

**PRODUCT PROMOTION COMMITTEE**  
**Memorandum of Meeting**

10:15 A.M. Thursday Nov 21<sup>st</sup>, 2019 – Kitchener, ON

**Present:**

Heba Ahmed (Chair)	Armtec	Bruce Matheson	Frontier
Liz Bouchard	Armtec	Marc Warden	Hubbell
Jason Sherwood	Atlantic	David Watson	Leland
Dennis Park	Atlantic	Jim Evans	AK Steel
Kamran Derayeh	AMD	Mike Mounts	Valfilm
Dave Newbigging	AMD	Ray Wilcock	CSPI

**Absent:**

Derek Niezen	Ironside	Todd Gray	ACI
Byron Nelson	Leland	Ian Berry	Warner

**Guests:**

Scott MacRae	Armtec	Nick Spence	Atlantic
Kevin Williams	Atlantic	Pat Loney	Worthington
Randy McDonald	Atlantic	Chuck Hitt	Worthington

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**1. Welcome & Opening Remarks**

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

**2. Review Minutes of Sep 13<sup>th</sup>, 2019 Meeting**

Minutes were reviewed and accepted. A motion for approval was made by **Jason Sherwood**, second by **Mike Mounts**.

**3. Strategic PPC Action Items**

**a) DOT & Municipalities – further discussion / action plans from S.P. session**

Covered in the Strategic Planning session. Agenda item for next PPC meeting.

Ideas to scope out:

- Storm sewer market - branding item of Spiral Rib.
- Discussion on the BC Coquihalla project - initial project has changed

**b) Lobbyist in Quebec – latest update**

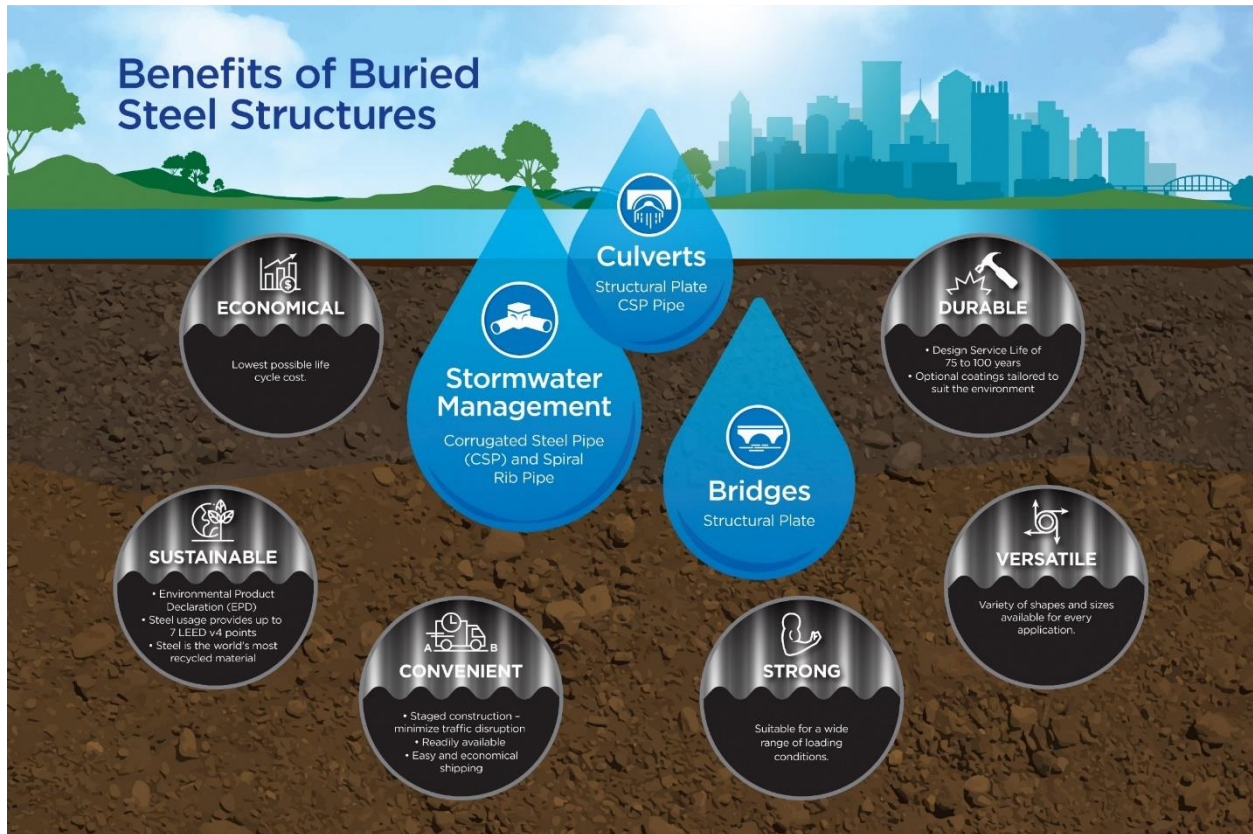
Registry contacted CSPI in August with a number of questions as to our activities in Quebec. Hopefully, this will be resolved soon with 4<sup>th</sup> submission. Will use Quebec members for translation.

