



THE CANADIAN PUBLIC
RELATIONS SOCIETY

Advancing Public Relations and
Communications Management in Canada

Canadian Public Relations Society (Calgary Chapter) 2019 Annual General Meeting Minutes

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| Date | Thursday, June 13, 2019 |
| Time | 5:52 p.m. |
| Place | Communo Compound, Inglewood, Calgary, Alberta |
| Board attendees (12) | Shawn Davis, APR Tom Ormsby, APR, Danielle Alfaro, Kim Jones, APR, Joshua Smith, Nancy Arab, APR, Tracie Kenyon, APR, Christine Behr-Roberts |
| Proxies (21) | Jennifer Wagner, Peter Ryan, Lisa Rushka, Melanie Nicholson, Kara Macinner, John Ludwik, Larry Lalonde, Diane Rennie, Emma Bowie, Meghan Brennan, Natalie Brodych, Andrea Collins, Joseph Connors, Bob Curran, Michelle Crossland, Susan Elford, Judi Gunter, Tyler Harke, Julia Kirkey, Doug Lacombe, Terry Kruger |

| Item | Description |
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| Call to order and welcome | CPRS Calgary President Tom Ormsby, APR called the meeting to order at 5:52 p.m. and welcomed everyone to the AGM. Asked board members to introduce themselves. |
| Quorum and Voting | <p>CPRS Calgary President Tom Ormsby, APR reviewed the CPRS Bylaw regarding quorum and proxies and indicated the board's one-time resolution that proxies shall be accepted up to and including the start of the 2019 AGM by any Voting Member of the Calgary Chapter of CPRS.</p> <p>He noted that quorum required is 24 members. There were 21 proxies received and 27 voting members in attendance. Quorum was achieved.</p> |

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| Approval of 2018 AGM minutes | <p>Motion: To approve the minutes from the 2017 CPRS Calgary Annual General Meeting held June 15, 2017.</p> <p>Moved: Tracie Kenyon Seconded: Kim Blanchette APR Motion carried.</p> |
| President's report | <p>Tom Ormsby, APR</p> <p>2018/2019 Year in Review The focus for this year was on celebrating the 60th Anniversary and engaging more with our members. Also looking forward the board will focus on:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Engaging with members, finding out what makes them want to be in CPRS and find out why our numbers are down <input type="checkbox"/> Being more influential in the PR space in Alberta and increase our public profile <input type="checkbox"/> More cost effective and better quantity of social events, find out what will keep members engaged and bring in more <input type="checkbox"/> Heavy focus on membership leading into 2019/2020 |
| Treasurer's report | <p>Joshua Smith</p> <p>Challenges and Opportunities</p> <ul style="list-style-type: none"> • 60th Anniversary presented a number of one-time costs • Finished the year (\$5,889). Currently reduced to (2,307) <p>Highlights & Accomplishments:</p> <ul style="list-style-type: none"> • Sponsorship, West digital media solutions • Negotiated fee increase with ConventionAll Management <p>Looking Ahead:</p> <ul style="list-style-type: none"> • Continue to focus on fiscal responsibility and processes |

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| | <input type="checkbox"/> Value = revenue, CPRS Calgary for the next 60 years |
| Committee reports | |
| Membership | <p>Chair: vacant since October, 2018 (Tom presented)</p> <p>Key Metrics:</p> <ul style="list-style-type: none"> • 121 members as of May 31, 2019 <ul style="list-style-type: none"> – 16 new, down 30 year-over-year • 27 student members as of May 31, 2019 <ul style="list-style-type: none"> – 17 new, down 30 year-over-year • 94 expired members <ul style="list-style-type: none"> – 50 full (including 7 APRs) + 44 Students <p>Actions:</p> <ul style="list-style-type: none"> • Fill role of membership Chair on the Board • Strategy for current expired members • Strategy to convert student members to full members • Engagement strategy for upcoming membership renewals • On-boarding program |
| Communications | <p>Chair: External: Christine Behr-Roberts</p> <p>Volunteers Angelica Medina , Cristina Guevara, Hannah Willinger, Aissatou Thiam, Melanie Veriotes</p> <p>Highlights & Accomplishments:</p> |

