

# PRODUCT PROMOTION COMMITTEE Memorandum of Meeting

steel pipe institute

11:00 A.M. Monday June 10<sup>th</sup>, 2019 – Charlottetown, PEI

<u>Presen</u> t:			
Heba Ahmed (Chair)	Armtec CC	Todd Gray	ACI
Jason Johnston	Armtec CC	Byron Nelson	Leland
Scott MacRae	Armtec CC	Dave Newbigging	AMD
Jason Sherwood	Atlantic	Derek Niezen	Ironside
Kevin Williams	Atlantic	Mike Mounts	Valfilm
Bruce Matheson	Frontier	Ray Wilcock	CSPI
Absent:			
Liz Bouchard	Armtec CC	David Watson	Leland
Kamran Derayeh	AMD	lan Berry	Warner
Marc Warden	Hubbell	Jim Evans	AK Steel

# 1. Welcome & Opening Remarks

Heba opened the meeting and welcomed all members. Attendance was taken and is recorded above.

# 2. Review Minutes of February 28th, 2019 Meeting

Minutes were reviewed and accepted. A motion for approval was made by <u>Jason Sherwood</u>, second by <u>Bruce Matheson</u>.

#### 3. Strategic PPC Action Items

#### a) DOT' / Regional MTO visits and presentations at MTO regional quarterly meetings

An overview was given during the strategic planning session. Minutes were as follows:

<u>Date</u>	<u>Client</u>	<u>Topic</u>
Feb 4 <sup>th</sup>	FP Innovations BC	Forestry roads
Feb 6 <sup>th</sup>	Thunder Bay ON	Storm sewer standards
Feb 11 <sup>th</sup>	MTO Kingston	Polymer laminated site – Highway 62
Feb 13 <sup>th</sup>	Kingston ON	Storm sewer standards & relining
Feb 27 <sup>th</sup>	Saskatchewan DOT	Standards – polymer inclusion, update
Mar 11 <sup>th</sup>	Fredericton, NB	Storm sewer and culvert standards
Mar 12 <sup>th</sup>	New Brunswick DOT	Standards – polymer inclusion, Galvalume test site
Mar 19 <sup>th</sup>	St. John's, NL	Storm sewer and culvert standards
Mar 20 <sup>th</sup>	Newfoundland DOT	Standards – polymer inclusion
Mar 25 <sup>th</sup>	Alberta Trans DOT	CSA G401, Bolts, EPD, Galvalume, Kleskun Hills
Mar 26 <sup>th</sup>	Calgary Structures AB	CSA G401, Bolts, EPD, Galvalume, Rehabilitation
Mar 26 <sup>th</sup>	Calgary, Roads AB	Storm Sewer Spiral Rib Pipe submission

Mar 27 <sup>th</sup>	BCMOT DOT, Kamloops	CSA G401, Bolts, EPD, Rehabilitation, Coquihalla Hwy project
Mar 28 <sup>th</sup>	BCMOT DOT, Victoria	Coquihalla project, positive, needs to be focused
Mar 29 <sup>th</sup>	BCMOT DOT, Coquitlam	Bridge Presentation, rehabilitation discussion
Mar 29 <sup>th</sup>	Vancouver BC	Storm sewer standards, rehab of underpasses
Apr 6 <sup>th</sup>	TAC Standing Structures	Committee meeting in Ottawa
Apr 16 <sup>th</sup>	Nova Scotia, DOT	Standards – polymer inclusion
Apr 23 <sup>rd</sup>	Manitoba, DOT	Standards – aluminized, polymer inclusion
Apr 24 <sup>th</sup>	Saskatchewan DOT	Standards – aluminized, polymer inclusion
May 14 <sup>th</sup>	Region of Waterloo	Storm Sewer spiral rib presentation
Jun 7 <sup>th</sup>	PEI DOT, Charlottetown	Standards – polymer inclusion in water

#### Total Visits & Presentations in 2019 22

Heba suggested that CSPI make a presentation to MTO at their spring meetings in April 2020 as quarterly meetings have been disbanded.

