

*10:00 A.M. to Noon PDT, Monday, June 15th, 2026
Delta Hotel Grand Okanagan Resort*

Committee Attendance:

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

Members in Attendance

Marcia Stinson	AMD	Jason Sherwood	Atlantic
Jina Robertshaw	AMD	Terry Dunn	Atlantic
Sarodha Rajkumar	AMD	Pat Mayne	Atlantic
Jason Johnston	Armtec	Mike Williamson	E.S. Hubbell
Scott MacRae	Armtec	Bobby Weir	MarMac
Graham Nickerson	Armtec		

1. Welcome & Opening Remarks - Roger

Roger opened the meeting at 10:40 am and welcomed all members. Attendance was taken and is recorded above.

2. Review Minutes of April 7th, 2026, and Approve

Minutes were sent to all committee members. A motion for approval was made by **Mike Mounts**, second by **Kamran Derayah** and was carried unanimously.

3. Strategic PPC Action Items

a) Provincial associations – abstract submissions

1. Consulting Engineers Association Alberta – March 8th to 10th 2026

Presented on the 9th – Sustainability of CSP.

Estimated 50 in attendance.

2. Canadian Society for Civil Engineering Quebec City – June 3rd to 5th 2026

Presented on June 3rd – Rehabilitation of CSP, SS & Buried Bridges

Estimated 80 in attendance.

Presented on June 3rd – Sustainability of CSP

Estimated 50 in attendance.

3. Ontario Good Roads Association Toronto - March 2027

Will be submitting abstracts in June.

4. NWOWWC Conference – Thunder Bay ON October 2026

Submitted abstract on SWM in April – not accepted.

5. SMSB (Short Medium Span Bridge) Vancouver - August 4th to 7th 2026

3 abstracts accepted for their 2026 conference.

3 papers submitted – accepted with revisions.

Withdrawn due to budget constraints.

b) Social Media Committee Update

Members

Greg Stubbs

Armtec

Vacant

Frontier

Matt Field

Atlantic

Cameron Hock

Island Culvert

Amanda Coutts

E.S. Hubbell

Ray Wilcock

CSPI

- LinkedIn 1,384 followers, up 18 since last meeting.
- Average of 4 postings per week.
- Met on April 23rd, next meeting July 23rd (WEBEX).
- Analytics reviewed at each meeting.
- Social Committee was formed in January 2021.
- LinkedIn was at 111, thus up 1,273 in 5.5 years

Analytics from April 7th to June 11th.

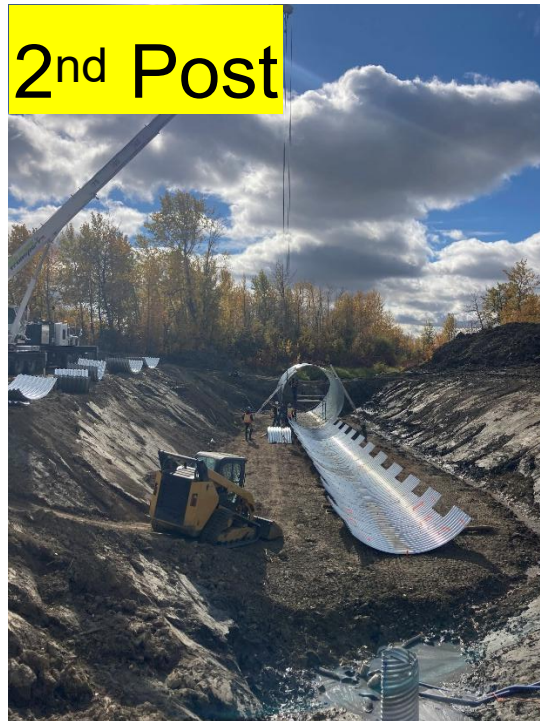
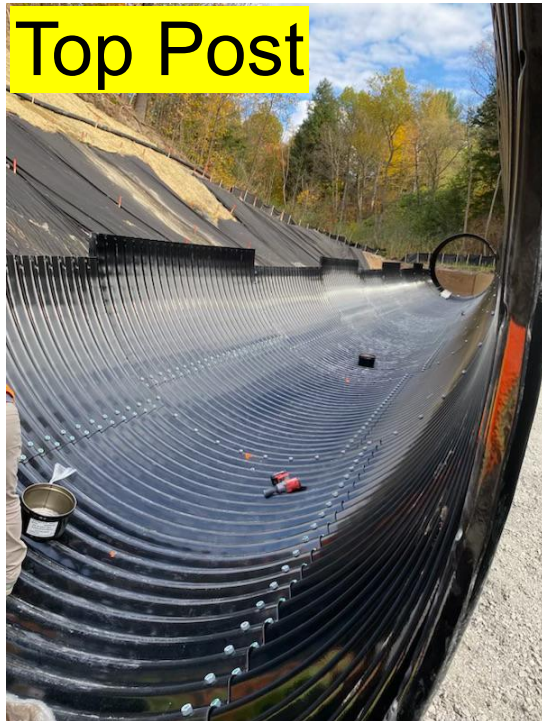
- 13,311 impressions, down 42%
- 414 reactions, down 39%
- 7 comments, down 7%
- 4 reposts, up 100%
- 85 page views, down 55% (72 desktop, 13 mobile)
- 40 unique visitors, down 53%
- Top visitor demographics (Sales 21%, Marketing 20%, Bus Dev 15%)
- Top post *"I am not finished yet in Quebec"*. **35 likes**
- 2nd top post *"A masterpiece in the making in Alberta"*. **30 likes**
- 3rd top post *"1st Reminder of 2026 Photo Contest"*. **30 likes**