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| | <ul style="list-style-type: none"> • Created a YouTube channel. Produced a series of videos featuring Chapter President Tom Ormsby • Social media: published 2-3 posts per week on 4 channels. Set-up a Hootsuite account to streamline distribution. • Twitter: about 2,400 followers • LinkedIn: 253 followers , CPRS Calgary group- more than 1,300 members • Facebook: 150-200 average post views Instagram: 216 followers |
| Professional Development | <p>Chair: Tracie Kenyon, APR</p> <p>Volunteers:</p> <ul style="list-style-type: none"> • Sasha Tomchuk <p>Highlights:</p> <ul style="list-style-type: none"> • Measurement Breakfast with Erin Roulston • Communicator to Value Creator: The Changing Role of the Public Relations Professional • Engaging through social media not just in-person events <p>Actions:</p> <ul style="list-style-type: none"> • Gain a better understanding of what members find valuable in PD • Explore continued development opportunities • Explore different types of targeted PD for different experience levels • Get the word out in a way that attracts members |

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| <p>Events</p> | <p>Chair: Michelle Crossland</p> <p>Volunteers:</p> <ul style="list-style-type: none">• 60th Anniversary Committee: Lisa Rushka, APR, Kim Jones, APR, Alina Cox, Aissatou Thiam, Theresa Ranallo and Heather Tompson <p>Highlights:</p> <ul style="list-style-type: none">• September Soirée• CPRS/IABC Christmas Party• 60th Anniversary Dinner – The Highwood, SAIT• Movie Night• Raised \$612.62 for Legacy Scholarship• Calgary Reads volunteer event – 60 hours of pro bono work |
| <p>Accreditation</p> | <p>Chair: Kimberlee Jones, APR</p> <p>Highlights & Accomplishments:</p> <ul style="list-style-type: none">• Congratulations to our newest APRs: Tracey Feist, APR Cassie Naas, APR Peter Ryan, APR Gina Teal, APR Laura Worsley-Brown, APR• 4 candidates currently pursuing Accreditation <p>Looking Ahead:</p> <ul style="list-style-type: none">• APR information session to be held in September• Application deadline for the next APR cohort is December 2019 |

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| Volunteers | <p>Chair: Danielle Alfaro</p> <p>Highlights:</p> <ul style="list-style-type: none">• First year of the volunteer portfolio saw steady increases in volunteer participation and engagement• CPRS volunteers were the backbone of our key events including the 60th anniversary, 60 for 60 initiative, PD events and student events.• 2019/2020 goal is to continue building our volunteer base and expand roles and responsibilities <p><i>Thank You</i> to all our amazing volunteers!</p> |
| Motion to accept Committee reports | <p>Motion: To approve the Committee Reports as presented.</p> <p>Moved: Sheridan McVean, APR</p> <p>Seconded: Lisa Baril, APR</p> <p>Motion carried.</p> |

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| <p>Motion to approve Financial Statements</p> | <p>Motion: To approve the 2018/19 Audited Financial Statements as presented.</p> <p>Moved: Tracie Kenyon, APR Seconded: Nancy Arab, APR Motion carried.</p> |
| <p>Motion to appoint the Auditor</p> | <p>Motion: To appoint Rustam R. Kassam, CMA to act as the auditor for the 2019/20 fiscal year.</p> <p>Moved: Henry Stevens, APR Seconded: Kim Jones, APR Motion carried.</p> |
| <p>Recognition of outgoing board members</p> | <p>Outgoing board members were thanked for their excellent service to CPRS Calgary:</p> <p style="text-align: center;">Michelle Crossland Tracie Kenyon Christine Behr-Roberts</p> |

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| Introduction of 2019-20 Board of Directors | <p>President: Tom Ormsby, APR Past President: Shawn Davis, APR Board: Nancy Arab, APR, ABC, FCPRS, SCMP Danielle Alfaro Kim Jones, APR Joshua Smith Gordon Hawker, APR Colleen Donahue Suzanne Polyak Lisa Rushka, APR Joshua Smith Students Representatives</p> <p>Vacancies: Sponsorship</p> |
| Adjournment | <p>Motion: To adjourn the 2019 CPRS Calgary Annual General Meeting</p> <p>Moved: Kim Blanchette, APR Seconded: Don Boynton, APR Motion carried.</p> |