



**Canadian Public Relations Society (Northern Lights)  
Annual General Meeting 2025  
Minutes  
Wednesday June 18<sup>th</sup>  
4:00pm-5:00pm**

1. Call to order
  - a. 4:06pm.
2. Approval of 2024 Annual General Meeting Minutes
  - a. **MOTION: To approve the 2024 minutes as recorded: Kat. Holly - Carried.**
3. Call for New Business
4. President's Report – Kyla Graham
  - a. Will let the chair reports reflect the details; multiple professional development and networking opportunities; many Northern Lights achievements at the CPRS conference.
5. Chair reports
  - a. APR- Holly Plato
    - i. Two APRs received in the chapter.
    - ii. One current member writing APR this coming year.
  - b. Professional Development- Nadine Nygaard
    - i. 2024 was a huge success!
    - ii. Throughout the year we have had many lunch and learns, many around AI.
    - iii. Looking forward to fall, there will not be a fall conference but there will be a smaller scale learning opportunity.
  - c. Communications – Cameron Orr
    - i. Facebook continues to be the most active way to connect with 91 active members.
    - ii. Statistics - Over the past year we have had:
      - 84 posts
      - 232 comments
      - 738 reactions
      - 80 active members
      - The most active day of posting is Thursdays.
      - We have 86 people tagged as members in our mailing list.

- Our public facing Facebook page saw:
      - a. 95 content interactions over last year,
      - b. 259 visits
      - c. 436 reach
    - We continue to have a CPRS Northern Lights website with occasional updates and 14 subscribers.
  - d. Membership – Kat Voight
    - i. Membership roster: 65 members (net no change at the end of the year)
    - ii. Ambitions for upcoming recruitment campaign – for the next chair!
- 6. Financial Report & audit waiver – Stephanie Deol
  - a. Financial report
    - i. MOTION: To approve the 2025 year-end financial report as presented: Stephanie Deol. Holly Plato - Carried.
  - b. Waive Audit
    - i. MOTON: To waive the audit of the financials: Stephanie Deol. Cam Orr - Carried.
  - c. 2026 Budget
    - i. MOTION: To approve the 2026 year-end budget as presented: Holly. Kat - Carried.
- 7. Election of 2025/26 Board of Directors
  - a. Positions as nominated:
    - i. President- Kyla Graham, Monogram Communications
    - ii. Vice President – Eryn Collins, Northern Health
    - iii. Treasurer/Secretary – Stephanie Deol, College of New Caledonia
    - iv. Communications – Cam Orr, District of Kitmat
    - v. Membership – Julie Rogers, Julie Rogers Consulting
    - vi. Accreditation – Holly Plato, College of New Caledonia
    - vii. Pro-D- Nadine Nygaard, Sinclar Group
  - b. Election
    - i. MOTION: To nominate Julie Rogers as membership chair. Holly. Ryan. Carried.
    - ii. MOTION: To elect the slate of nominees as presented. Matt Wood. Ryan Harvey. Carried.
- 8. New Business
- 9. Adjournment
  - a. MOTION to adjourn. Holly Plato.
  - b. Adjourned 4:24pm.
- 10. Special Presentation
- 11. Social to follow

Attendance:

1. Kyla Graham
2. Stephanie Deol
3. Nadine Nygaard
4. Matt Wood
5. Holly Plato
6. Kat Voight
7. Cam Orr
8. Ryan Harvey
9. Julie Rogers
10. Alyson Gourley-Cramer