



**COMMUNICATIONS COMMITTEE**

**Virtual Committee Meeting**

Friday, December 12, 2025

11:00 AM – 12:30 PM EST

**MINUTES**

| <b>Members Present</b>       | <b>Members Absent</b>        | <b>Guests</b> | <b>Staff</b>    |
|------------------------------|------------------------------|---------------|-----------------|
| Thursten Simonsen, Chair     | Sandeep Mendiratta, V. Chair |               | Joslyn Ratcliff |
| David Roberts                | Jeanette Hay                 |               |                 |
| Franco D'Atri                | Waqar Ali Shah               |               |                 |
| Brad White                   | Ana Perez-Bustamante Garcia  |               |                 |
| Carrie Brown, BOD Ex-Officio | Sarah Maston, CO             |               |                 |
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**Part 1 – Administrative**

1. Mr. Simonsen called the meeting to order at 11:08 AM EST and read the ASHRAE Value Statement.
2. Roll call was taken and quorum was not met with 4 voting members on the call.
3. The agenda for the meeting was reviewed.
4. Approval of the October 10 meeting minutes was delayed until quorum was met.
5. ExO report: Dr. Brown mentioned she will set up the regular committee performance review meeting with Mr. Simonsen, Mr. Mendiratta and Mrs. Ratcliff. She acknowledged the budget would be discussed later during the call. Dr. Brown offered her assistance for any committee business and nothing was needed at this time.
6. Chair’s report: Mr. Simonsen shared that the committee would discuss MBOs later in the meeting and noted two smaller group meetings had taken place to discuss MBOs prior to this meeting and that he is excited about progress on those.

7. Vice chair's report: Mr. Mendiratta was not on the call and Mr. Simonsen asked if there were outstanding issues with PAOE. Mrs. Ratcliff stated she has provided the PAOE subcommittee Mr. Mendiratta's other email address so they can connect and Mr. Simonsen stated that the outstanding issues needed to be addressed for the committee to have input ready for Las Vegas.
8. Mrs. Ratcliff shared information on non-delivery of emails due to security measures and the need for SPF/DMARC/DKIM records in order for emails to be delivered. This issue impacts anyone sending / receiving emails and is not limited to only ASHRAE, although it has been observed at ASHRAE and is something for the committee and RCCs to be aware of.
9. Liaisons for other committees and to Regional Communications Chairs have all been assigned and invitations to Las Vegas meetings and introductions, where needed, will be or have been made. The assignments are in Basecamp and are as follows:

**Liaisons to Other Committees**

Membership Promotion (MP) - Waqar Shah (RCC Steven Gerazounis has also volunteered, liaise with Region I)  
 Chapter Technology Transfer (CTTC) - Sandeep Mendiratta  
 Research Promotion (RP) - David Roberts  
 YEA - Jeanette Hay  
 Publications - Ana Pérez-Bustamante  
 Historical - Franco D'Atri  
 Technical Activities Committee (TAC) - Franco D'Atri  
 MTG. GAI - (see more about this MTG here) - Brad White

**Liaisons to Regional Communications Chairs**

REGION I - Steven Gerazounis - Waqar Ali Shah  
 REGION II - Daniel Bourque - Sandeep Mendiratta  
 REGION III - Robert Druga - Franco D'Atri  
 REGION IV - Brandon Guy - Sandeep Mendiratta  
 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 - David Roberts  
 REGION XII - Kelly Williams - Franco D'Atri  
 REGION XIII - Herlin Herlianika - Ana Pérez-Bustamante  
 REGION XIV - Enea Tseno - Ana Pérez-Bustamante  
 REGION XV - Shailendra Kasera - Sandeep Mendiratta  
 REGION-AT-LARGE - Mohammed Murtaza - Waqar Ali Shah

10. [MBOs were reviewed and updated.](#)

**MBO 1** - Ms. Hay, who is leading these efforts, was not on the call. Mrs. Ratcliff will follow up for any updates.

**MBO 2** - Each document has been assigned a year and a volunteer [who as noted in Basecamp](#). Mr. White shared that based on the review he has done so far, he plans to recommend sunsetting many of the existing documents and linking to Basecamp's website instead and listing FAQs near the top of the ashrae.org page where Basecamp guidance is currently posted (ashrae.org/basecampguidance).

**MBO 3** – The draft proposal for the Excellence in Communications Award and motion Ms. Bustamente and Mr. D'Atri have been working on was discussed and can be [found in Basecamp](#). The next step will be for Mr. D'Atri to prepare a one-sheet template for submissions. He will complete this at the first of the year and following that Mr. Simonsen will ask Ms. Ratcliff to prepare an electronic vote for the committee to vote on the motion prior to the Las Vegas meeting.

**MBO #4** – Next steps were discussed to continue moving forward with centralized virtual training. Each module will be assigned to a person to create the content, and it can be decided later who will present it – the presenter does not need to be the same as the creator. The goal is to have the content drafts complete in late February or mid-March. [The outline and list of volunteers can be viewed on Basecamp](#).

**MBO #5** – Mr. Roberts will share the updates to the Wix template in Las Vegas. He has been working to make it look more like the WordPress theme. Mrs. Ratcliff will check in with Mr. Bourque regarding the boilerplate text for committees needed for the vendor to begin the updates to the theme previously discussed. There is money in the Communications Committee budget to accommodate these changes. Once the boilerplate is final, it can also be included in the Wix template.

**MBO #6** – Liaisons to other committees are asked to report back any information regarding AI use within ASHRAE that may be pertinent to Communications Committee.

11. The 2027-2028 budget was discussed and questions were raised regarding how travel costs are were calculated on the spreadsheet. Ms. Ratcliff will do further research and report back to the committee. Additionally, potential costs for the proposed Communications Chair Award have been included, although it is unknown at this time if the award will be approved and if it is approved, there is a possibility the cost could be covered by ASHRAE Foundation. The budget is due to Members Council as soon as possible at the end of 2025 / beginning of 2026.
12. The next meeting will be in Las Vegas, Saturday, Jan. 31 from 11 AM – 3 PM PST. Spring meetings will be set at that time.
13. Mr. Simonsen adjourned the meeting at 12:29 PM EDT.