

Canadian Public Relations Society
Executive Committee Meeting
Friday, January 16, 2004 11:30 a.m. EST
Teleconference call

Present: Lisa Homer, Robyn Quinn, Colleen Killingsworth, Rod Stanley, Blair Peberdy
Regrets: Daniel Granger

Recording Secretary: K. Dalton, National Office
Phil Boyd, National Office

1. Approval of Minutes

Motion by R. Quinn, seconded by C. Killingsworth that the minutes of the December 19th Executive Committee meeting be approved. Carried.

2. Review of Current Action items

K. Dalton reviewed the Action Items from the previous minutes.

3. Review of Financial Statements

Treasurer R. Stanley reviewed the Financial Statements as of December 31, 2003. He noted the timeliness and efficiency with which the National Office is processing cheques and expressed his pleasure at the lower than expected expenses that the Society was incurring for a number of activities. P. Boyd commented that cash flow will be monitored carefully over the last few months of the fiscal year. He noted that the CPRS partnership with the Canadian Institute was starting to pay dividends with revenues of \$2,008 from two conferences received in December. Expenses of note in December included the final ad in *Marketing Magazine*, payments for the *Tactics* and *Strategist* subscriptions from November and December, legal fees incurred as part of the Governance review and expenses for the Global Alliance meeting in Miami.

R. Stanley noted that lower than expected Conference revenue was contributing in part to the low cash flow situation.

Motion by R. Stanley, seconded by C. Killingsworth that the Financial Statements be accepted as presented. Carried.

4. National Conference 2004 update

P. Boyd reported that more in kind sponsorships were coming in and since the December 31st Statement of Revenue and Expense had been prepared seven more registrations had been received by the National Office.

R. Quinn commented that there was information on the planned social activities but noted a lack of information on speakers and program content. L. Homer suggested that a member of the Executive Committee should be involved with the Conference planning Committee. R. Quinn suggested that the past president be responsible for reporting on the conference at each Executive Committee meeting.

Action Item: Past President, Daniel Granger to provide a verbal report on the Quebec City conference for the Executive Committee meetings prior to the June conference.

5. National Office Operations

P. Boyd reviewed the membership processing document he had prepared and distributed to the Executive Committee for approval. C. Killingsworth expressed concern that the procedure might be difficult to enforce. P. Boyd noted that this was a first step in clarifying the National Office requirements with CPRS Vancouver and the other member Societies. R. Quinn suggested that

the consequences should be identified. L. Homer noted that immediate consequences would result in members current information not being included in the on line directory and member Communiqués not being sent to the correct address.

C. Killingsworth recommended that CPRS consider adopting a quarterly payment option on credit cards with a \$10.00 processing fee. L. Homer noted that this may require a bylaw adjustment but noted it would be value for membership.

Action Item: National Office to send Membership Processing Procedure to Executive Committee with consequences included.

Action Item: National Office to send the Membership Processing Procedure to all Membership Chairs and local Society Presidents.

Motion moved by R. Quinn, seconded by R. Stanley that the National Office issue a cheque prior to the February Board meeting in the amount of \$5,500 to CPRS Vancouver for Membership dues owing from 2000-2001.

K. Dalton reported that the January Communiqué was emailed to all members on January 13th. She noted that 71 new members had been processed between October 7th and January 6th. Membership stands at 1,648.

Action Item: K. Dalton to prepare a report on the Communications and Public Relations Foundation and send to the Executive Committee prior to the February Board meeting.

P. Boyd noted that he was working with an insurance broker to develop a new insurance package for CPRS members which would include errors and omissions insurance as part of a discounted general insurance package. The National Office provided the information to members in Toronto and Hamilton Society who had requested E&O insurance. L. Homer noted that her standard business insurance covers this. P. Boyd asked her to send him copies of her coverage so that he could compare. He is arranging for a presentation of the insurance package at the February Board meeting.

