



COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

Tuesday, January 14, 2025

12:00 PM – 1:30 PM EST

MINUTES

Members Present	Members Absent	Guests	Staff
Daniel Bourque, Chair	Franco D'Atri	David Roberts	Joslyn Ratcliff
Thursten Simonsen, Vice Chair	Bill McQuade, CO		
Kinga Hydras			
Sandeep Mendiratta			
Brad White			
Niss Feiner			
Jeanette Hay			
Jim Arnold, BOD Ex-O			

Action Items:

CC1_01142025 – Ms. Ratcliff to check with staff as to how the new DEI email aliases will be communicated and report back to the group.

CC2_01142025 – Ms. Ratcliff will work with the group to see who from the committee might be available to act as a liaison to RP.

CC3_01142025 – Mr. White will share mark up of suggested changes to ROB 1.201.010 prior to the next Communications Committee meeting.

CC5_01142025 – Ms. Ratcliff to find out if there is any ASHRAE policy that states a committee must be grassroots in order to have centralized training.

CC4_01142025 – Ms. Ratcliff to provide historical information on meeting frequency of the committee and its (previous) subcommittees and metrics on the communications positions being filled (or not).

CC5_01142025 – Ms. Ratcliff to find out if there is any ASHRAE policy that states a committee

must be grassroots in order to have centralized training.

CC6_01142025 – Mr. White to reach out to Ms. Karine Leblanc and Ms. Pam Duffy regarding original level of effort for the Wix template creation.

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1. Mr. Bourque called the meeting to order at 12:05 PM and read the ASHRAE Value Statement.
 2. Attendance was taken and a quorum was met with five voting members on the call and two joining after roll call.
 3. The agenda was reviewed, and no changes were made. Mr. Bourque moved to approve the agenda, Mr. White seconded, and the agenda was approved with no changes.
 4. Mr. Bourque moved to approve the October 25th meeting minutes, Mr. White seconded, and the minutes were approved with no changes. 7-0-0, CV

Mr. Bourque moved to approve the unofficial November 22 meeting minutes, Mr. Feiner seconded, and the minutes were approved with no changes.

Mr. Bourque moved to approve the unofficial December 17 meeting minutes, Mr. Feiner seconded, and the minutes were approved with no changes.

5. Guest/BOD Ex-O, Coordinating Officer Reports:
Mr. Arnold shared with the committee that registrations for the Orlando Winter Conference continue to track toward Orlando being the best attended conference since the pandemic. Mr. Roberts shared that all is going well in Region X.
6. Mr. Bourque looks forward to seeing the members in Orlando. Other updates will be provided during other parts of the meeting.
7. Mr. Simonsen shared with the group that the meeting on Friday, Jan. 17 would be one of the last opportunities to make substantive changes to PAOE. The committee will review at a high level and officially submit it in Orlando. Mr. Simonsen explained one of the asks of the subcommittee is for the committee to review the numbering of its items and look into removing the decimals, i.e., having 1,2,3 instead of 1.1, 1.2, 1.3.
8. Ms. Ratcliff provided a staff report within which she offered assistance to the group as needed prior to Orlando. She also informed the group that ASHRAE staff is working on a pilot project which will allow the use of AHRAE 365 for CRCs at no cost to regions. It will be piloted for Spring 2025 CRCs and officially launched for Fall CRCs. In addition, Ms. Ratcliff reported the DEI email aliases have been created by ASHRAE IT. Mr. Bourque asked how this would be communicated, and Ms. Ratcliff took an action item to check with staff and

report back to the group. Ms. Ratcliff reported she has created a document detailing how to use the calendar functions within Basecamp, including how to make a calendar public, in response to the discussions with YEA regarding a living calendar. The document is ready for review and comment and can be found in Basecamp > Docs & Files > 2024-2025, Daniel Bourque, Chair > Living Calendar. After the group has had time to comment, Ms. Ratcliff will share the document with the YEA staff liaison. The group was asked to comment within the next week.

CC1_01142025 – Ms. Ratcliff to check with staff as to how the new DEI email aliases will be communicated and report back to the group.

9. Action Items were reviewed and updated.
10. Mr. Feiner presented [*Proposal: Promoting ASHRAE Membership through Personal Stories and Multilingual Interviews*](#), written in response to CC_2_1025, details of which are available in the [October 25, 2024 meeting minutes](#). Due to timing, this will be further reviewed and discussed on Basecamp and during the next Committee meeting in order to formulate responses for MBO B and MBO C.
11. Ms. Hay presented [*RESOURCE FOR DELIVERING SPONSOR VALUE: TEMPLATES, TOOLS, AND BEST PRACTICE*](#), regarding both Communications Committee MBO #1 and CC4_08-30. Ms. Hay suggested this document be shared with RP for their comment. The committee was impressed with the caliber of the first draft produced by Ms. Hay and complimented her extensive and thorough efforts. Once final, ASHRAE staff can apply ASHRAE branding to finalize the deliverable. A customizable Canva template was also discussed as something based on the document that chapters could customize based on their individual needs. Society could help with this if needed.