Future postings:

- Photo Contest Results
- Promote EPD's / carbon calculator
- CSA G401-26

- Technical Bulletins with reference to website
- Continue to invite engineering groups / others / students
- Please send any old photos as these generate a tremendous amount of interest
- Video clips (10 seconds), start sharing when available
- Social Media slider to be posted every 6 months

Discussion: [For analytics look at 6 months, and plot each quarter](#)
[Put a QR code on college / university lectures to encourage students to follow](#)



c) Marketing ideas / Promotion discussion

1. AMD “Stelligence”

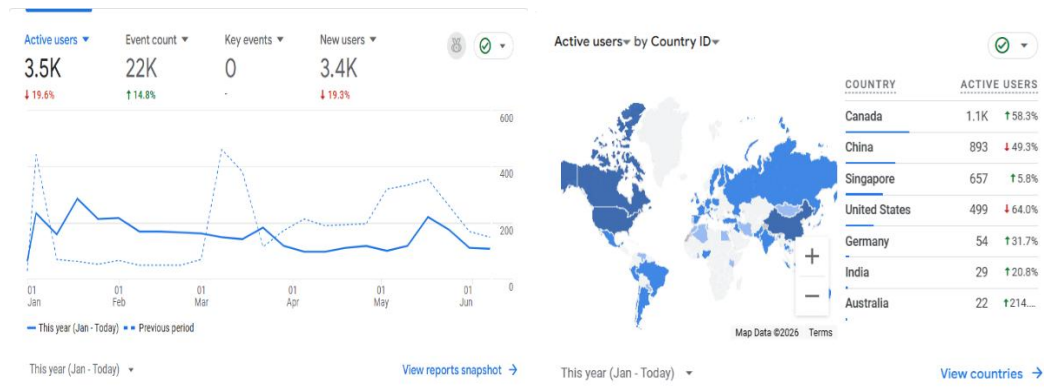
- Case Studies
- Comparing RCP to CSP (cost, sustainability, installation)
- Where to target the market

