



PRODUCT PROMOTION COMMITTEE Memorandum of Meeting

10:15 A.M. Thursday November 29th, 2018 – Kitchener, Ontario

Present:

Heba Ahmed (Chair)	Armtec	Derek Niezen	Ironside
Jason Sherwood	Atlantic	Marc Warden	Hubbell
Bruce Matheson	Frontier	David Watson	Leland
Dave Newbigging	AMD	Mike Mounts	Valfilm
Kamran Derayah	AMD	Ray Wilcock	CSPI
Jim Evans	AK Steel		

Absent:

Todd Gray	ACI	Ian Berry	Warner
Byron Nelson	Leland	Liz Bouchard	Armtec CC

Member Guests:

Kevin Williams	Atlantic	Randy McDonald	Atlantic
Scott MacRae	Armtec CC	Nick Spence	Atlantic
Riley Wilson	Atlantic		

1. Welcome & Opening Remarks

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

2. Review Minutes of June 11th, 2018 Meeting

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

3. CSPI 2018 Report – Ray

- 18 DOT & Municipality Visits & Presentations
- AISI Washington DC - 2 Presentations (funding & project update)
- Canadian Steel Construction Association – 2 Board Meetings
- TAC Conference exhibitor– Saskatoon, SK
- Tri Party Conference in Red Deer AB – speaker
- Short Medium Span Bridge Conference in Quebec City – speaker
- CSCE in Fredericton NB – Paul Proctor spoke on my behalf
- TAC Structures Committee – Saskatoon & Ottawa
- TAC Committee Research / Technical Projects
 - Kleskun Hills AB Polymer Laminated Repair Project visit and report
 - Algonquin Galvalume Test site visit and report, white paper
 - Bancroft Polymer Laminated pipe site visit and report

- Rehabilitation Project with Queens University
 - EPD work with AMD & SCS Global – document published
- ASTM Meetings – Washington DC
- NCSPA Fall Meeting – Washington DC
- Site Visits / Consultants / Members – average of 5 per month
- 2 Ontario Municipal Engineering Association Events
- Photo Contest - over 75 submissions
- 3 PPC Meetings
- 5 TAC Meetings
- Annual Meeting in June, Fall Meeting in November
- Attended OGRA Conference in February
- Website – numerous updates (seeing is believing sites)
- 6 E-Blasts to customer data base and members
- Published – 3 Bulletins / Brochures
- Education Outreach – 17 guest lectures – 710 handbooks distributed
- Webinars – two given to members on website navigation and tools available (26 attended)
- Standards:
 - SASK – CSP stiffener accepted
 - Municipal Storm Sewer Submissions
 - DOT Bridge Submissions
- Two new members added (Viacon Poland & CMP Australia)
- Tariff response to the Feds
- CSA Meeting – update CSA G401
- Handbook – redesign of the front and back cover
- Two OPSD submissions on Height of Cover tables & CSP spec
- Thumb drive idea completed

4. November Financial Report - Ray

After 11 months of 2018 revenues and expenses were as follows:

As at Nov 30 th	<u>Actual</u>	<u>Budget</u>
Revenue	200,969	217,000
Expenses	<u>185,758</u>	<u>201,067</u>
Surplus/Deficit	15,211	15,933

5. Strategic PPC Action Items – DOT's & Municipalities

These initiatives were discussed during the strategic planning session prior to this meeting. In addition to what was discussed that morning, the following discussion ensued:

1. Focus efforts on influencers in the municipalities, such as chamber of commerce, finance and environmental departments, associations such as Toronto Construction Association, conservation authorities, public works, etc.
2. Suggestion was made to test this by focussing on the Region of Waterloo
3. Suggestion to survey the cities – one page
4. Set up a task force to scope these ideas further – Heba to lead

6. Website Update – software requires updating

Discussion & points raised:

1. Needs to be scoped out with costs, software at a future meeting. Ray to submit cost estimates at next PPC meeting.
2. Suggestion was made to use “Word Press” as a software.
3. French translation of bulletins, cost estimates to be presented by Ray at next meeting
4. Provide access on mobile phones – what is required
5. NCSPA offered their services for social media set up – scope out (Ray to talk to NCSPA marketing to get software recommendations.)
6. Webinar for new members on website in 2019 to be scheduled
7. Suggestion to post actual municipal standards or link to website was made

7. Projects for PPC

a) 2019 TAC Conference – exhibitor

The committee approved 2019 attendance as an exhibitor. Ideas presented were:

1. Use a large screen TV to project photos – give away at the end of the exhibition
2. Provide a tour of sites near the conference demonstrating coatings, water testing, etc. Plant tour. This will depend upon the province / city where TAC will be. In 2019, Halifax is the city, thus this idea will be looked at for a future conference (2020?).

b) Other Trade Shows – attended in 2018

- Good Roads –attended on February 26th in support of members
- Tri-Party in Red Deer Alberta – speaker in March (240 attendance)
- SMSB in Quebec City – paper approved, speaker in August
- CSCE in Fredericton – paper approved, Paul Proctor of AIL will speak on CSPI behalf

Suggestion was made to look at Municipal Engineers Association (MEA annual workshop) and Public Works events for exhibiting, speaking, attending, etc. To be scoped out for next meeting.

c) Education Outreach Update

YTD 17 guest lectures with 710 handbooks distributed.

d) Photo Contest – 2018 / 2019

Committee agreed to the 2019 contest. Idea to look at including a mobile update and consider mobile compatibility when considering website software update – web browser. Will be scoped out with Glassroot.

e) E-Blast Strategy

Going forward, it was agreed to a minimum of one per quarter. Social media was discussed and there was agreement that CSPI needs to move forward on this initiative. Action item for the next meeting:

- Review data base of readers and break out by type.
- Suggestion made to use Viacon case study for Q4 E-blast

f) Handbook Update

Move this item to the TAC Committee for discussion on updating handbook content.

g) French Translation of Bulletins

Discussed during the website agenda item.

h) Non-Member Activities

Nothing was discussed.

8. Discussion & New Business

Valfilm / ACI – can provide polymer laminated material in other colours besides black. There was discussion about providing a camera friendly colour, especially in storm sewer applications. For future meeting discussion (TAC committee to assess performance of new colors. Only possible concern is needing to add UV stabilizers)

9. Adjournment & Next Meeting

The meeting was adjourned at **12:05 pm**. Next meeting at the call of the chair.

Ray Wilcock
Secretary