COMMUNICATIONS COMMITTEE

Conference Call #2 | SY 2021-2022

Thursday, September 16

11:00 AM–12:00 PM ET
8:00 AM–9:00 AM PT

MINUTES

Motions

Motion CC_2 – to approve July 15th, 2021 Conference Meeting Minutes
5-0-0, CV, Motion Passes

Action Items

Action Item CC2_1: Mr. Gupta asked Ms. Ratcliff to review the Twitter handle to reflect ASHRAE’s name. (Editor’s note – this was done following the call.)

Action Item CC2_2: Ms. Leblanc asked Ms. Ratcliff if it would be possible to create Facebook frames like what have done in the past, information to enable speakers to market the conference on their own channels and shared what has been done for the Getting to Zero conference. She asked if it would be possible for these materials to be sent to registrants automatically upon registering.

Information Items

1. Call of meeting to order

   Ms. Leblanc called the meeting to order at 11:00 AM.

2. Code of Ethics Commitment
Ms. Leblanc read the Code of Ethics Commitment.

_In this and all other ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, inclusiveness and respect for others, which exemplify our core values of excellence, commitment, integrity, collaboration, volunteerism and diversity, and we shall avoid all real or perceived conflicts of interests_

3. **Roll Call**

Quorum was met shortly after roll call with 5 voting members on the call.

4. **Approval of Minutes**

Mr. Bourque moved to approve the July 15th Conference Call Minutes; Mr. Simonsen seconded.
Motion passes 5-0-0, CV.

5. **Chair’s Report**

Ms. Leblanc provided shared with the committee that her report would be included in the MBO section.

6. **Staff Report**

Ms. Ratcliff updated the members on the upcoming Las Vegas conference and shared that registration would open the week of the conference call and encouraged everyone to register. Ms. Ratcliff also updated the committee on the Member-to-Member video series from President Schwedler and shared metrics showing that the videos were popular on Instagram.

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Mr. Bourque asked about use of hashtags on a per conference basis. Ms. Leblanc and Ms. Ratcliff shared that the #MyASHRAE is the single hashtag in use to provide continuity.

7. **MBOs**

Ms. Leblanc discussed the MBOs. Updates are reflected in [Attachment A: MBOs](#).

8. **Next Meeting**

The next meeting will take place November 11 at 11 AM ET. Prior to that the committee will host
“Office Hours” October 7th (Wordpress Template, Ms. Mangler) and November 4th (Social Media Planning, Mr. Bourque)

9. **Adjourn**

Ms. Leblanc adjourned the meeting at 12:07 ET.