

Canadian Public Relations Society
Executive Committee Meeting
Saturday, October 4, 2003 8:00 a.m. EST
Hamilton Health Sciences, Hamilton, ON

Present: Lisa Homer, Robyn Quinn, Colleen Killingsworth, Rod Stanley
Regrets: Daniel Granger
Recording Secretary: K. Dalton, National Office
Phil Boyd, National Office

1. Approval of Minutes

Moved by B. Peberdy, seconded by R. Quinn that the minutes of September 19, 2003 Executive Committee meeting be approved. Carried.

2. Financial Statements –September 2003 -

P. Boyd reviewed the Statement of Financial Position. He noted that year-to-date membership revenues are up 10% over last year. Expenses for printing, translation and couriers are well below last year's figures as these expenses are now being included in the expenses of individual activities (accreditation, membership, awards, etc.) Boyd also noted that this statement does not include the Board expenses for the October meeting while the 2002 Board expenses for the fall Board meeting were included in the September statement last year. Boyd

Boyd commented that the debt will be reduced significantly through continued efforts by the National Office to carefully manage costs and the contribution of \$17,552.78 from the PEI conference. He recommended that the printing of the 2004 membership directory be delayed until June following the AGM so that the new Board and Committee Presiding Officers could be included.

Motion by L. Homer, seconded by C. Killingsworth that the 2004 Membership Directory be produced following the AGM to ensure it contains the most current information and allows for the greatest possible sponsorship revenue and an updated electronic version of the Membership Directory will be made posted on the web site before the end of the year. Carried.

Action Item: P. Boyd and R. Stanley will prepare a report on a two-year debt reduction plan for the next Executive Committee meeting.

Motion by B. Pederdy, seconded by R. Quinn to accept the Statement of Financial Position as presented. Carried.

2. Accreditation recommendations –

C. Killingsworth reviewed four recommendations contained in an On-Line Examination proposal drafted by Sharlene Smith of the Accreditation Process Improvement Implementation Team to be presented to the Board for approval. The Executive Committee approved supporting the recommendations to conduct further research for an on-line written examination and to pilot a new oral examination format.

3. Sponsorship Update

R. Quinn reported that CNW had committed to be \$35,000 Title Sponsor for the 2004 National Conference in Quebec City. In addition CNW has committed to a National sponsorship at the

\$10,000 Gold level which will be allocated to six months of web site exposure, award category recognition, membership directory ad and recognition in Communiques. CCMatthews has also committed to the Gold level sponsorship.

4. Membership update

K. Dalton reported net membership growth of 8% or 120 more members over last year. Membership is 1554 compared to 1434 in September 2002. P. Boyd reported that outstanding issues with the Vancouver Society regarding membership processing had been resolved with the exception of a dispute over unpaid local Society membership fees from the year 2000. Preliminary investigation by the National Office confirms the Vancouver Society claim that National Office owes local membership dues in the amount of \$5,000. Boyd made a recommendation that the Executive Committee approve payment.

5. Update on Committee Chairs K. Dalton confirmed that thank you emails had been sent to all Committee chairs.

6. Update on lunch with Luc / Daniel

L. Homer reported on her meeting in Montreal with Luc Beauregard, Presiding Officer of the College of Fellows. She noted that the College of Fellows members were close to retirement and therefore had limited time to commit. Beauregard suggested that Fellows could be asked to speak in their local communities and to assist with media and promotion of CPRS events. Homer expressed her interest in developing a presentation on the Role of Public Relations in Social Responsibility and Reputation being initiated by Global Alliance. Peberdy offered to share a study done for Toronto Hydro by the Conference Board of Canada.

8. Review of Current Action Items

L. Homer reviewed the Action Item document prepared on September 20th

9. Next meeting

Meeting schedule for 2003-2004:

Friday, November 21, 2003

Friday, December 19, 2003

Friday, January 16, 2004

Saturday, February 21, 2004

Friday, March 19, 2004

Friday, April 16, 2004

Friday, May 21, 2004