



COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

Tuesday, December 17, 2024

12:00 PM – 1:30 PM EST

UNOFFICIAL MINUTES (QUORUM NOT MET)

Members Present

Daniel Bourque, Chair
Franco D'Atri
Kinga Hydras
Jim Arnold, BOD Ex-O

Members Absent

Sandeep Mendiratta
Thursten Simonsen, Vice Chair
Brad White
Niss Feiner
Jeanette Hay
Bill McQuade, CO

Guests

David Roberts

Staff

Joslyn Ratcliff

Action Items:

Action Item: CC_1_1217: Ms. Ratcliff report back to Communications Committee when DEI positional email aliases are active.

Action Item: CC_2_1217: Ms. Ratcliff to create document on how to use calendar function of Basecamp for use for YEA live calendar request and provide to YEA staff liaison.

Reference **Action Item CC_2_1025** and October 25 meeting minutes.

Reference **Action Item CC_3_1025** and October 25 meeting minutes.

Action Item CC_3_1217: Ms. Ratcliff to review history of discussion of budget for website templates and provide to Mr. Bourque.

CC_4_1217 – Mr. D'Atri to provide suggestions for a curriculum for centralized (virtual) training based on the Office Hours available from the committee.

CC_5_1217 – Mr. Bourque to draft official response in favor of this motion using discussion points from the committee's November 22 meeting for the committee to review prior to sending back to Members Council.

1. Mr. Bourque called the meeting to order at 12:03 PM and read the ASHRAE Value Statement.
2. Attendance was taken and quorum was not met with three voting members on the call.
3. The agenda was reviewed and no changes were made.
4. Approval was delayed for the [October 25 Meeting Minutes](#). The [November 22 Unofficial Meeting Minutes](#) were acknowledged.
5. The group discussed a next meeting date of January 14, 2025 to allow the committee an additional meeting before Orlando. The committee will also hold a PAOE working group meeting session January 17, 2025. Ms. Ratcliff will send invitations for the January 14th meeting and invitations to the PAOE working group session have already been sent. The December 13 PAOE working group meeting was cancelled.
6. Mr. Arnold did not have a specific report from the Ex-O and thanked those on the call for their work.
7. Mr. Roberts, Region X Communications Chair, did not have a specific report from Region X and reported all was good in Region X.
8. Mr. Bourque did not have a specific Chair's report and stated his updates will be provided during the MBO updates portion of the meeting.
9. Mr. Simonsen was not in the meeting and no vice chair's report was provided.
10. Ms. Ratcliff provided a report from the Staff Liaison and offered assistance to anyone on the committee for their ASHRAE work and provided an update that she will have the document on how to use the Basecamp calendar posted to Basecamp for comment. In addition, Ms. Ratcliff shared the positional email aliases are being updated to include the new aliases for the DEI positions and stated she will let the group know when those are complete.

Action Item: CC_1_1217: Ms. Ratcliff report back to Communications Committee when DEI positional email aliases are active.

Action Item: CC_2_1217: Ms. Ratcliff to create document on how to use calendar function of Basecamp for use for YEA live calendar request and provide to YEA staff liaison.

11. The group discussed with intent to finalize input from Communications Committee per MBO B from Member Council: *All Standing committees should have an action to provide input to the Membership Promotion Committee on alternative methods for promoting the value and benefits of employee participation in ASHRAE and to encourage sponsorship*

and support for their employees by end of Q2. Mr. Feiner will work on this as discussed in the October 25 meeting and communicate with Mr. Bourque regarding progress.

Reference **Action Item CC_2_1025** and October 25 meeting minutes.

12. The group continued discussion from previous meetings regarding suggested MBO C from *Member Council: All Standing Committees of Member Council should include an MBO that identifies and recommends additional ways of promoting inclusion and fostering community and networking within ASHRAE in general, and within their function specifically, by the end of Q4.* Mr. Bourque and Mr. Feiner agreed this is complimentary to MBO B and the language and suggestions in MBO B can also apply here.

Reference **Action Item CC_3_1025** and October 25 meeting minutes.

