



PRODUCT PROMOTION COMMITTEE Meeting Minutes

11:00 A.M. to 1:30 P.M. NL, Monday, June 23rd, 2025
Delta Hotel by Marriott, St. John's, NL

Committee Attendance:

Liz Bouchard (Chair)	Armtec	Colin Rojahn (abs)	CC
Roger Leger	Armtec	Mitchell Swisher (abs)	CC
Matt Field	Atlantic	Todd Gray	ACI
Amanda Coutts (abs)	E. S. Hubbell	Mike Mounts	Valgroup
Bruce Matheson	Frontier	Richard Northcutt	MarMac
Kamran Derayeh	AMD	P.C. Drouin	SDI
Derek Niezen	Ironside	Cameron Hock (abs)	Island Culvert
Byron Nelson (abs)	Leland	Diana Brooks (abs)	NCSPA
David Watson	Leland	Ray Wilcock	CSPI
Jonathan Paton	Warner		

Members in Attendance

Marcia Stinson	AMD	Pat Mayne	Atlantic
Jina Robertshaw	AMD	Stephen Ryan	Atlantic
Scott MacRae	Armtec	Ian Kalverda	E.S. Hubbell
Darren Bauman	Armtec	Mike Williamson	E.S. Hubbell
Glenn Smith	Armtec	Sherylynn Smith	Ironside
Lorne Stuckey	Armtec	Mike Green	Leland
Jason Sherwood	Atlantic	Clément George	TUBAO
Terry Dunn	Atlantic	Hadrien Le Flanchec	TUBAO

1. Welcome & Opening Remarks

Liz opened the meeting at 11:15 am and welcomed all members. Attendance was taken and is recorded above.

2. Review Minutes of March 26th, 2025, and Approve

Minutes were sent to all committee members and those in attendance. A motion for approval was made by **Mike Williamson**, second by **Roger Leger** and was carried unanimously.

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

1. Consulting Engineers Association Alberta – March 2026

Will be submitting abstract in August.

2. Canadian Society for Civil Engineering – Quebec City May 2026

Will be submitting abstract when called.

3. Ontario Good Roads Association - Toronto March 2026

Will be submitting abstract when called.

4. NWOWWC Conference – Thunder Bay ON October 16 & 17

Submitted abstract on SWM in April – no feedback yet.

Other Associations:

[SMSB](#), [AORS](#), [ORBA](#), [NWOWWC](#), [AQTR](#), [BCWWA](#) – submit abstracts when available.

b) Social Media Committee Update

Members

Liz Bouchard	Armtec	Graham Brett	Frontier
Matt Field	Atlantic	Mike Williamson	E.S. Hubbell
Ray Wilcock	CSPI		

- LinkedIn 1,185 followers, up 51 over last meeting
- Average of 4 postings per week.
- Met on April 30th, next meeting August 28th (WEBEX)
- Analytics reviewed at each meeting

- Social Committee was formed in January 2021
- LinkedIn was at 111, thus up 1,074 in 4.5 years

Analytics from March 6th, 2025, meeting:

- 27,375 impressions, down 23%
- 1,088 reactions, down 18%
- 10 comments, down 23%
- 6 reposts, down 14%
- 261 page views, down 21% (205 desktop, 56 mobile)
- 96 unique visitors, down 22%
- Top visitor demographics (Bus Dev 32%, Marketing 14%, Sales 12%)
- Top post *“Helping fish get back home to start their families under Upper Booth road in Kelowna British Columbia” 85 likes*
- 2nd top post *“CSPI Site Visit in Kingston” 51 likes*
- 3rd top post *“Sun going Down in Riverdale Manitoba” 41 likes*

Future postings:

- Photo Contest Results
- Promote EPD's / carbon calculator
- CSA G401-24
- Continue to invite engineering groups / others / students
- Please send any old photos as these generate a tremendous amount of interest

- Post a linkage to Technical Bulletins on the website to encourage hits.



Top Post



2nd Post



3rd Post

The social media slider was shown that was produced by our web designer. It requires a few updates and will be discussed at our next PPC meeting. The cost of sponsoring a Linked In post will be investigated.

c) **Marketing ideas / Promotion discussion**

Discussion & ideas:

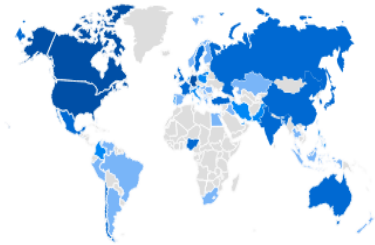
- Stelligence - discuss at next meeting and put together a subcommittee. Armtec & Atlantic are interested in this initiative.
- YouTube Channel – start posting videos, top 10 advantages
- Contest for university students – design projects
- Scholarship application – open to all students
- Mentoring students – offering guidance on their projects
- Platform – for university professors to follow giving a class presentation on the use of steel
- Add a chapter in the handbook for conducting lectures for professors
- Reach out to each professor and determine what is covered in their curriculum – survey (4 or 5 questions)
- Reach out to Lei Xu (member of CSA G401 committee) a Waterloo University professor for advice

4. Website – Google Analytics

The following analytics were displayed for the period January 1st to June 19th:



Active users by Country ID



COUNTRY	ACTIVE USERS	
Canada	1.1K	↑46.3%
United States	361	↑41.6%
Germany	346	↑1,34...
China	118	↑93.4%
India	24	↑4.3%
Australia	14	↑27.3%
Hong Kong	14	↑16.7%

This year (Jan - Today)

[View countries](#) →

Views by
Page title and screen...



