COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

Tuesday, May 13, 2025
11:00 AM – 12:30 PM EDT

MINUTES

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

Part I - Administrative

1. Mr. Bourque noted that Mr. Simonsen would be joining the meeting around 12:20 PM so any items regarding the vice chair would be deferred until then. He then called the meeting to order at 11:04 AM EDT and read the ASHRAE value statement.
2. Quorum was not met with 4 members on the call but should be met once Thursten and/or Jeanette join.
3. The agenda was reviewed and approved.
4. Mr. Arnold did not have a formal report for the committee but mentioned this will be his last meeting as Communications Committee Ex-O although he'll try to login remotely from Phoenix. Mr. White thanked Mr. Arnold for everything he as done for ASHRAE, Communications Committee and the Region and Mr. Arnold thanked Mr. White for his work for the Region, citing his work on the website specifically.
5. Region X RCC David Roberts stated that all is going well in Region X.
6. Chair's report: Mr. Bourque did not have anything Society-level to report other than a reminder that we have an in-person meeting next month and reminded everyone to book travel and hotel. He will be rolling off as chair and accepted to be RCC for Region II and Chapter CC.
7. Vice chair's report: Mr. Simonsen reported that PAOE for 2025-26 is mostly final in has been distributed for use during the Spring CRCs.   He also let all on the call know he is accepting any input regarding 2025-26 MBOs.
8. Staff report: Ms. Ratcliff provided the group with an update on the Leadership Voices project,

noting that four videos would be filmed at the Annual Conference in Phoenix. Mr. Feiner noted that Mr. Gagnon in Region II may be a regional candidate for Leadership Voices and the question was posted about how Regional Leadership Voices should be handled. Ms. Ratcliff will get back to Mr. Feiner with more information.

9. Mr. Bourque mentioned there is consideration regarding the WordPress template being completely free verses paid.

10. Mr. White asked Ms. Ratcliff if it would be possible to redirect https://region5.ashraeregions.org/, the old site hosted by ASHRAE Society, to point to their new domain at https://ashraer5.com/, which uses the WordPress theme. Ms. Ratcliff will make a request to ASHRAE IT.

11. Mr. Bourque and Mr. White both noted the are having to click two times to enter the ASHRAE Technology Portal from the ASHRAE website. Ms. Ratcliff to reach out to the programmers to see if there is a fix.

Part II - MBOs

1. MBOs were discussed as follows:

   - **MBO #1 - Template / Guideline for Sponsorships**
     Ms. Hay received feedback during the Region VIII CRC workshops and will revise based on feedback, with emphasis on the communications deliverables. The content creation / template aspects of the guidance were well-received, noting that RP / special events teams normally handle sponsorships. Mr. Bourque asked if Ms. Hay can provide actionable checklists as part of this deliverable. Ms. Hay stated she'd post everything to Basecamp by the end of the month.

   - **MBO #2 - Update Website Templates**
     Mr. Bourque will finalize the boilerplate and then Ms. Ratcliff can engage the vendor to begin work. Mr. Feiner noted global options should be considered in the boilerplate.

   - **MBO #3 - Update CC Guidance Documents / Make Insanely Useful**
     Mr. Simonsen has a goal to continue working on this MBO. Mr. Bourque mentioned the items could be divvied up among committee members like what was done last year. The working checklist of documents can be found here.

   - **MBO #4 - Engage with CC Stakeholders**
     - Mr. Bourque would like to check in with RCCs prior to Phoenix and asked committee members to volunteer to reach out to an RCC and provide feedback to himself and Mr. Simonsen. Ms. Ratcliff will send a message to coordinate this effort.
     - Office Hours were discussed. The committee hosted an Office Hour on April 22. Ms. Ratcliff will post to ashrae.org. Topics for upcoming Office Hours were also considered. Mr. Bourque and Ms. Hay discussed an Office Hour on Star Chapter and Mr. Bourque noted the Halifax Chapter

has been looking into this and that Star Chapter would like to do a demo for the chapter. Given that Star Chapter will do demos, perhaps instead of Communications Committee focusing on this single platform in an Office Hour, the committee could connect chapters with Star Chapter. Ms. Hay agreed it would be good to get someone familiar with Star Chapter to speak to this and said she'd put together some questions she's received and will post to Basecamp.

- **MBO #6 - Review and Update ROB 1.201.010 as needed.**
  - The committee voted to approve the suggested changes to the ROB and will pass to Members Council in Phoenix.

    Mr. White moved to approve the suggested changes to update ROB 1.201.010 as indicated in the marked-up document. Mr. Bourque seconded. 7-0-0, CV.

    Ms. Ratcliff will send the suggested changes to Member Council and they will also be included in the committee's report to Members Council in Phoenix.
- MBO

12. Mr. Feiner provided an update on the Grassroots Ad Hoc. The group has met twice and will meet again on June 2, with an aim to draft a response to the motion to put forward to the full committee in Phoenix. Mr. Feiner suggested to all on the call to think about what changes the committee may need to make if the motion goes through, for example, which documents would need to be updated. Mr. Feiner reminded everyone to fill out the SWOT survey.

13. Ms. Ratcliff discussed the recent upgrade to increase the storage limit in Basecamp. With this change, individuals must now have their company listed as "ASHRAE" to add or remove people. This provides greater flexibility as to who can add/remove people, however, anyone without this setting needs to have it added by Ms. Ratcliff or another admin. The upgrade to Basecamp allows for more functionality and storage at a lower annual rate than Society was paying before. Mr. Bourque suggested that the committee next year review, with intent to provide guidance/guidelines, what should be stored on Basecamp and who can add members.

14. Due to time constraints Enhanced Virtual Meeting Capability at Society Conferences was not discussed and Mr. Bourque requested that it be moved up on the agenda for Phoenix. Mr. Bourque will reach out to Mr. Cochrane for more information about costs and complexity and it was noted that the costs of travel to the meeting and for virtual capability are complex. Mr. Feiner asked Ms. Ratcliff via email for additional information and she will provide this.

15. The next meeting of the full committee will be June 21 in Phoenix. Mr. Feiner and Ms. Hydras will not be able to attend in-person. Mr. Bourque is unsure if he will be able to attend in person at this time. The committee meeting will have virtual capability for anyone who can't attend in person.

16. Mr. Bourque adjourned the meeting at 12:39 PM EDT.