

**Minutes**  
**CPRS-NS Board Meeting**  
**February 18, 2024 – 12:00 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

**Regrets:** Alison Gillan, Dawn Delaney, JoAnn Alberstat, Katie Feltmate, Najah Dhuny

**1. Call to Order and Approval of Agenda**

- Sarah Robertson called the meeting to order at 12:02 p.m. A motion to approve the agenda was moved by Ceilidh and seconded by Lauren F.

**2. Approval of Minutes**

- A motion to approve the minutes from the January 13 meeting was moved by Lauren F. and seconded by Ceilidh.

**3. President's Report**

- CPRS National updated their bylaws and regulations in 2024. Sarah has circulated PDFs to Board Members and they are available in the member section of the national website.
- CPRS NS will seek to follow Robert's Rules of Order to facilitate efficient and fair meetings.
- Job Postings were discussed at the national president's meeting and the requirements for local chapters. Going forward, anyone who contacts CPRS NS to have a job posted will be re-directed to the national CPRS job board. However, if an employer posts on LinkedIn and they tag us, we will re-post for them.
- National conference coming up soon. Calls for judges is open for awards of excellence, and you must be an APR to be considered.
- Lifetime achievement recognition at AGM - One of our members has come forward and asked for a special recognition for another member during our AGM. The Board agreed to the recognition, and the letter will be brought forward to the next meeting.
- The Board discussed the role of the group in advocating for issues relevant to our profession. (Example: an HRM Councillor brought forward a motion for the municipality to stop using X as a means of official communication.)



- The board discussed the pros and cons of providing expertise/thought leadership on such topics and agreed that we should be thoughtful and strategic about where we weigh in.
- The board agreed to pass this topic onto the next board for future conversations about whether advocacy is part of our mandate and who would be responsible.

#### **4. Student awards**

- Deadline is coming up and we still have no applications. MSVU PR society is also back-up and running and there is desire to collaborate. Suwela will reach out to the group.
- The Board agreed we need to find new ways to promote the award and that possible consideration should be given to having employers or managers nominate a student.

#### **5. Land Acknowledgements**

- Review of land acknowledgement on our website is underway to consider appropriateness.
- Language is constantly changing. Consideration to undertake a review with Mi'kmaq community (or to find resources from those who have done research) to determine what is appropriate.
- Draft language of Indigenous Land Acknowledgement and African treaty will be circulated to the Board.

#### **6. PD Update**

- Lauren F. provided February event recap via email.
- Ceilidh and Lauren F. to finalize details for a March student event, which will be a panel on media & messaging at the Mount.
- IABC has committed to co-leading the PD portion of the event, and CPRS NS will host a student member appreciation and networking event afterwards.

#### **7. AGM Update and Timelines**

- Ceilidh looking into venue for the AGM in May, possibly at the Halifax public library.
- Committee chairs will need to deliver a verbal report at AGM.

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

- Kate advised that we sorted out the issue with Eventbrite to collect funds from events.
- She also reminded board members to submit receipts for purchases made for events.



## 9. Communications Update

- Olivia has added CPRS branding guidelines in Canva now to ensure consistent use of fonts (poppins) and colours. We are waiting to hear from CPRS national regarding logos, but have modified ours to match as closely as possible.
- Tien sent out a membership email sent out last week, including updates from national to update profile on the website. Going forward, Olivia will mainly handle social media and Tien will mainly focus on the newsletter and website, but reminded the board to continue CC'ing both of them.
- They also noted that we are trying to make our social media more personal and will attempt to regain access to Instagram.

## 10. Roundtable

- Ceilidh raised the issue of membership dues and the split between what National receives vs. what the local chapters receive, noting that we have not raised our local dues since 2015.
- The Board agreed to discuss further at the March meeting.

## 11. Next Scheduled Meeting

- Monday, March 24, 5:00-6:30 p.m. - in person

## 12. Adjournment

- Ceilidh motioned to adjourn. Tien seconded. The meeting ended at 1:00 p.m.