Ray to discuss with Tony Merlo during St. Catharines visit this summer.

# b) Lobbyist in Quebec

Completed. No discussion.

# c) Municipalities Standards Submissions

An overview was given during the strategic planning session. Minutes were as follows:

<u>Municipality</u> St. John's NL	<u>Submission</u> May 8, 2018	<u>Follow Up</u> Mar 19, 2019	<u>Comments</u> Met with Scott Winsor & Mark White on March 19th. Additional backup sent on April 22nd. Follow up on June 22nd.
Halifax NS	Aug 15, 2018	Apr 22, 2019	Refused our application (not interested). Subsequent follow ups have received zero attention. Elevate to others.
Fredericton NB	Mar 11, 2019	Mar 22, 2019	Met with Jody Boone on Mar 11th. Documents sent on March 22nd. Follow up June 22nd.
Hamilton ON	Dec 2, 2018	Mar 11, 2019	Received confirmation from Claudio Leon their Committee will review our submission now that all documents have been received. Follow up June 22nd.
Kingston ON	Feb 13, 2019	Apr 12, 2019	Met with Tyler Lasko on Feb 13th. Application and documents sent for committee review. Will follow up on July 12th.

<u>Municipality</u>	<u>Submission</u>	Follow Up	<u>Comments</u>
Windsor ON	Jan 2, 2019	Feb 21, 2019	Application sent along with backup documents. Follow ups have received no feedback. Call Anna Godo in June and may have to elevate.
London ON	Jan 2, 2019	Apr 2, 2019	Application sent along with backup documents. Informed that committee has not met yet. No date confirmed. Will follow up with Jane Fullick in June.
St. Catharines ON	Jan 2, 2019	Apr 2, 2019	Application sent along with backup documents. No response yet from Dan Dillon. Will follow up in June.
T Bay ON	Feb 6, 2019	Fall 2019	Met with Rick Harms on Feb 6th. Presented CSPI request for Spiral Rib Storm Sewers with back up documents. Rick asked CSPI to make a presentation to the committee in the fall.
Waterloo Reg ON	Dec 19, 2018	May 14, 2019	Presentation to the committee on May 14th. Additional information required; approvals of other municipalities, fittings, and relining. Will send out by mid-June.
Winnipeg MB	Dec 21, 2018	Apr 17, 2019	Application and documents mailed on Dec 21st. Followed up with Derek Burmey & Tyler Phillips on Apr 17th. Will call Tyler by mid-June.
Calgary AB	Mar 26, 2019	Apr 9, 2019	Met with May Cayanan on Mar 26th. Sent May Plant certification info. May was to send the product application form. Will follow up in June.
Vancouver BC	Mar 29, 2019	Mid-June 2019	Met with Dane Doleman on Mar 29th. Standards are in disarray and are being consolidated. He asked if we would wait until published.

Discussion ensued:

- 1. Jason Johnston suggested hiring a student to help with the administration / leg work on the review of municipal standards. Budget issue moved to the Board for further review.
- 2. Scott suggested to ask OGRA who have over 400 municipal members in Ontario. Ray will reach out to Joe Tierney (Executive Director).
- 3. Jason Sherwood suggested the MMC (Master Municipal Construction) association in BC. Jason will email the link.