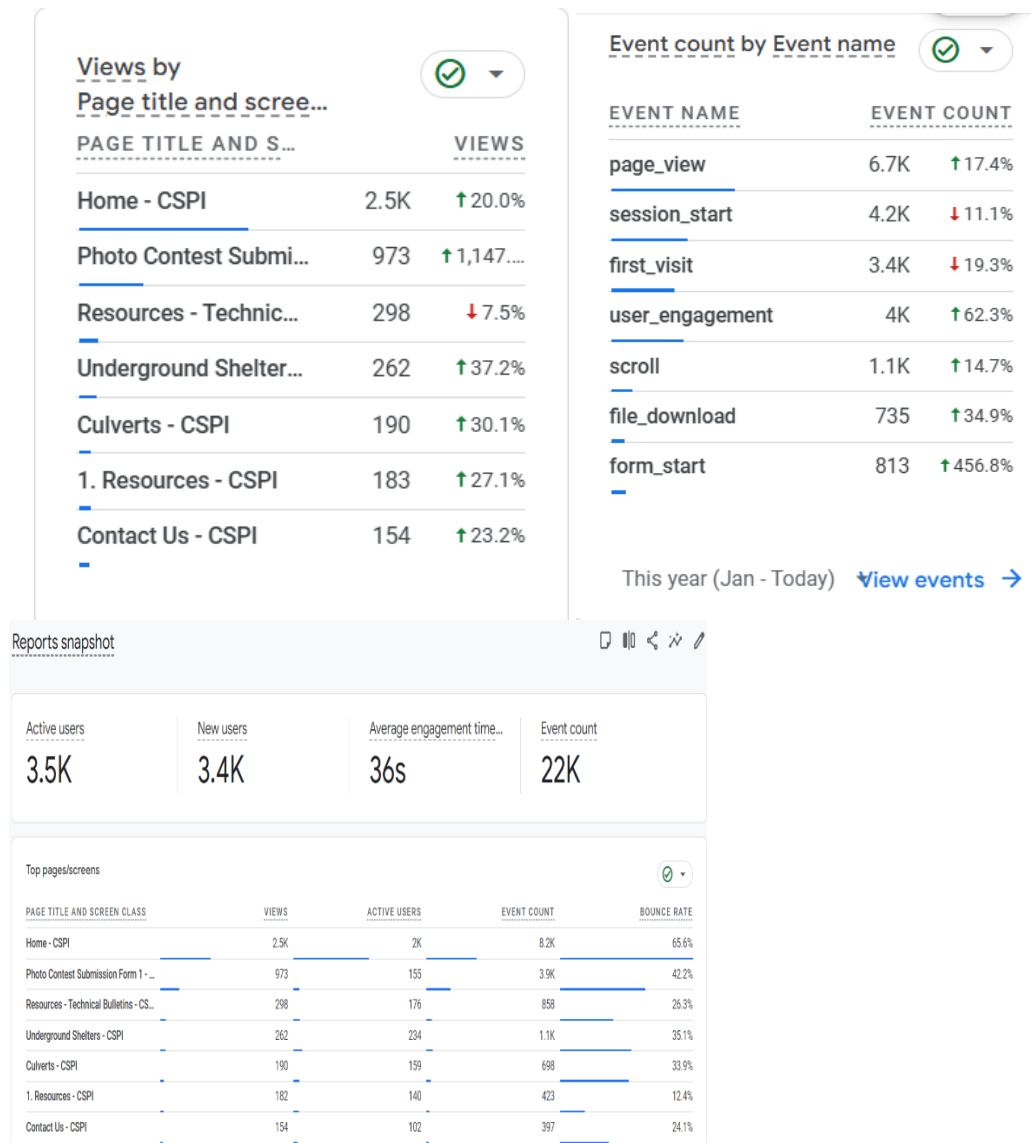
From November 2025 meeting:

- Storm sewers market – case study
- Determine interest and involvement. Include a case study from AMD – Kamran to provide.
- Makes for a great marketing tool.
- Will be reviewed at the June meeting – input from members is required.
- Kamran presented the program in detail
- Members to supply a project / design
- Consultant reviews the details and compares steel to plastic / concrete
- Place under TAC committee and form a sub-committee
- Target SWM (storage capacity)
- Identify members – put together a meeting prior to November

4. Website – Google Analytics

The following analytics were displayed for the period January 1st to June 12th.





a) **Key words to drive traffic**

Determine key words to drive traffic:

CSPI

Technical Bulletins on CSP

Photo Contest on CSP

Corrugated Steel Pipe

What is at the top of the list on google when someone types in CSP , steel or metal pipe?
Companies

Look at what technical bulletins are being downloaded – view events

- Currently with web designer – will follow this summer.

