



COMMUNICATIONS COMMITTEE

2025 ASHRAE Winter Conference Meeting | Orlando, FL, USA

Hilton Orlando, Bay Hill (Lobby Level)

Saturday, February 8, 2025

11:00 AM–2:00 PM ET

With Open Discussion Office Hour Following from 2:00 – 3:00 PM

MINUTES

<u>Members Present</u>	<u>Members Absent</u>	<u>Guests</u>	<u>Staff</u>
Daniel Bourque, Chair	Kinga Hydras	Andrei Burlacu	Joslyn Ratcliff
Thursten Simonsen, Vice Chair*	Bill McQuade, CO	Aaron Bessling	
Sandeep Mendiratta		Andrea Russell	
Franco D'Atri		Cheng Leong	
Brad White		Daniel Chudecke	
Jeanette Hay		David Roberts*	
Niss Feiner		Dunstan McCauley	
Jim Arnold, BOD, Ex-o		Farhan Mehboob	
		Gursaran D (GD)	
		Mathur	
		Julia Timberman	
		Lucas Roy	
		Marco Buoni	
		Mark Miller	
		Mohamed Faizal*	
		Mohammed Murtaza*	
		Yuchen Zhang	

1. Mr. Bourque called the meeting to order at 11:08 EST and read the ASHRAE Value Statement.
2. Roll call was taken and visitors in the room were introduced.
3. Quorum was met with seven out of eight voting members in attendance.
4. Mr. Bourque facilitated an ice breaker for those attending the meeting asking individuals to share a memorably bad HVAC implementations they've witnessed.
5. Mr. Bourque moved to approve the [January 14th meeting minutes](#), Mr. White seconded, and the minutes were approved with no discussion. 7-0-0, CV.

6. The agenda was reviewed and Mr. Feiner asked to add an item concerning enhanced hybrid support for future conferences. This item was added under new business.
7. Mr. Mehboob, Mr. McCauley and Mr. Hunt apprised those in the meeting of the new ASHRAE strategic plan that will be formally rolled out in SY 2025-26.
8. Mr. Arnold presented the Leadership Presentation.
9. Mr. Bourque provided a chair's report, thanking the committee for its work and had no further matters for the report because the items would be covered later in the meeting.
10. Mr. Simonsen provided a vice chair's report covering the suggested changes to the 2025-2026 PAOE for the committee's approval. The suggested changes shown were the result of multiple working meetings of the committee. Mr. Feiner suggested the committee revisit the metrics regarding position rollover and Mr. Simonsen said he would make a note for next year. Mr. Bourque moved to accept the [2025-2026 PAOE suggested changes as presented](#). Mr. White seconded, and the suggestions were approved with no further discussion. 7-0-0, CV. The suggestions have already been shared with the PAOE subcommittee of Members Council and will be shared with Members Council directly via the committee's report to the council in Orlando.
11. Ms. Ratcliff provided a staff report and thanked the committee for their work and offered assistance with anything the committee members might need. She also reported that [the 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 has been share with the YEA staff liaison.
12. Liaisons from Communications Committee to other committees provided reports as follows:
 - Membership Promotion: Mr. White attended their meeting. The group was interested in the Dynamic Planning calendar available from Communications Committee. He shared the Resource for Delivering Sponsor Value draft created by Ms. Hay and the group did not have any major feedback. Discussion also took place regarding ASHRAE membership realignment.
 - TAC: Mr. D'Atri will attend their meeting Wednesday.
 - CTTC: Mr. Simonsen was unable to attend their Orlando meeting but reviewed their agenda and normally liaises with them every six months. A new chapter asked if it would be possible to use a digital feedback form for chapter programs like the one used at conferences within ASHRAE 365. It was shared that Ron Gagnon from Region II uses an internal Office 365 form for this.
 - Publications: Ms. Hay provided a report on the publications committee meeting. They are looking for assistance promoting the ASHRAE Journal podcasts to chapters and are interested in surveying the membership for ideas on DL topics and publications with the idea being to create publications based on DL topics. Mr. White suggested using the DL evaluation for this instead of doing a separate survey.
 - Historical: Mr. Feiner will attend their meeting Sunday. A topic of interest is the Leadership Voices series and next steps with that. ASHRAE Marketing will be helping with this initiative moving forward.

