



## COMMUNICATIONS COMMITTEE

### Virtual Committee Meeting

Tuesday, March 11, 2025

11:00 AM – 12:30 PM EDT

### MINUTES

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

#### **Action Items:**

**CC1\_03112025** – Ms. Ratcliff to put Mr. Feiner in touch with someone from CEC regarding enhanced virtual meetings.

**CC2\_03112025** – Ms. Ratcliff to share graphics and other elements available to use for promotion of the ASHRAE certification discount with Ms. Hay.

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#### **Part I - Administrative**

1. Mr. Bourque called the meeting to order at 12:04 PM and read the ASHRAE Value Statement.
2. Attendance was taken and a quorum was met with 4 voting members on the call and one joining after roll call.
3. The agenda was reviewed, and no changes were made. Mr. Feiner suggested adding an item to discuss Historical Committee's review of materials at ASHRAE Headquarters and will discuss during the MBO portion of the meeting.
4. Mr. Bourque moved to approve the February 8<sup>th</sup> meeting minutes, Mr. Feiner seconded,

and the minutes were approved with no changes. 5-0-0, CV

5. Mr. McQuade provided an update that the Members Council MBO check-in meeting was coming up later in the month and that there would be an Executive Committee meeting at the end of the week after which appointments will be made. He also asked if there was anything he could bring forward on behalf of the committee. In addition, he noted that he's been working with staff to streamline the Members Council meetings and considering various options such as a web call to go over motions in advance of the meeting.
6. Mr. Bourque shared that the Orlando meeting was a success for the committee and that the motions the committee worked during their meeting to respond to were presented to Members Council and moved to other bodies as appropriate and that the budget request for the WordPress theme enhancements was approved.
7. Mr. Simonsen shared that the PAOE edits made in Orlando were moved forward to Members Council and that a draft of the 2025-2026 PAOE is on track to be ready for Spring CRCs.
8. Ms. Ratcliff shared the new AI policy and reminded the group that information to reserve hotel rooms for the Annual Conference in Phoenix and travel code for transportation have been posted to Basecamp. She congratulated Ms. Hydras for being named an ASHRAE Fellow at the Orlando conference.

## **Part II - MBOs**

9. MBOs were discussed as follows:

- 1) **MBO #1 - Template / Guideline for Sponsorships - Jeanette + (Brad)**

This was presented to other committees in Orlando and feedback was received. A subsequent draft will include the feedback.

- 2) **MBO #2 - Update Website Templates - Daniel + Franco + (Brad)**

Mr. Bourque will have a draft of the boilerplate language for the next meeting. Once this is done, the vendor can begin the work since the budget was approved in Orlando.

- 3) **MBO #3 - Update CC Guidance Documents / Make Insanely Useful - Thursten + (Joslyn)**

Mr. Simonsen will review the documents and open discussions on Basecamp, with a goal of 2-3 documents reviewed this month and 2-3 more each month leading up to the Annual Conference. He offered that anyone is welcome to read through the documents and offer comments on Basecamp. Mr. Bourque suggested individuals can be assigned to documents like what was done last year.

[The working checklist of documents can be found here.](#)

- 4) **MBO #4 - Engage with CC Stakeholders (All)**

- Mr. Bourque shared that the committee had more liaisons with other committees in Orlando than ever before.
- PAOE topics have been reviewed for next Office Hour, and an Office

Hours has been set for 11 EDT on April 22 on the topic of maintaining procedural documentation, based on PAOE CC10.1 and CC10.2.

- Mr. Feiner discussed Use of Loom and perhaps using it to create a video training of procedural documentation.
- Touchpoints could include Canva, website, creating a free Loom account from scratch.

**5) MBO #5 - Create Actionable Items from 22-23 Survey**

Mr. Bourque completed this MBO prior to Orlando. [Results are posted in Basecamp here](#) and can be considered or used for inspiration for the 2025-2026 Society year.

