for event liability. We can purchase an annual policy or do it on an event by event basis. Dawn will look into it with regards to liability for events, and Alison will inquire with regards to hosting at the HP offices.

#### **6. Membership (Ceilidh)**

- Spring Student Event: JoAnn, Suwela, Kiana and Ceilidh met about the event. March 27 is the ideal date. Suwela to advise if the pub at MSVU is available and can book a space free of cost.
- The event is meant to be a fund, end of year networking event for students held in early evening.
- AGM is tentatively scheduled for May 21 or 22, possibly at MSVU. (Must be held within 60 days of end of fiscal year.)
  - JoAnn to look into the Board slate and nominations for next year's Board.
  - Lauren F. to find a PD speaker for AGM.
- There are three new members at CPRS NS
  - Ceilidh to send list of members to Tien every month, as Tien manages distribution list for different mailing groups. Document will be password protected to ensure privacy of information.

#### **7. Financial Update (Kate)**

- Kate presented a financial and budget update and noted that we are in great shape on Finances.
- There was a motion to accept the financial report, which was seconded by Remo and accepted.
- Fiscal year starts in April.

## 8. Professional Development (Lauren F.)

- February 6 – Crisis communications event with Tom Ormsby. Board was reminded to share with their network, and that a group member discount is available.
- Other topics for the remainder of the year include Media Relations and volunteerism.
- Media relations event:
  - Will be held towards the end of March
  - We will look at combining the media relations PD session with the student event.
  - IABC wants to partner on media relations PD event.
  - Remo to assist.
- Volunteerism event:
  - Volunteerism PD session to be held during National Volunteer Week, April 27-May 3
  - Volunteerism event will be free.
  - One speaker who can talk about why they volunteer and how it has helped their career.
  - Budget \$50 per panellist for a donation to the charity of their choice.
  - Tiffany to provide assistance.

## 9. Roundtable

- Olivia to bring forward the land acknowledgement on our website to the February meeting.
- Olivia also planning to create some brand guidelines, graphics, etc. how to use the logos, colours, etc. and to get a better logo from CPRS National.
- Alison noted an excellent and free resource for local photography from Discover Halifax, called the Media Hub.  
<https://platform.crowdriff.com/m/discoverhalifax>
- JoAnn asked about life memberships and the need to investigate the terms of how it works. Is it up to local to decide who and what? Do they have to be an APR?
- Discussion around awarding life members at AGM.

## 10. Next Scheduled Meeting

- Tuesday, February 18, 12:00-1:00 p.m. - virtual

## 11. Adjournment

- JoAnn motioned to adjourn. The meeting ended at 6:31 p.m.