13. The group discussed suggested MBO A from Members Council - *In support of the Members Council Planning Subcommittee's MBO to prepare a 2-year fiscal plan, all reporting committees should include their own MBO to review their programs, budget and expenses and make recommendations to the Planning Subcommittee by the Winter Meeting.* Ms. Ratcliff shared the template provided from Members Council and shared with the group the committee can put in the notes what the expected costs are, including for the website template enhancements once the estimate is available from ShiftWeb. Ms. Ratcliff shared that since this would be a new funding request for SY 2025, it would need to go before PLC prior to their meeting in Orlando. Mr. Bourque asked about numbers previously discussed for maintenance for the website templates, why they were not already included, and Ms. Ratcliff stated that the numbers were not provided as official to PLC and therefore were not included, but she would check the history and provide details to Mr. Bourque. It was asked if the committee should project travel and Ms. Ratcliff will ask. Mr. Bourque will fill in the numbers for consideration / committee discussion.

Action Item CC_3_1217: Ms. Ratcliff to review history of discussion of budget for website templates and provide to Mr. Bourque.

14. The group discussed *Region VII, Bluegrass Chapter (Motion #24-7-1): Communication Committee to provide virtual training to Chapter Communication Committee Chairs.* Mr. Bourque thinks this is an excellent idea and stated centralized training would be helpful for anyone that could not make an in-person meeting.

For Communications, other options besides virtual were discussed as being held during the Winter / Annual conference where people who need the training would most likely already be present, or carving out time during a CRC.

Mr. Feiner shared he's seen success with asynchronous training, where a video is provided ahead of the training, then discussed live.

The group discussed how RP and MP in-person Centralized Trainings work in terms of

length, travel, platform and when they are held. Mr. Bourque shared that currently Region II's RCC, Tom Pollard, currently provides training on History and Communications in 1.5 hour during the CRC and asked the group for thoughts on how long a Communications virtual training as described in the motion from the Bluegrass chapter should be, giving the example of four hours, and whether synchronous or asynchronous training would be preferred.

Mr. D'Atri suggested the idea of holding a meeting with all RCCs instead of all the chapter chairs due to the numbers. He also added he prefers an actual meeting/training instead of being provided with a list of videos to watch. Time limitations may prevent some from watching videos that would be able to attend a meeting.

Mr. Bourque suggested a response to this motion could be for the committee to support and provide a suggested curriculum for this training, which the committee would then implement. The standard curriculum could cover best practices based on the Office Hours the committee already has. These would serve as new information for anyone starting in a Communications role, and reinforce best practices for anyone who is not new.

Mr. Bourque asked Mr. D'Atri to provide suggestions for a curriculum for centralized (virtual) training based on the Office Hours available from the committee.

Action Item CC_4_1217 – Mr. D'Atri to provide suggestions for a curriculum for centralized (virtual) training based on the Office Hours available from the committee.

15. The group discussed the *Fall 2024 CRC Motion, Region-at-Large ASHRAE Falcon Chapter – Motion 24-RAL-1 (October 7, 2024): Designate the Communications as a Grassroots Committee and grant the same standing, privileges, and responsibilities as other Grassroots Committees*. Mr. Bourque agrees with this and will put together a draft of an official response for the committee to comment on. He referenced discussion during the November 22 meeting. Mr. Feiner asked how/if making Communications grassroots would impact quorum at Communications meetings since, if grassroots, the RCC would become members of Communications Committee. He offered suggestions of adjusting the timing and frequency of meetings if quorum became an issue as a result. Mr. Bourque stated he'd like to get Mr. Simonsen's perspective as past chair of CTTC and offered that there were differences between the two committees in that CTTC administers (various programs, Distinguished Lecturers, for example) and Communications Committee generates (content, guidance, etc.) Mr. Feiner offered that there was a previous motion for Historical to become grassroots which was struck down.

Action Item CC_5_1217 – Mr. Bourque to draft official response in favor of this motion using discussion points from the committee's November 22 meeting for the committee to review prior to sending back to Members Council.

16. 2024-2025 MBOs were discussed; no updates were available for MBOs 1,2,3 and 4. Mr.

Bourque mentioned he has volunteered to be a liaison to YEA.

17. Mr. Bourque opened the meeting up for comments from anyone attending.
 - a. Mr. D'Atri asked Mr. Bourque if he could provide pointers / advice for serving in the capacity of TAC liaison since Mr. Bourque had done it in the past. Mr. Bourque would be happy to do this and Mr. D'Atri will communicate with him directly.
 - b. Mr. Arnold shared that registration for the Orlando Winter Conference is seeing the best registration from previous conferences, signaling a rebound from the pandemic. The square footage of space at the AHR Expo is also at a high point.
 - c. The group discussed availability of hotels since the ASHRAE Headquarter hotel is fully booked and shared that the AHR Expo website is a good resource. Mr. Feiner shared the location he booked.

18. Mr. Bourque adjourned the meeting at 1:10 PM ET.