Ms. Hay offered that a similar document for CRCs could be created, pulling from [the CRC manual](#).

Mr. Bourque suggested including information about who is responsible for each item within the checklist.

Mr. Mendiratta suggested sharing the document with chapters and chapter teams for additional feedback before the final deliverable is created by staff.

Mr. White suggested sharing with RCC for suggestions of who to share with, and a goal of having feedback by the conference.

Mr. Bourque suggested that liaisons to other committees could share the draft [*RESOURCE FOR DELIVERING SPONSOR VALUE: TEMPLATES, TOOLS, AND BEST PRACTICE*](#), with the committees they are liaising with in Orlando.

Mr. White and Mr. Simonsen confirmed they would share with Membership Promotion and

CTTC Respectively.

The committee has not yet determined a liaison for RP. Ms. Ratcliff will work with the group to see who from the committee might be available to act as a liaison to RP.

CC2_01142025 - Ms. Ratcliff will work with the group to see who from the committee might be available to act as a liaison to RP.

12. Mr. White reviewed progress regarding [MBO 6](#) and CC8_08-30 and asked about the phrasing of “not to include Marketing content”. Mr. Bourque shared he believes some marketing content is OK. Mr. White will send Ms. Ratcliff the mark up following the committee meeting.

CC3_01142025– Mr. White will share mark up of suggested changes to ROB 1.201.010 prior to the next Communications Committee meeting.

13. Mr. Bourque presented a Draft Response for [MBO C](#) and opened it up for wordsmithing and comment from the group.

Mr. Feiner suggested perhaps mingling at the conference and simply asking for people’s thoughts directly. Mr. Bourque agrees and noted that was his intent when he used the word “discussions” in the draft. Mr. Feiner also asked if it would be possible to have session monitors survey people, or to provide a survey during the sessions. Mr. White provided information that the monitors are different now due to the use of QR codes and that the system is not conducive to adding to the sessions. Mr. Bourque will further edit the draft for further review with the goal of sending the completed document to Members Council.

14. Mr. Bourque mentioned that based on the eventual status of the motion to make Communications grassroots and for the committee to offer centralized training, the budget projections Members Council has asked the committee to provide in MBO A could become much more complex.
15. Mr. Bourque will reach out to Mr. D’Atri regarding progress on a draft curriculum to help determine the content and length of training for any future Centralized Training or CRC Training for Communications. This draft curriculum will help inform the committee’s responses to MBO C and Motion 24-RAL.
16. Mr. Bourque discussed a [Draft Response to Motion 24-RAL](#) regarding Communications Committee becoming grassroots.

Mr. Feiner shared that if the committee was to become grassroots, it would mean that the Regional Communications Chairs would become Regional Vice Chairs and then become voting members of Society Communications committee. This would enlarge the committee. He questioned if quorum would be an issue with more voting members.

Mr. Bourque stated that meetings could be scheduled with this in mind, and Mr. Feiner said the committee should figure out the logistics. Mr. Bourque suggested historical frequency of committee meetings and metrics on the communications positions being filled (or not).

CC4_01142025– Ms. Ratcliff to provide historical information on meeting frequency of the committee and its (previous) subcommittees and metrics on the communications positions being filled (or not).

Mr. Feiner asked if the committee would benefit from potentially sending sixteen individuals to the Winter/Annual conferences.

Mr. Simonsen shared that there is currently a lot of work and not a lot of people to do the work. He also shared insight that in committees some people are more vocal, some participate (in interim meetings) more, but that in general with a larger group interim meetings are harder, so they are scheduled during the Winter/Annual conferences and provided the example of CTTC meeting between six and eight hours between Friday and Saturday at the conferences. In addition, he shared the work being done is more visible to the Regions because people are voting members with voice. He agrees interim meetings may be hard but offered perhaps they would not be needed if the work could be spread among more people.

Mr. White asked if the committee would still have appointed members if the committee was grassroots. Mr. Feiner said yes, there would still be appointed members and Mr. Simonsen provided additional details to explain that many committees end up with RVCs and then a chair and a couple of chairs (ex: first vice chair, second vice chair, etc.).

Mr. Bourque stated a first step would be centralized training, either in-person or virtual and more CRC sessions dedicated to Communications. The question was asked if the committee needs to be grassroots to have centralized training.

CC5_01142025– Ms. Ratcliff to find out if there is any ASHRAE policy that states a committee must be grassroots in order to have centralized training.

17. Mr. Bourque shared with the committee a synopsis of progress towards MBO 2 to update the WordPress theme and Wix Template. An estimate for updating the WordPress theme has been secured by the vendor based on discussions from the group assigned to the MBO and the committee will request funding to proceed. The vendor does not do Wix work, so that is not part of the estimate. Mr. White offered to reach out to Ms. Karine Leblanc and Ms. Pam Duffy regarding original level of effort for the Wix template creation.

CC6_01142025 – Mr. White to reach out to Ms. Karine Leblanc and Ms. Pam Duffy regarding original level of effort for the Wix template creation.

18. Mr. Bourque adjourned the meeting at 1:36 PM EST.