



**PRODUCT PROMOTION COMMITTEE  
Memorandum of Meeting**

10:30 A.M. to Noon EST, Tuesday, November 14<sup>th</sup>, 2023  
Delta Hotel by Marriott, Waterloo, ON

**Committee Attendance:**

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

**Members in Attendance:**

Sam Mitra	Armtec	Paul Proctor	Atlantic
Jason Johnston	Armtec	Pat Mayne	Atlantic
Scott MacRae	Armtec	Marcia Stinson	AMD
Terry Dunn	Atlantic	Lucas Cooper	AMD

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**1. Welcome & Opening Remarks**

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

**2. Review Minutes of June 5<sup>th</sup>, 2023, and Approve**

Minutes were reviewed and accepted. A motion for approval was made by **Kamran Derayeh**, second by **Greg Wilkinson** and was carried unanimously.

**3. Strategic PPC Action Items**

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

Conservation Authorities / Provincial Associations)

**Source & Stream Conference** ON March 22<sup>nd</sup> – 23<sup>rd</sup> Attended as an exhibitor. Valuable feedback with potential lunch & learns.

For 2024, submitted an abstract for SWM systems - pending.

**Municipal Engineers Association** ON (MEA) – November 2023  
Submitted 3 abstracts (SWM, EPD, Rehab) – not successful.

**Consulting Engineers of Alberta** – March 10th – 12th Edmonton  
Submitted 4 abstracts (BB, SWM, EPD, Rehab) – One accepted Rehab.

**b) Social Media Committee Update**

**Members**

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

- LinkedIn 726 followers, up 52 over last meeting. Average of 4 postings per week.
- Met five times thus far in 2023, next meeting December 20th
- Analytics reviewed at each meeting

Analytics since June 5<sup>th</sup> meeting:

- 1,509 reactions, up 24.3%
- 13 comments, up 30%
- 27 reposts, down 54%
- Impressions – 39,294 Organic
- 642 page views, up 38% (247 desktop, 395 mobile)
- 215 unique visitors, up 28%
- Top visitor demographics (Sales 35%, Eng 11%, Bus Dev 10%)
- Top post “Can do more with Steel in AB” 86 likes
- 2nd top post “Cambrian Beauty Sub-Division in Canmore AB” 41 likes
- 3rd top post “Welcome Home in Saint-Saëns - France” 40 likes

Future action:

- Promote carbon calculator
- Continue to invite engineering groups / others / students

Discussion:

- [Take photos at guest lectures and invite students to follow.](#)
- [Set up KPI's, 50 new followers by June.](#)

**c) Marketing ideas / Promotion discussion**

No discussion.

**d) AISI Communication Council**

Nothing new to report.

#### **4. New Website in WordPress – Final Review & Launch**

- Launch date November 30<sup>th</sup>
- Reviewed site.

Changes:

- Move “About Us” between “Members” and “Contact Us”
- Members to take care of backlinking their sites to CSPI.
- Remove Instagram
- For Linked In – use the blue Logo.
- Post launch on Linked In and E-Blast

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

##### **a) 2023 TAC Conference**

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

Attended the following September Meetings:

Sep 22nd Environmental Issues & Legislation Committee  
Sep 22nd Climate Change Integrated Committee  
Sep 23rd Environmental & Climate Change Committee  
Sep 23rd Structures Committee – Part 1  
Sep 23rd Small Municipalities Committee  
Sep 24th Structures Committee – Part 2

Ideas for abstract 2024 submissions?

- Resiliency of buried structures
- Flooding, Fires, sizing of structures, headwalls
- Have committee review any abstracts

##### **b) Other Conferences**

<u>Conference</u>	<u>Date</u>	<u>Location</u>	<u>Abstract</u>	<u>Paper</u>
CSCE CA	June	Niagara ON	3 submitted	Pending
CEA AB	Mar	Edm. AB	4 submitted	Rehab accepted
Source to Stream	Feb	Miss. ON	1 SWM	Pending

Past submissions to MEA ON, NWOWWC, & Water Canada

MEA – Municipal Engineers Association  
NWOWWC - Northwest Ontario Water Wastewater Conference

Ideas:

- Project economics, minimize Environmental FP

**c) Photo Contest – 2024 program review / ideas / discussion**

No discussion.

**d) E-Blasts – 2023 results / 2024 ideas**

Members	231	French & English
Readers	2,744	French & English
University	136	French & English

**Readers:**

Consultants	743
Contractors	452
Municipalities	423
Quebec	377
DOT	316
Private	152
Supplier	149
Associations / Agency	108
Owner	7
International	4

<b><u>Date</u></b>	<b><u>E-Blasts</u></b>	<b><u>External</u></b>	<b><u>Members</u></b>
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	
Jun 13 <sup>th</sup>	Photo Contest Results	60	
Sep 5 <sup>th</sup>	Storm Sewer Rehabilitation	1,453 (51%)	68 (30%)
Next up	New Website		
	Webinars		
	SWM		
	EPD		
	Seeing is Believing Map after updated		
	New Carbon Calculator?		

Issue – Many members are not receiving due to IT blocking as spam?

Solution?

- [Talk to Mailchimp and Rebel about whitelisting.](#)
- [Work with Liz and Shelley \(AIL\)](#)
- [With every E-Blast encourage readers to follow CSPI on Linked In](#)

e) **French Translation of documents update**

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.](#)
  - [Top 10 reasons for steel – introduce during webinars.](#)

h) **Non-Member Activities**

Nothing to report

6. **NCSPA Update – Ray / Diana**

Attended meeting on November 8th:

1. Linked In – spent \$1,500, Impressions 700-900 per post
2. YouTube – 72 subscribers, 100+ videos

- a. New videos, sustainability, water quality, joints
- b. Intro to CSP, Spiral Rib, Plate, coatings, couplings
- c. Smaller videos, Diana does
3. Google ad words – spent \$4,000
4. E-Blasts Mailchimp – 5,085 Subscribers, 19.9% open rate
5. Website revamp
  - a. AI library, CHATGPT
  - b. Interactive site based upon user profile
6. Negative Advertising – how to respond
7. Annual Meeting, Apr 8-10th in Orlando FL

7. **Discussion / New Business**

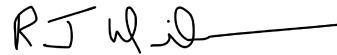
Nothing to report

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

The meeting was adjourned at **12:15 pm** motioned by **Roger Leger** and second by **Sam Mitra** and was carried unanimously. Next meeting end of March 2024 - virtual.



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Liz Bouchard  
Chair



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Ray Wilcock  
Executive Director