# d) Sub-Committee (target outside engineering depts)

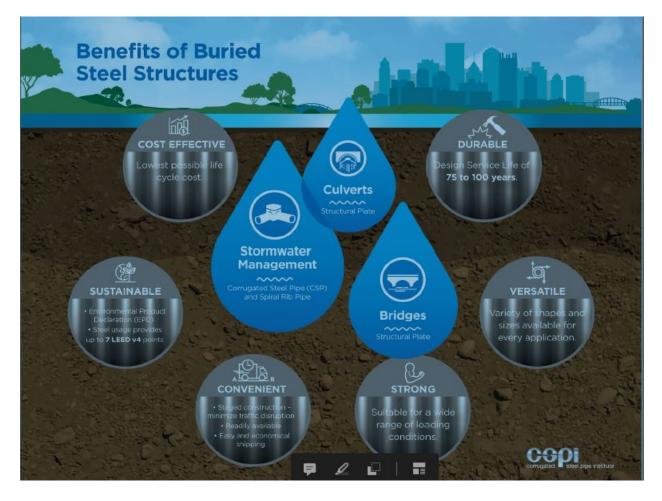
All agreed to move up the ladder if satisfaction cannot be achieved at the Engineering department level.

# e) Municipal Presentation - committee feedback

No feedback since last meeting.

# f) Identify and scope promotion strategy for Rehabilitation, EPD comparison & Polymer Laminate Bancroft site.

The following graphic was displayed:



It was agreed that the entire PPC committee needs to review and come back with comments. A suggestion was made to include rehabilitation & highlight the EPD. Another suggestion was "Less is more", to not over complicate.

A suggestion was made to E-Blast the Bancroft site with a heading "Perception versus Reality". Ray will draw up a one pager for the committee to review.

# g) Identify and scope a technical manual for CSP including repair methods and best practices (TAC item)

Moved to the TAC committee

# 4. Website Update – DOT / Municipal Standards

Discussion was on software conversion due to the limitations (programming language – no longer supported) of the existing program. Initial quotes are in the \$25,000 range. It was agreed to reach out to the NCSPA and others for advice / quotes. Jason Johnston suggested an update on logo and refresh the marketing and simplify the site. Will be tabled at the next meeting.

# Ray to research for discussion at the next meeting.

#### 5. Projects for PPC

# a) 2019 TAC Conference – exhibitor

No discussion.

#### b) Other Trade Shows – 2019

CSPI will target the Ontario MEA annual meeting this fall.

#### c) Education Outreach Update

Jason Johnston brought up the issue of Education outreach. The question was whether to continue, change or cancel the program. It was decided to push this to the board. At the board meeting it was discussed. A motion was made by David Newbigging second by Bruce Matheson to continue with the program, however replace giving out handbooks with the ability to download directly from the website. Ray was asked to put in place measurements to determine the count. Jason Sherwood asked for a vote and all directors present were in favour. Motion was carried unanimously.

#### d) Photo Contest –2019

Committee agreed to continue the contest. A suggestion was made to circle back and discuss possible project one pagers for E-Blasts / Linked In, provided there is member and site owner support. E-Blast announcing winners to be published in June.

#### Ray to follow up with members prior to next meeting.

#### e) <u>E-Blast Strategy – Rehabilitation, EPD, Polymer Bancroft site</u>

- 2 sent out thus far, minimum of 4 per year
- Rehabilitation, once paper is issued
- EPD & Polymer Bancroft site this fall

# f) French Translation of Bulletins

Quotes sourced from 2 parties were 22 to 25 cents per word. The cost of translating the EPD would be in the range of \$825. Budget item to be discussed at the next meeting.

#### g) Education Webinars for external & members

Two webinars were held in April and May for members on the CSPI website. Attendance was a total of 10. Decision was to hold one more this year in Nov / Dec time frame. For the greater external group, topics will be discussed at the next meeting.

#### h) Social Media – Linked in

CSPI account set up and ready to go. Postings to increase in the 3<sup>rd</sup> Q. Members were encouraged to share E-Blasts, stories that can be shared on the account.

#### i) Non-Member Activities

Worthington contacted CSPI on fees / membership classification. No decision at this time.

#### 6. Discussion & New Business

No new business.

#### 7. Adjournment & Next Meeting

The meeting was adjourned at <u>12:02p.m</u>. Next meeting scheduled for September 13<sup>th</sup> in the Cambridge office and go-to-meeting will be used.

------Heba Ahmed \_\_\_\_\_

Ray Wilcock Executive Director

Chair