

*11:00 A.M. to 1:30 P.M., Monday, June 5<sup>th</sup>, 2023*  
*Auberge Saint-Antoine, Quebec City QC*

**Committee Attendance:**

Liz Bouchard (Chair)	Armtec	David Watson	Leland
Roger Leger	Armtec	Ian Berry (abs)	Warner
Greg Wilkinson	Atlantic	Jim Evans (abs)	CC
Amanda Coutts (abs)	Hubb-Cap	Todd Gray	ACI
Bruce Matheson	Frontier	Mike Mounts	Valgroup
Chris Flickinger (abs)	Frontier	Mike Hook (abs)	MarMac
Kamran Derayeh	AMD	Dianna Brooks (abs)	NCSPA
Derek Niezen	Ironside	Ray Wilcock	CSPI
Byron Nelson	Leland		

**Members in Attendance:**

Sam Mitra	Armtec	Pat Mayne	Atlantic
Jason Johnston	Armtec	Sebastien Gauthier	Atlantic
Scott MacRae	Armtec	Marcia Stinson	AMD
Jason Sherwood	Atlantic	Lucas Cooper	AMD
Terry Dunn	Atlantic	Terry Skipper	Ironside
Paul Proctor	Atlantic	Francois-Regis du Mesnil	TUBAO

**1. Welcome & Opening Remarks**

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

**2. Review Minutes of November 15<sup>th</sup>, 2022, and Approve**

Minutes were reviewed and accepted. A motion for approval was made by **Paul Proctor**, second by **Sebastien Gauthier** and was carried unanimously.

**3. Strategic PPC Action Items**

**a) Items from the Strategic Planning sessions for discussion**

- a. Focus on National Defense, DFO, Public Works
- b. Conservation Authorities

As discussed in the Strategic Planning session:  
 Source & Stream Conference March 22nd – 23rd – Attended as an exhibitor. Valuable feedback with potential lunch & learns with:

Town of Whitby ON  
Town of Pickering ON  
Town of Oshawa ON  
East Zorra Township ON

**b) Social Media Committee Update**

**Members**

Liz Bouchard	Armtec	Chris Flickinger	Frontier
Greg Wilkinson	Atlantic	Mike Williamson	Hubb-Cap
Ray Wilcock	CSPI		

- LinkedIn 674 followers, up 155 over last meeting. Average of 4 postings per week.
- Met three times thus far in 2023
- Analytics reviewed at each meeting

Analytics during the last 6 months

- 396 page views, down 19% (302 desktop, 94 mobile)
- 144 unique visitors, down 10%
- Top visitor demographics (Sales 32%, Bus Dev 7%, Eng 7%,)
- Top post “Entrance way in France by TUBAO” 106 likes
- 2nd top post “The Masters in Augusta Georgia” 68 likes
- 3rd top post “Polymer Deep Corrugated Structural Plate Buried Bridge crossing McKay Creek in Saskatchewan” 52 likes

Future action:

- Promote carbon calculator
- CSP Rehabilitation 401/410/403 Highways
- Continue to invite engineering groups / others / students

Discussion:

- [Start to include impressions tracking.](#)

**c) Marketing ideas / Promotion discussion**

Discussion:

- [Mike Mounts presented two slides on Valgroup’s Trenchcoat brochure covering durability, chemical resistance, structural capacity, economics, abrasion resistance and hydraulic capacity.](#)
- [The brochure can be used to promote to customers. Digital copies and a 10-slide presentation will be sent to all members with these minutes.](#)
- [Coupons are available via request to Mike.](#)

d) **AISI Communication Council**

- CSPI asked to participate in PCR (product category rules) for conducting LCA (life cycle assessment for steel for reporting through EPD's. Committee confirmed.

**4. New Website in WordPress – Review Look & Content**

- Launch date June 30<sup>th</sup>
- Committee reviewed the live site; changes recommend are as follows:
  - After launch, move to an APP.
  - Standardize background photos.
  - Technical Bulletins – remove dates.
  - Home page – install a quick link to Resources.
  - Home Page – install drop down menus.
  - AIL – Terry to update addresses.
  - Members – install link to their sites via the LOGO.
  - Remove www. In front of website addresses.
  - Francois (TUBAO) to provide new logo.
  - Derek (Ironside) to provide website address.
  - Add email for Armtec [info@armtec.com](mailto:info@armtec.com)
  - Photo Contest – add closing date and awards.