**c) MEA annual meeting presentation "Environmental Impact of CSP"**

Presentation scheduled for Thursday November 28<sup>th</sup> in Blue Mountain Collingwood.  
Presentation will be posted on website in Member's section.

**d) One pager - "Benefits of Buried Steel Structures" review & sign off**

The following graphic was displayed:



Discussion ensued:

- Change title to "Benefits of Buried Steel Infrastructure".
- Branding needs to be discussed further.
- Change CSPI to CSPA? Leave as CSPI, however change the words
- Larger fonts are required.
- Leave products off of the three markets.
- Make it less busy.
- Use titles only.
- Use green versus black.
- The over lapping of the bubbles should be changed.
- Change Convenient to Accelerated.
- Change pattern of view.
- Change skyline that includes a buried bridge.

**Action: Set up a sub-committee to look at branding. Members are Heba, Liz, Dennis, Marc, Shelley Estabrooks, Ray.**

#### **4. Website Update**

Updates ongoing including E-Blasts, links, members logos, minutes, & technical bulletins. Presently reviewing potential change over to friendly software, so that non programmers (Ray) can make updates.

Costs of moving to a platform to be discussed at our next meeting.

#### **5. Projects for PPC**

##### **a) 2019 TAC Conference in Halifax discussion**

Discussion:

- \$3,000 cost savings by being a delegate versus trade show
- members can show a CSPI LOGO or a popup banner.
- It was decided that CSPI will attend as a delegate in 2020.

##### **b) Other Trade Shows – Tri-Party in Red Deer AB (March 2020)**

Paper “Environmental Impact of CSP” submitted to speak at Alberta Tri-party conference in March 2020.

##### **c) Photo Contest – 2020 Program**

Ideas:

- Promote to universities / colleges.
- Follow up with 2019 photo winners. List in the minutes and send a form to each winner for case studies. Get one from Liz.
- Include cash for 2<sup>nd</sup> \$50 and 3<sup>rd</sup> \$25 prize

##### **d) Education Outreach – 2020 program**

All universities and colleges were contacted in September. Scheduling underway for winter semester. Will post on the website.

**e) E-Blast Strategy – EPD, Perception versus Reality feedback**

<b><u>E-Blast</u></b>	<b><u>Timing</u></b>	<b><u>External</u></b>	<b><u>Members</u></b>
1. CSP EPD	Wed, 10am	1,452	71
2. T.B. – Storage Guidelines	Mon, 2pm	1,359	81
3. Largest Buried Bridge	Mon, 2pm	1,644	90
4. Climate Change, Everyone's Business	Wed, 11am	929	86
5. Perception versus Reality	Tue, 12pm	1,074	92
6. 2019 Photo Contest Results	Wed, 9am		107
7. CSPI Webinar – CSP Site	Mon, 4pm		82

**Discussion:**

- Improve on the headers. Send out to the sub-committee before.
- Standard sheet to sign up at each presentation to be included in the data base.
- Include guest lectures, dates of municipal presentations, tradeshow, conferences.
- If city adapts standards, announce it.

**f) French Translation of EPD**

Completed at a cost of \$800. Posted to website. Will communicate to all members in year-end E-Blast.

**g) Education Webinars for external & members (topics / dates)**

Replay the CSPI website webinar for late January 2020. Ensure all member contacts are up to date. Topics for external readers include:

- EPD's
- Rehabilitation
- TRB Bridge presentation – if recorded, seek approval to share.

**h) Social Media – Linked in**

- Ongoing – will announce in year-end E-Blast.
- Use NCSPA (Diana). Speak with Mike. Charge of \$50 per hour. Common information.
- Put on our website, so that people can follow.

**i) Non-Member Activities**

No discussion.

## **6. NCSPA Update**

- a) Colour of polymer laminate material (gray versus black)
  - Trials are underway to test the market in the USA.
  - Talk to contractors / biologists – use OGRA list (start)
  - Differentiate with HDPE
  - Next meeting discuss how we address the municipalities

## **7. Discussion / New Business**

No new business

## **8. Adjournment & Next Meeting**

The meeting was adjourned at **12:20 p.m.** Next meeting at the call of the chair.

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Heba Ahmed  
Chair

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Ray Wilcock  
Executive Director