



PRODUCT PROMOTION COMMITTEE Memorandum of Meeting

10:00 A.M. to Noon EST, Wednesday, April 3rd, 2024
WEBEX

Committee Attendance:

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

1. Welcome & Opening Remarks

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

2. Review Minutes of November 14th, 2023, and Approve

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

3. Strategic PPC Action Items

a) Items from the Strategic Planning sessions for discussion

Provincial associations – abstract submissions

Feb 28th	<u>Saskatchewan Public Works Association</u> Presented “Storm Sewers – Spiral Rib Pipe”, 65 in attendance.
Mar 11th	<u>Consulting Engineers Association AB</u> Presented “Rehabilitation of Buried Bridges, Culverts & Storm Sewers” with Ron Prychitko (Armtec), 100 in attendance.
Mar 26th - 27th	<u>Source & Stream Conference ON</u> Submitted an abstract for SWM systems – not accepted.
Jun 5th - 7th	<u>Canadian Society of Civil Engineers Association (in Niagara ON)</u>

Submitted 4 abstracts, 3 accepted:
1. Carbon Footprint of CSP
2. Rehabilitation
3. Storm Sewers
Submitted 3 papers, pending review.

b) Social Media Committee Update

Members

Liz Bouchard	Armtec	Graham Brett	Frontier
Matt Field	Atlantic	Mike Williamson	Hubb-Cap
Ray Wilcock	CSPI		

- LinkedIn 901 followers, up 175 over last meeting.
- Average of 4 postings per week.
- Met twice thus far in 2024, next meeting May 9th (WEBEX).
- Analytics reviewed at each meeting.

Analytics since November 4th meeting:

- 1,871 reactions, up 17.5%
- 24 comments, up 60%
- 8 reposts, down 71%
- Impressions – 52,763 Organic
- 761 page views, up 22% (239 desktop, 522 mobile)
- 288 unique visitors, up 37%
- Top visitor demographics (Sales 15%, Bus Dev 8%, Eng 7%,)
- Top post “Hubb-Cap transporting a riveted pipe in the 1930’s” 66 likes
- 2nd top post “Storm Water Management in Grigny France” 65 likes
- 3rd top post “A Photo worth Painting in Canmore AB” 55 likes

Future action:

- CSA G401
- Promote EPD’s / carbon calculator
- Continue to invite engineering groups / others / students

Discussion:

- When we reach 1,000 followers, post, and E-Blast.
- When a new post is live, let all members know via email to review and like.
- Use European storm water management photos and relay benefits.
- Please send any old photos as these generate a tremendous amount of interest.
- Restate @ addresses below photo as they may not be arriving at member company emails. When tagging, they should turn blue.

c) Marketing ideas / Promotion discussion

No discussion.

4. New Website in WordPress – Launched / Review

- Launched in December
- Changed from www to https for authentication
- <https://cspi.ca>

Next steps:

- Present Google Analytics at June Meeting
- Install “Seeing is Believing” map

5. Projects for PPC

a) 2024 TAC Spring Meetings & September Conference

- 2 abstracts submitted / not accepted for September conference in Vancouver.
- Attend as a delegate.

Spring Meetings (virtual)

- Apr 5th Structures Committee
 - Apr 25th Climate Change Integrated Committee
 - Apr 26th Environmental Legislation Committee
 - May 1st Environmental Issues Committee
 - May 2nd Environmental & Climate Change Council
- Ideas for abstract 2025 submissions?
 - [Resiliency of buried structures](#)
 - [Flooding, Fires, sizing of structures, headwalls](#)

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	Accepted

Past submissions to MEA ON, NWOWWC, & Water Canada

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

Discussion / Action:

- [Please reach out when provincial associations solicit speakers.](#)

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

No discussion.

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

Members	225	French & English
Readers	2,696	French & English
University	120	French & English

Readers:

Consultants	715	Private	147
Contractors	447	Supplier	148
Municipalities	418	Associations / Agency	106
Quebec	368	Owner	7
DOT	322	International	4

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Dec 21 st	Holiday Wishes	326	44
Jan 12 th	CSPI Member Update (email)		222
Mar 14 th	Photo Contest Opener	810 (29%)	97 (43%)

- Issues with authorization and authentication completed with Mailchimp and Rebel.
- Mailchimp member list updated in January

Next up: CSA G401 – 1 copy for each member & DOT. 5 copies will be in a contest draw
Website
Webinars
SWM
EPD
Seeing is Believing Map after updated
New Carbon Calculator?

Discussion / Action:

- [E-Blast the tanks that are being used in Europe for wildfires.](#)
- [Advantages of steel in wildfire conditions.](#)

e) **French Translation of documents update**

Next up depending upon Budget review by June meeting:

- 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

Discussion / Action:

- [Look at CHAT GP for translation – have Quebec members' vet.](#)

f) Education for External Customers

Review of platforms for doing webinars inhouse.

WEBEX \$2,500
ZOOM \$1,500 - \$2,000
Others ?

Discussion on future webinars:

- Rehabilitation
- Buried Bridges
- Stormwater Management
- Sustainable Steel
- Durability

- [Review Microsoft Teams platform.](#)
- [Committee agreed that \\$2.500 per annum was good value for webinars.](#)

g) Education for Members

Feb 22nd

- MarMac webinar covering dissimilar & watertight coupling systems.
- Over 50 members attended.
- The webinar was taped and will be posted to YouTube or the member section on the website

Future Ideas include:

1. Designing for durability
 2. Water testing / results / choice of coatings
 3. Economics – comparison of steel to RCP (include environment)
 4. New members – introduction to CSPI & website
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- [Run webinars every three months for members.](#)

h) Non-Member Activities

Nothing to report

6. NCSPA Update – Diana

Idea posed by NCSPA:

CSPI & NCSPA Joint Photo Contest Initiative

Overview:

- The NCPSA would like to join forces with CSPI on the annual photo contest.

Proposal:

- The overall idea of this merger would be to make an “international” photo contest with our members helping to spread the word about the photo contest to gain more entries. We would also advertise the contest weekly amongst our own social media fanbase and email base. Considering our members’ social media presence, we could see impressions around the following:
- LinkedIn: 36,000+
- Facebook: 20,000+
- Email: 5,000+
- Note: LinkedIn and FB numbers do not reflect all the NCSPA’s members. These numbers are only pulled from 3-4 profiles. The actual numbers would be much higher.
- In return, the NCSPA would like access to the photos and mailing list entries collected from this venture. The NCSPA is also willing to help fund the prizes and nominate Diana Brooks to be a photo contest judge.

Discussion:

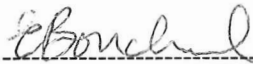
- It was agreed that for 2024, timing was too late to make this change given that the contest has been underway for some time. In addition, CSPI members will need more time to review. This idea will be on the agenda for the AGM in June to discuss for the following year 2025. The Board will need to be involved to make this decision.

7. Discussion / New Business

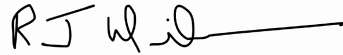
Nothing to report

8. Adjourn & next meeting at the AGM in Banff on June 17th, 2024, at the Rimrock Hotel.

The meeting was adjourned at **11:11 am** motioned by **Kamran Derayeh** and second by **Matt Field** and was carried unanimously. Next meeting in June 2024 in person.



Liz Bouchard
Chair



Ray Wilcock
Executive Director