



COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

Friday, October 10, 2025

11:00 AM – 12:30 PM EDT

MINUTES

Members Present	Members Absent	Guests	Staff
Thursten Simonsen, Chair	Jeanette Hay	Kelly Williams	Joslyn Ratcliff
Sandeep Mendiratta, V. Chair	Sarah Maston, CO		
Franco D'Atri			
Ana Perez-Bustamante Garcia			
Brad White			
Carrie Brown, BOD Ex-Officio			
David Roberts			
Waqar Ali Shah			

Part 1 – Administrative

1. Mr. Simonsen called the meeting to order at 11:04 AM EDT and read the ASHRAE Value Statement.
2. Roll call was taken and quorum was met with 7 voting members on the call.
3. The agenda for the meeting was reviewed and approved.
4. Mr. White moved to approve the August 15 meeting minutes. Mr. D'Atri seconded and the minutes were approved with no discussion. 7-0-0, CV.
5. Dr. Brown did not have any updates from the BOD to share and offered to take anything from the committee to the BOD as needed. Mr. Simonsen said that the committee would be open to hearing anything regarding AI, and that there were several projects in the technology awards using AI, making it seem that AI is starting to be used in a way that impacts what is done with engineering applications.
6. Mr. Simonsen asked around the room if any other guests had reports to share and no one did.

7. Mr. Simonsen provided a chair's report stating that the MBOs are solidified and turned into Members Council. The meetings are generally set on Friday mornings, roughly monthly with the next meeting being in person at the Winter Conference. He shared that the goal is to have everyone involved with at least one MBO and that there were still opportunities to act as liaison for RCC or other committees.
8. Mr. Mendiratta provided a vice chair's report regarding PAOE. He joined the meeting but due to a fire in his office had to leave the meeting early and will be unable to attend the next meeting on October 15, 10-11:30 AM EDT due to timing and asked if someone else on the call could join on his behalf. Mr. Simonsen said that he could do this and requested the invite be passed to him and added that normally the timeline is to have the recommendations ready prior to Las Vegas. Mr. Mendiratta will look at timeline and get back to Mr. Simonsen and Ms. Ratcliff.
9. Mrs. Ratcliff shared that information regarding the Winter Conference had been sent out to the committee. She also shared that the Leadership Voices videos launched as planned in September and additional videos are planned to be filmed in Las Vegas. After Las Vegas, ASHRAE will be caught up on Presidential Members needing filmed and will shift to recording Presidential Members annually the year following their Presidential year at the Annual Conference.
10. Liaisons for other committees and to Regional Communications Chairs were discussed, with Mr. Simonsen noting that ideally everyone will volunteer, or if not he and Ms. Ratcliff will meet next week and make assignments in an equitable way.

Volunteers were assigned in the meeting as follows:

Positions still needing volunteers are highlighted.

Other Committees:

Membership Promotion (MP) - Steven Gerazounis (RCC, Region I)

Chapter Technology Transfer (CTTC) – Sandeep Mendiratta

Research Promotion (RP) – David Roberts

YEA -

Publications -Ana Pérez-Bustamante

Historical – Franco D'Atri

Technical Activities Committee (TAC) -Franco D'Atri

MTG.GenAI – Brad White and Thursten Simonsen

Regional Communications Chairs

REGION I - Steven Gerazounis -

REGION II - Daniel Bourque -

REGION III - Robert Druga -

REGION IV - Brandon Guy -

REGION V - Brad White - self

REGION VI - Roxanne Cortinas – Brad White

REGION VII - Casper Briggs – Brad White
REGION VIII - Jeanette Hay - self
REGION IX - Chris Pollow - David Roberts
REGION X - David Roberts - self
REGION XI - Nicole Dunbar -
REGION XII - Kelly Williams -Franco D'Atri
REGION XIII - Herlin Herlianika -
REGION XIV - Enea Tseno - Ana Pérez-Bustamante
REGION XV - Shailendra Kasera – Sandeep Mendiratta
REGION-AT-LARGE - Mohammed Murtaza - Waqar Ali Shah

11. [MBO Review](#)

MBO 1 - Ms. Hay, who is leading these efforts, was not on the call. Feedback received from Fall CRCs is being implemented.

MBO 2 - Each document has been assigned a year and a volunteer. Review documents in the queue for update and [who is working on each here](#). Mr. White (Basecamp), Ms. Ratcliff (Social Media Planning Calendar), Mr. D'Atri (ASHRAE Content on YouTube), and Mr. Simonsen (App Acceptable Use and Development Policy) have volunteered for the 2025 assignments.

MBO 3 – Ms. Bustamante and Mr. D'Atri have been working on suggestions for a Society-level award. The latest proposal for the award can be [found in Basecamp](#).

Dr. Brown said to tweak the first sentence, otherwise it looks good.

The number of nominations and timeline were discussed.

Mr. Mendiratta suggested giving only one recommendation per Region because three recommendations would mean potentially reviewing 48 applications. Mr. White suggested that probably not all Regions would submit that many or would even make a nomination. Mr. Simonsen suggested capping at one or two using the logic that if the award is for best in Society, it should be the best in the Region and offered that the Tech Awards get around 30 submissions. Mr. Mendiratta suggested perhaps doing one submission per Region for the first year and see how it goes.

Regarding timeline, Mr. Simonsen suggested asking for nominations by mid-July or the first week in August. Mr. Mendiratta suggested Sept. 15 due to the CRC timelines and Mr. Simonsen pointed out this may not give the committee enough time to review to provide a recommendation, so Mr. Mendiratta suggested perhaps the end of August instead and Mr. Simonsen agreed. From there having 2-3 small committee reviews by the end of September. Ms. Ratcliff will check with Ms. Masterson, staff liaison for Honors & Awards, regarding timelines and to see if having information on the award in the ROB is required.

MBO #4 - Mr. D'Atri's plan for centralized virtual training was reviewed by the committee. Mr. Simonsen will propose this existing plan to Members Council, with next steps to decide when and how this will come together without recreating content.

The suggestion was made to use the existing CRC template. Ms. Ratcliff will schedule a meeting with Mr. D'Atri, Mr. White, Mr. Simonsen and Mr. Murtaza on this MBO to determine next steps ahead of the next full committee meeting.

MBO #5 – Mr. Roberts discussed the updates he's made to the Wix template, noting that currently the Wix template and the WordPress theme look different and asked if they should look the same. Mr. White stated that if branding is similar on both, it'd be OK for them to look different; they don't need to look the same. Dr. Brown feels it'd be great for them to look as similar as possible. To address this Mr. Roberts will match the navigation of the WordPress theme in addition to adding the same boilerplate content once that is ready. He anticipates the changes to be ready by the ASHRAE Winter Conference for the Wix template.

MBO #6 – Mr. Simonsen noted many the Technical Awards had something to do with AI, indicating AI is actively being used in the industry and suggested a meeting be set up ahead of the next full committee meeting for him and Mr. White to discuss. Ms. Ratcliff will set up this meeting.

12. Mr. Simonsen asked if anyone had anything additional to bring up. No one brought up any additional topics.
13. The next meeting was set for Friday, December 12.
14. Mr. Simonsen adjourned the meeting at 12:29 PM EDT.