**6) MBO #6 - Update ROB 1.201.010 (Brad)**

Mr. White has [posted suggestions to Basecamp](#). Ms. Ratcliff will format for the committee's consideration and approval prior to the next meeting. Once approved, the formatted version can be passed along to Members Council for consideration ahead of the Annual Conference.

**7) MBO A - 2-year fiscal plan**

100% Complete as of Orlando Winter Conference.

**8) MBO B - Input for MP on Value of Employee Participation in ASHRAE**

100% Complete as of Orlando Winter Conference.

**9) MBO C - Foster Inclusion + Community in ASHRAE**

100% Complete as of Orlando Winter Conference.

**10) Suggested MBO D - Evaluate and recommend a transition plan to continue and own the Leadership Voices video series (formerly a responsibility of the Historical Committee) and to provide guidance to Chapter and Regional Historians on an annual basis related to digital file storage platforms and creating/maintaining a "History" page on chapter/region websites.**

Mr. Feiner shared that Historical Committee is looking at filming Presidential Member Sheila Hayter and mentioned that he had also identified a Leadership Voices interview he conducted with David Underwood in Toronto. Ms. Ratcliff shared an update that ASHRAE's Marketing Department will be working with Leadership Voices in the future, with a goal to begin filming at the Annual Conference in Phoenix. The staff team is meeting internally and following that will be in touch with Historical Committee.

Mr. Feiner shared that Chapters and Regions can conduct Leadership Voices interviews at the local level.

Mr. Feiner discussed the "Friends of Historical Committee's (FOH)" March 7 visit to ASHRAE HQ to review items in the ASHRAE library and Archives. There is a push to digitize all the archives. IEEE has [a wiki](#) where historical items can be scanned when they are out of copyright. ASHRAE wishes to protect its intellectual property, even with items over 75 years old, so putting items in the public domain like this is a topic of discussion. FOH will also advocate for preservation of ASHRAE's extensive archives as well as hiring a staff librarian, trained in library science.

### Part III

10. Mr. Feiner will reach out to the Grassroots Ad Hoc group to schedule a meeting to discuss Motion 24-RAL-1.
11. Centralized training, pursuant to the committee's response to Centralized Training - Motion 24-7-1, was not discussed during this virtual meeting.
12. New Business: Mr. Feiner shared with the group the information regarding need for enhanced virtual support at ASHRAE Winter and Annual conferences. He addressed the BOD in Orlando to make an appeal, and also added to the Communications Committee agenda in Orlando, but was not discussed due to lack of time.

Mr. Bourque suggested looping in TC 7.6 for guidance on acoustics best practices.

Mr. Feiner would like to create a motion, but does not want to get too technical. His intent is to keep things simple, for example having virtual support for all meetings at the Winter and Annual conferences including speakers and Owl cameras.

Mr. McQuade provided insight that this is something ASHRAE has worked on for many years and has come a long way despite many challenges. For example, the available bandwidth and cost can differ greatly from city to city. He cited the example of the high cost in New York City. He also mentioned that technical committee meetings may be different regarding hybrid connectivity.

Mr. Simonsen felt he could connect fairly well in Orlando where he was a virtual participant. He shared that although technology could continue to evolve, he feels ASHRAE is headed in the right direction.

It was suggested that Mr. Feiner be connected with Conferences and Expositions Committee (CEC), the group with responsibility for the Winter and Annual conferences. Ms. Ratcliff will reach out to the appropriate staff to facilitate this connection.

13. Ms. Hay drew attention to the certification promotion that mentions PAOE points in the most recent Chapter Notes newsletter and indicated chairs from her region had contacted her for more information. Ms. McQuade noted seeing this promotion as well. The way the newsletter is produced by staff was informationally touched upon. Ms. Hay asked if social media graphics could be provided for the chairs asking. Ms. Ratcliff will check on this and provide what is available as well as note for future Chapter Notes promotions that it is helpful to have ready-made graphics and copy for the chapters to easily share. Mr. Bourque shared that his Region has been able to copy and past items from the newsletter.

14. Mr. Bourque adjourned the meeting at 12:32 PM EDT.