PAGE TITLE AND S...

VIEWS

Home - CSPI	1.5K	↑38.1%
Resources - Technic...	425	↑7.6%
Photo Contest Submi...	798	↑6,550....
1. Resources - CSPI	188	↓5.5%
Culverts - CSPI	183	↑105.6%
Resources - Textboo...	132	↓5.7%
About Us - CSPI	130	↑54.8%

Event count by Event name



EVENT NAME

EVENT COUNT

page_view	5.2K	↑63.9%
user_engagement	4.1K	↑65.6%
session_start	2.8K	↑72.0%
first_visit	2K	↑71.4%
file_download	879	↑25.9%
scroll	767	↑120.4%
form_start	740	↑452.2%

This year (Jan - Today) [View events](#) →

Discussion & ideas:

- Determine key words to drive traffic - reach out to website designer
- What is at the top of the list on google when someone types in CSP, steel or metal pipe, for e.g.
- Look at what technical bulletins are being downloaded – view events

a) Homepage Description Review - Darren

Current description: We are an impartial organization that works with member manufacturers, engineers, and municipalities around the world, to gather data and information to make CSPI the essential information resource for water and soil management in Canada.

- The word soil management can be misleading as we focus on drainage.
- Remove impartial – replace with industry
- There is no mention of steel
- Rewrite and submit to committee for review.

Jason googled the Chat GPT version of CSPI – should we add “and buried structures.”

The Corrugated Steel Pipe Institute (CSPI) is Canada’s leading authority on corrugated steel pipe, providing technical expertise, standards development, and educational resources to promote sustainable, durable infrastructure solutions.

5. Projects for PPC

a) 2025 TAC Spring Meetings & October Conference

Attended spring meetings (virtual)

- Apr 9th Structures Committee
- Apr 10th Environmental Issues Committee
- Apr 16th Environmental Legislation Committee
- Apr 22nd Climate Change Integrated Committee
- Apr 24th Environmental & Climate Change Council

October Conference in Quebec City QC

- Abstract on "Underground Infrastructure — Getting to Net Zero" accepted.
- Presentation due end of August
- Scheduled for Tuesday October 7th at 4:00 pm
- Attend as a delegate only for conference and attend committee meetings on the 3rd, 4th & 5th.

b) Other Conferences

CSCE CA	Canadian Society of Civil Engineers
CEA	Consulting Engineers of Alberta

SPWA	Saskatchewan Public Works Association
MEA	Municipal Engineers Association Ontario
NWOWWC	Northwest Ontario Water Wastewater Conference
OGRA	Ontario Good Roads Association
ORBA	Ontario Road Builders Association
SMSB	Short & Medium Span Bridges
AQTR	Association Quebec des transports
AORS	Association of Ontario Road Supervisors
BCWWA	British Columbia Waste & Water Association
EGBC	Engineers & Geoscientists BC – submit abstract

c) **Photo Contest – 2025 program review / ideas / discussion**

Closed	May 31 st
Submissions	117 versus 200 in 2024
Winners	Announced after dinner on June 23 rd

[Add video to the list – limit the size to 30 seconds – open to all.](#)

d) **E-Blasts – 2025 results / ideas**

Members	249	French & English
Readers	2,574	French & English
University	115	French & English

Readers:

Consultants	693	Supplier	130
Contractors	407	Associations / Agency	100
Municipalities	406	University Students	13
DOT	340	Owner	6
Quebec	339	International	3
Private	137		

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Jan 9 th	2024 Year in Review		82 (34%)
Feb 24 th	Photo Contest Opener	742 (27%)	53 (21%)
Apr 22 nd	Photo Contest Reminder	754 (28%)	52 (21%)
May 20 th	Photo Contest Final Reminder	857 (32%)	77 (31%)

Future:

- Photo Contest Results
- Carbon Calculator
- CSA G401-24
- Webinars
- Tanks that are being used in Europe for wildfires
- Advantages of steel in wildfire conditions

Discussion:

- The open rate for emails to members is low, so the team was asked for any ideas to increase engagement.
- To enhance opens, spruce up titles and 2nd line. Run by committee for suggestions.

e) **French Translation of documents**

No discussion - will be pursued as budget warrants.

f) **Education for External Customers**

Webinars will be done inhouse using WEBEX or Microsoft Teams for Business.

Future webinars:

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

Include recordings of webinars.

g) **Education for Members**

Future Ideas include:

1. New members – introduction to CSPI & website (April target date)
2. Designing for durability
3. Water testing / results / choice of coatings
4. Economics – comparison of steel to RCP (include environment)

h) **Non-Member Activities**

No discussion

6. **NCSPA Update**

- Continue to post short videos (2 – 3 minutes)
- Will catch at their next meeting

7. **Old / New Business**

a) **Miami Railway Station Museum Fallout Reporting Post - Manitoba**



- Old railway bunker in Manitoba brought to the surface and made for public review.
- Reached out to CSPI to determine interest in the story and we replied positively
- [Contacted Gilles Messier – writing a book on the shelter](#)
- [Sent CSPI blueprints, however, does not have any other information](#)
- [Remove from next meeting agenda](#)

8. **Adjourn & Next Meeting in September (virtual) TBD**

The meeting was adjourned at **12:45 PM**, motioned by **Bruce Matheson** and second by **Kamran Derayeh** and was carried unanimously. Next meeting September (virtual) TBD.

Liz Bouchard
Chair

Ray Wilcock
Executive Director