- YEA: Mr. Bourque attended and shared that video shorts were produced at the Leadership Weekend and that the group has a document on filming video. Mr. Bourque shared with them that improvements are being made to the WordPress theme and will ask them to submit descriptive text for their committee to be used in the updated theme. He also shared the [Dynamic Planning Calendar](#) with them.
 - i. Mr. Mendiratta shared that there are now new ways of filming video and shared an example he has seen where there is a static background and a user can record and submit a video straight from their computer, doing as many takes as needed. He suggested the committee look into a platform like this. Mr. Bourque stated he'd be interested in knowing what platform this is.
 - ii. Mr. Feiner suggested the eLearning platform be utilized for chapter training, for example merge the self-paced, on-demand capabilities of the platform into events like Chapter Leadership Academy.
- RP: Mr. Bourque attended their meeting and reported that the members of the committee all received copies of the [Resource for Delivering Sponsor Value](#) draft created by Ms. Hay and provided feedback that the levels may need to be adjusted to be something different (for example precious gems) instead of minerals because RP currently uses minerals.

13. Mr. Chudecke from Membership Promotion provided an update from MP. He shared with the committee that MP has a committee website on Weebly and that they have been doing a cancellation survey. In addition, he welcomed feedback on the classifications presented on the registration form. Mr. Bourque suggested a checkbox on the registration form that pulls up a list of related items members may be interested in based on their selections.

14. Communications Committee discussed the referred CRC Motion to arrive at a response which will be provided to Members Council as follows:

Motion: Communications Committee suggests Members Council moves to approve Fall 2024 CRC Motion, Region VII Bluegrass Chapter – Motion 24-7-1 (July 27, 2024) 2023: Communication Committee to provide virtual training to Chapter Communication Committee Chairs.

Answer: Communications Committee discussed and supports virtual training for Communications Chairs.

Status: Communications Committee has explored a draft curriculum for virtual training based on the committee's virtual Office Hours.

Mr. D'Atri created a [virtual training curriculum](#) that could be used for virtual training which was reviewed during the meeting to arrive at the response to Members Council.

15. Communications Committee discussed the referred CRC Motion to arrive at a response

which will be provided to Members Council as follows:

Motion: Communications Committee suggests Members Council moves to defer 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

Answer: Background information in the motion points to a lack of training for Chapter Communication Chairs. Communications Committee is currently evaluating available training options to address the gap. Communications Committee research shows there is a significantly larger number of unfilled Communications Chair positions than Chair positions of grassroots committees.

Status: Deferred until ad hoc recommendation.

Comments: The committee currently has an MBO regarding training options and is looking into these as a result of Fall 2024 CRC Motion, Region VII Bluegrass Chapter – Motion 24-7-1. An ad hoc was created at the Orlando Winter Meeting to investigate this motion further and inform Communications Committee in order to report a recommendation at the Phoenix Annual Conference.

Additionally, Communications Committee is reviewing documents where Communications is listed as “optional” to discuss the feasibility and potential outcomes of removing “optional” from the references.

Mr. Bourque formed an ad hoc to investigate the motion further. The ad hoc will be chaired by Niss Feiner with Franco D’Atri, Thursten Simonsen, and Mohammad Murtaza.

Immediate next steps of the ad hoc will be to review the Committee’s MCO and MOP for instances where communications positions are listed as optional. [Data](#) for chapter and regional positions over time in regards to positions filled, not filled, and overlap among positions was reviewed.

16. The Committee began discussion of [MBOs](#) starting with Members Council MBOs B and C and reviewed the ideas provided by Mr. Feiner. The committee agreed with and liked [the ideas Mr. Feiner drafted](#). Mr. Bourque moved to submit the ideas as presented to Members Council, Mr. White seconded. 7-0-0, CV.
17. Due to time constraints the rest of the MBOs were not discussed. Mr. Bourque asked that the next committee meeting start with MBO discussion.

18. The topic added to the agenda by Mr. Feiner regarding enhanced support for virtual/hybrid meetings at the ASHRAE conferences was not discussed due to time constraints. Mr. Feiner will write a motion for the committee's consideration for the next committee meeting. He shared that he also plans to address the ASHRAE BOD during its open session in Orlando regarding support for virtual/hybrid meetings.

19. Mr. Bourque moved to adjourn the meeting and Mr. White seconded. 7-0-0, CV.
The meeting was adjourned at 3:13 PM.

Secretary's note: No Open Office Hour occurred due to time being needed for the committee meeting and no one showing up for the Office Hour.