

10:30 A.M. to Noon PST, Tuesday, November 15th, 2022
Homewood Suites by Hilton, Cambridge ON

Committee Attendance:

Liz Bouchard (Chair)	Armtec	Byron Nelson (abs)	Leland
Roger Leger (abs)	Armtec	David Watson	Leland
Jason Sherwood	Atlantic	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
David Newbigging	AMD	Dianna Brooks (abs)	NCSPA
Kamran Derayeh	AMD	Ray Wilcock	CSPI
Derek Niezen (abs)	Ironside		

Members in Attendance:

Sam Mitra	Armtec	Ian Kalverda	Hubb-Cap
Scott MacRae	Armtec	Mike Williamson	Hubb-Cap
Terry Dunn	Atlantic	Marcia Stinson	AMD
Paul Proctor	Atlantic	Lucas Cooper	AMD
Pat Mayne	Atlantic		

1. Welcome & Opening Remarks

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

2. Review Minutes of June 20th, 2022, and Approve

Minutes were reviewed and accepted. A motion for approval was made by **Kamran Derayeh**, second by **Dave Watson** 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. Add Railways CN, CP

Discussion:

- Dave Newbigging will talk with people from AMD who deal with the Federal Government for contacts and get back to Ray
- Education of the Federal departments – lower carbon footprint, cost savings
- Public awareness campaign directed at Federal departments – ads, etc. – look at YouTube, LinkedIn ad's
- Find out what standards they are following if any, use Consultants?
- Be more precise with each department – look online and get specific with one department
- Look at conservation authorities
- CN & CP covered by members

b) Social Media Committee Update

Members

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

- LinkedIn 519 followers, up 72 over last meeting. Average of 4 postings per week.
- Instagram 117 followers, up 8 over last meeting. Same average as LinkedIn.
- Met 5 times thus far in 2022.

Future action:

- Promote carbon calculator
- LinkedIn – invite engineering groups / others / students – focus on LinkedIn which is where our followers are.

Discussion:

- Target Federal departments to join our LinkedIn page
- Have Social Committee look at potential ads in LinkedIn
- Work with Liz on YouTube channel, continue or remove
- Jason – NCSPA clicks, shares, post engagement, impressions, versus average, include in Social Committee Meetings (show trends every six months)
- Recognize certain days of the year – Remembrance Day, Christmas day, steel day, etc.

c) Marketing ideas / Promotion discussion

Discussion:

- Offer a plant tour or site visit to students
- Stories on converting jobs from concrete to steel
- Publish a story on carbon footprint reduction
- Transportation / fuel costs – leverage both cost and carbon footprint and promote

Social media on environmental / each reason, dig a little deeper, show costs and carbon footprint costs, etc.

- Start using the product comparison reports on the website and promote Up the promotion on storm water management – unfloodontario.ca

d) **AISI Communication Council**

Attended AISI Communication Council meeting. Spoke on penetrating the storm sewer market. All agreed that the approach was **persistence, patience, education, and long term.**

5. Website Update – Status / Ideas

Updates in include:

- committee members
- committee minutes
- latest photos
- links
- member location information.

- [Send link to members early December for launch in January 2023](#)

6. Projects for PPC

a) **2022 TAC – abstract submission results**

3 abstracts accepted for October conference in Edmonton presentations made

Thanks to the following:

Phil Carroll – Atlantic Industries
Buried Bridges, More Resilient & Sustainable

Ron Prychitko - Armtect
Rehabilitation of Buried Bridges, Culverts & Storm Sewers

Garrett Smith – Atlantic Industries
Environmental Impact of the Steel Industry – Quest for Neutrality

b) **Other Conferences – paper submission results**

<u>Conference</u>	<u>Date</u>	<u>Location</u>	<u>Abstract</u>	<u>Paper</u>
SMSB	Jul 2022	Toronto ON	Buried Bridges	Accepted
Thank you to Paul Proctor of Atlantic Industries who presented on my behalf.				

For 2023:

Submitted abstracts to CSCE and CEA AB.

c) **Photo Contest – 2022 Program update**

Update given. All agreed to continue program.

d) **E-Blasts – 2022 results / ideas**

<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Jan 19 th Storm Sewer Webinar	923	79
Feb 11 th Buried Bridges Webinar	780	94
Feb 22 nd CSP Industry – Canadian	1,337	68
Mar 4 th Website Updates		77
Mar 8 th New Technical Bulletins posted to website	1,480	73
Mar 15 th SWM Webinar on the 30th	789	84
Mar 28 th Repeat of SWM Webinar	756	73
Apr 8 th CSPI Photo Contest		65
Apr 26 th Sustainable Steel Webinar	795	77
Apr 29 th CSPI Photo Contest Reminder – 1 month	906	70
May 13 th MarMac Coupler Videos		93
May 18 th Photo Contest Reminder		94
May 25 th 4 Webinars posted on YouTube	1,425	89
Jun 22 nd Photo Contest Winners		112
Oct 31 st AMD's carbon plans	394	89

Ideas for future E-Blasts:

- SWAT Municipal Team ideas – one page Polymer projects
- Storm sewers E-blast, highlight competitive choice, taxpayer savings, carbon footprint.
- Promote Handbook and downloading capabilities
- Dispel myths about CSP, water chemistry
- SWM – maintenance & cleaning, less trucks, social aspect
- Mailchimp – continued tagging data base of 4,794 to differentiate and target specific groups (DOT, Municipalities, Consultants, Suppliers, Quebec (French E-blasts), Private, Agencies, etc.

e) **French Translation of documents update**

Documents completed since last meeting:

TB 23 Enhanced Corrosion Protection of Fasteners
Amélioration de la protection contre la corrosion des fixations de plaque structurelle

Next up:

- TB 18 CSP Certification Program
- TB 19 Structural Plate Certification Program
- TB 28 Structural Plate & Fasteners – storage
- Product Comparison reports to RCP

- Product Comparison reports to HDPE
- Product Comparison reports to PPE
- 10 Reasons why CSP

f) Education for External Customers

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. Navigating the new website

g) Education for Members

Video meeting held with Viacon Poland & Sweden on Oct 27th. Viacon reached out to discuss marketing, social media and to meet each other on screen for an exchange of ideas.

New members – introduction to CSPI & website

h) Non-Member Activities

Nothing to report

6. NCSPA Update - Diana

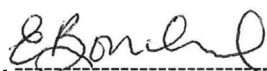
Nothing to report

7. Discussion / New Business

- Stretching your dollars – eblast on using steel versus concrete
- Student award for students – resurrect the old program, target capstone projects

8. Adjournment & next meeting at the call of the Chair

The meeting was adjourned at **12:10 pm** motioned by **Dave Newbigging** and second by **Greg Wilkinson** and was carried unanimously. Next meeting will be at the call of the chair.



Liz Bouchard
Chair



Ray Wilcock
Executive Director