6. Governance Task Force update

C. Killingsworth reported that the Governance Model had been revised following input from the consultation process and a letter to Members will be emailed on January 19th giving them an opportunity to provide final input to the Governance Review Task Force. The feedback was overwhelmingly positive with support over 80% in favour of each recommendation with the exception of the requirement for all Board members to be accredited. The responses were split 50/50. The Task Force revised the requirements to either an APR or a minimum of five years as a National Society member and at least one year experience on a National Committee or Local Member Society Board. C. Killingsworth reviewed the Role of the Board, Role of Executive Committee and Role of the Presidents' Council. C. Killingsworth will highlight the Presidents' Council in the presentation to the Board in February. R. Quinn suggested sharing the presentation with Member Societies.

Action Item: National Office to highlight the revisions in italics in the document to be sent to Members.

7. EC Reports

a. Presidential Tour – L. Homer noted the locations and dates of her tour planned to date. Montreal, Calgary and Regina already done. Ottawa and Toronto will take place February 2 & 3, Victoria on Feb. 19th and Prince George on Feb. 23rd. Plans include PEI and other East Coast Societies in April/May.

b. Global Alliance, Awards, Sponsorship

R. Quinn presented a recommendation from the co-chairs of the Awards Committee Guy Litalien and Pierre Pontbriand to approve a new student award sponsored by Frontline Communications Inc. The award would be named the CPRS Frontline Risk and Crisis Communications Student Award.

Motion by R. Quinn, seconded by R. Stanley that the Executive Committee accept the recommendation of the 2004 Awards Co-Chairs to approve a new student award sponsored by Frontline Communications Inc. Carried.

R. Quinn recognized the work done by P. Boyd in developing the National Conference customized sponsorship contracts for Quebec City, Calgary and Niagara Falls.

c. Accreditation

C. Killingsworth reported that Sharlene Smith had presented the 14-page report prepared by TM NewMedia Inc. on the Analysis of Cost-Effective Web-based Accreditation Examination Alternatives to the National Council on Accreditation meeting held on January 13th. During the meeting Sharlene Smith moved, that the Society not adopt a web-based written accreditation exam, but rather continue to pursue locally written exams and internet-based administration of the process as much as possible, which was seconded by C. Killingsworth and passed by Council. There is no further financial implication and the recommendation falls within the current mandate of the Council. C. Killingsworth recognized the significant effort that Sharlene Smith put into the research and acknowledged her due diligence in seeing this through.

Moved by L. Homer, seconded by C. Killingsworth to accept the research report prepared by TM New Media and to accept Council's recommendation to continue to pursue locally written exams and internet-based administration of the process as much as possible. Carried.

K. Dalton noted that 37 candidates had applied for accreditation in 2004. The Eligibility Presiding Officer (English) received 29 applications on January 9th and the (7) French applications will be sent to January 19th. One candidate deferred from last year.

The National Office prepared a financial statement for the National Council on Accreditation, which assisted the Council in determining that significant efficiencies within the accreditation process have already been attained and that coupled with the increase in the application fee has resulted in a good financial position. The Council will be preparing a budget for 2004 which it will submitted to the Executive Committee for approval.

L. Homer requested that the details of the work of the Council be included in the Annual Report and in her speech at the AGM.

d. Website, Ethics

R. Stanley noted that updates were being done regularly. The programming work required to upload the current member contact information in an on line directory is proceeding on schedule. Work is also being done to create unique user IDs and passwords for members so they can access the Member Only Area and also update their member contact information and/or renew their membership online.

The Ethics Network announcement will be posted to the web site and included in the next Communiqué. R. Stanley is the liaison between the Board and the Ethics Network.

e) Bylaws

B. Peberdy and P. Boyd met with legal counsel to discuss the planned adoption and implementation of the new governance model. Malcolm French joined the meeting via teleconference call. The lawyer, Paul Anderson, of Anderson, Bourdon, Burgess will draft a

resolution for the Board to review at its February meeting prior to distribution to the membership. The consensus of feedback from the membership indicates that there are no areas of concern.

f) College of Fellows

February 1st is the deadline for College of Fellows applications.

Other Business

L. Homer requested that the Board package be distributed on February 6, two weeks prior to the Board meeting.

C. Killingsworth noted that Kathee Muzin of PRCanada had questioned why CPRS was not sending news releases to her.

Action Item: K. Dalton to send an edited version of the Communiqué to Kathee as well as news releases relating to APR, College of Fellows, National Conference, etc.

Next meeting Saturday, February 21, 2004 at the Marriott Residence Inn, Vancouver, BC.