**5. Projects for PPC**

a) **2023 TAC Conference**

- 1 abstract submitted / not accepted for September 24-27 conference in Ottawa.
- Attending as a delegate only

Attended the following Spring Meetings – virtual:

Apr 19th	Small Municipalities Integrated Committee
Apr 24th	Environmental Legislation Committee
Apr 25th	Climate Change Integrated Committee
Apr 26th	Environmental Issues Committee
Apr 27th	Climate Change Council

b) **Other Conferences**

<b><u>Conference</u></b>	<b><u>Date</u></b>	<b><u>Location</u></b>	<b><u>Abstract</u></b>	<b><u>Paper</u></b>
CEA CA	May	Moncton NB	Rehabilitation	Not accepted
Water Canada	Jun	Niagara ON	Storm Sewers	Withdrawn*
NWOWWC**	Oct	T Bay ON	Environment	Pending

\* Timing coincided with Annual Meeting

\*\* North West Ontario Water Wastewater Conference

- Start including retention / detention (SWM) abstracts in submissions.

**c) Photo Contest – 2023 Program update**

- Received 140 submissions.
- Judging took place on May 19th (4 judges, Ray, Vicki, Matt Lloyd, Dave Penny)
- Announcement of results after dinner on June 5th
- Prizes will be e-transferred or wired by end of June.
- Discussion on 2024 program:
- All agreed to continue program.

**d) E-Blasts – 2023 results / ideas**

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Dec 22 <sup>nd</sup> 22	Happy Holidays	929	99
Jan 16 <sup>th</sup>	Member Update - 2022	88	
Feb 22 <sup>nd</sup>	Municipalities - Polymer Laminated	742	100
Mar 27 <sup>th</sup>	Photo Contest	877	86
Apr 28 <sup>th</sup>	Photo Contest Reminder	907	71
May 29 <sup>th</sup>	Photo Contest Update	39	

Next up

- Photo Contest Results
- Website Launch
- Government fiscal responsibility as it relates to procurement.
- Dispel myths about CSP.
- EPD
- Reline

- Mailchimp – completed tagging data base of 4,794 to differentiate and target specific groups (DOT, Municipalities, Consultants, Suppliers, Quebec (French E-blasts), Private, Agencies, etc.

Discussion:

- Stormwater Management – updates on older installations
- Revisit old sites
- Look at the polymer sites in the northern states with Mike.
- Oldest (1930) structural plate in Wellington County – send Greg the location.

**e) French Translation of documents update**

Documents completed since last meeting:

TB 28 Storage Guidelines for Plate & Fasteners  
*Plaques de construction et fixations – Directives d'entreposage*

Changes being made to address and removal of fax number for all TB's.  
Next up:

- TB 18 CSP Certification Program
- TB 19 Structural Plate Certification Program
- Product Comparison reports to RCP
- Product Comparison reports to HDPE
- Product Comparison reports to PPE
- 10 Reasons why CSP
- Many others

**f) Education for External Customers**

Discussion on future webinars to be offered next winter:

1. Rehabilitation
2. Buried Bridges
3. Stormwater Management
4. Sustainable Steel
5. Durability

- [Committee agreed to offer webinars in winter of 2024.](#)

**g) Education for Members**

Future Ideas include:

1. Use of CSP in trenchless applications
2. Designing for durability
3. Water testing / results / choice of coatings
4. Economics – comparison of steel to RCP (include environment)
5. New members – introduction to CSPI & website

- [Record member webinars and post to the website.](#)

**h) Non-Member Activities**

Nothing to report

**6. NCSPA Update - Diana**

Nothing to report

**7. Discussion / New Business**

Nothing to report

**8. Adjournment & next meeting within 3 months, at the call of the Chair**

The meeting was adjourned at **1:30 pm** motioned by **Sam Mitra** and second by **Scott MacRae** and was carried unanimously. Next meeting mid-September TBD.

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Liz Bouchard  
Chair

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Ray Wilcock  
Executive Director