



COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

Friday, April 17, 2026
11:00 AM – 12:30 PM EDT

MINUTES

Members Present

Thursten Simonsen, Chair
Sandeep Mendiratta, V. Chair
Ana Perez-Bustamante Garcia
Brad White
Carrie Brown, BOD Ex-Officio

Members Absent

Waqar Ali Shah
Jeanette Hay
Franco D'Atri
David Roberts
Sarah Maston, CO

Guests

Kelly Williams, Incoming
Mohammed Murtaza, Incoming

Staff

Joslyn Ratcliff

1. Mr. Simonsen called the meeting to order at 11:03 AM EST and read the ASHRAE Value Statement.
2. Roll call was taken and quorum was not met.
3. The agenda was reviewed and no changes were made.
4. The minutes for the March 6th meeting were acknowledged, but no comments were made. Voting was postponed until Austin due to quorum not being met.
5. Mr. Simonsen provided a chair's report letting the group know he is looking forward to Austin and highlighted that the committee will have two big things on the agenda: Virtual Centralized Training and the Excellence in Communication Award.
6. Mr. Mendiratta did not have a vice chair's report.
7. Ms. Ratcliff shared with the committee she will promote the Austin Office Hour beginning in May, with the Chapter Notes Newsletter.
8. The modules for the committee's upcoming Centralized Training were reviewed. Ms. Ratcliff offered to assist in any way needed.
9. Liaisons to other committees in Austin were reviewed and Mr. Simonson encouraged committee members to check in with the RCCs periodically. Ms. Ratcliff will invite the RCCs to the Office Hour, Austin meeting, and offer assistance they may need as they wrap up the Society year.
 - i. Mr. White will touch base with Mr. Bursill regarding MTG.GenAI
 - ii. Mr. Mendiratta will email his contact in Singapore regarding CTTC.
10. Communications Committee MBOs were discussed and [updated in Basecamp](#).
MBOs were discussed and updated as follows:
 - **MBO #1** – Create a Template/Guideline for Chapter and Regional use when soliciting

sponsorships to include a menu of available options as well as details Regions/Chapters will need for delivery.

Next step: Ms. Ratcliff will facilitate a vote via Basecamp to approve the final document, after which it will be posted online and promoted in the Chapter Notes Newsletter.

- **MBO #2** - Complete annual review and update of guidance documents provided by the committee, with emphasis on Basecamp and focus on creation of a 3-year rotation plan where every document is reviewed and updated as needed every 3 years.

Next step: Ms. Ratcliff will continue to review and revise the PDFs noted under General Basecamp Guidance on the Communications Committee page of the ASHRAE website.

- **MBO #3** - Explore establishing a Society-level Communications Award – with work from Mr. D’Atri and Ms. Pérez-Bustamante Garcia. The motion has been sent to Honors & Awards Committee for their consideration. Members Council approved and the next step is for the award to be added to the ASHRAE ROB.

Next step: **MBO 100% Complete**

Although this MBO is 100% complete, the committee discussed next steps needed earlier in the meeting to ensure submissions are received and a winner is put forward by the deadline as well as the broad process for the award being added to the ROB.

- **MBO #4** - Create curriculum for virtual training.

Next step: Members have been assigned modules to complete. Once the first drafts are completed they can be placed in the [For Review](#) folder in Basecamp. Once Reviewed, they will move to the [Final folder](#), signifying they are ready for presentation.

- i. [List of modules and to whom they are assigned is on Basecamp.](#)
- ii. [PPT templates to use are also on Basecamp.](#)

- **MBO #5** – Update Wordpress theme and Wix template.

Next step: Ms. Ratcliff to facilitate a vote to approve the committee descriptions on Basecamp. Following approval, Ms. Ratcliff will share with the vendor to begin work on the changes regarding the WordPress theme and Mr. Roberts will input them into the Wix template.

- **MBO #6** - Explore and report on needs/wants and potential capabilities of AI could be used for ASHRAE Communications needs.

Next step: The committee will not plan to produce anything this year, ceding to the MGT.AI.

11. Mr. Simonsen went around the room and asked if anyone else had anything to share. Mr. Murtaza shared he will be working on updating the module for centralized training.
12. Mr. Simonsen adjourned the call at 11:53 AM ET.