5. Projects for PPC

a) 2026 TAC Spring Meetings & October Conference in Winnipeg

Spring Meetings (virtual)

- Apr 8th Climate Change Integrated Committee
- Apr 13th Environmental Issues Committee
- Apr 14th Structures Committee
- Apr 15th Environmental Legislation Committee

Conference:

- Abstract on "*Buried Bridges*" accepted
- Paper & Presentation submitted – pending approval

b) Other Conferences

CSCE CA	Canadian Society of Civil Engineers
BCWWA	British Columbia Waste Waterworks Association
EGBC	Engineers & Geoscientists BC – member invite only
CEA	Consulting Engineers of Alberta
SPWA	Saskatchewan Public Works Association – member invite only
MEA	Municipal Engineers Association Ontario
NWOWWC	Northwest Ontario Water Wastewater Conference
OGRA	Ontario Good Roads Association
ORBA	Ontario Road Builders Association – member invite only
SMSB	Short Medium Span Bridge – every two years
AORS	Association of Ontario Road Supervisors – member invite only
AQTR	Association Quebec des Transports – member invite only

CSPI has presented to those associations in blue.

Discussion: [Reach out & offer services to Eng & Geo](#)

c) Photo Contest – 2026 program - update / discussion

Closed	May 31st
Submissions	163 versus 117 in 2025
Judged	June 5 th
Linked In Voting	Not successful
Winners	Announced tonight

Suggestions / Ideas?

1. [Add a drone category and limit it to a 20 second video.](#)

d) **E-Blasts – 2026 results / ideas / open rates**

Members	250	French & English
Readers	2,581	French & English
University	109	French & English

Readers:

Consultants	692	Supplier	118
Municipalities	440	Agency	79
Contractors	388	Associations	15
DOT	370	University Students	11
Quebec	328	Owner	5
(Break out for November)		International	3
Private	132		

<u>Date</u>	<u>E-Blasts</u>	<u>External</u>	<u>Members</u>
Jan 7 th	Webinar CSPI Website Resources		81 (32%)
Jan 8 th	Member Update for 2025		68 (27%)
Mar 26 th	Photo Contest Opener	790 (29%)	67 (27%)
May 20 th	Photo Contest Reminder	526 (20%)	71 (28%)
May 27 th	Photo Contest Final Reminder	1,075 (40%)	76 (30%)

Future: EPD's
Carbon Calculator
CSA G401-26
Advantages of steel in wildfire conditions

Discussion: [Look at Mailchimp engagement \(screen opens\) versus click rate and determine differences](#)

e) **French Translation of documents update**

Next up depending upon Budget review by mid-year:

- 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 Advantages why CSP
- Many others

Discussion: [Move 10 advantages to the top](#)
[Obtain a Chat GPT upgrade and translate to Quebec French. Have the Quebec members review prior to release.](#)

f) **Education for External Customers**

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

Topics for future webinars (attempt in 4th Q 2026):

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

Include recordings of webinars to be posted to YouTube.

g) Education for Members

Webinars held in 2026:

Jan 21 st	CSPI Resources on the Website	7 members
Feb 5 th	Same	27 members

Future ideas include:

1. Water testing / results / choice of coatings
2. Designing for durability
3. Economics – comparison of steel to RCP (include environment)

h) Non-Member Activities

No discussion.

6. NCSPA Update

Judged the Annual Project Contest in April.

Attempt to attend their monthly meetings which consist of:

Website Analytics
Linked In Postings
E-Blasts

7. **Old / New Business**

New Business:

Roger thanked Liz Bouchard for her past leadership of this committee and wished her well in retirement. He gave a nomination, Katharina Webb from Armtec who has replaced Liz Bouchard as Marketing Manager, as the new chair of PPC. CSPI reached out to Liz, and she confirmed that Katharina would make an excellent chair given her marketing background. Roger asked for a motion to approve Katharina Webb as the new chair of the PPC Committee.

A motion for approval was made by **Kamran Derayeh**, second by **Mike Mounts** and was carried unanimously. Welcome Katharina.

8. **Adjourn & Next Meeting TBD by Chair**

The meeting was adjourned at **Noon**, motioned by **Pat Mayne** and second by **Mike Mounts** and was carried unanimously.

Roger Leger
Acting Chair

Ray Wilcock
Executive Director