Commercial Member Steering Committee Meeting

Meeting Summary – Thursday December 16, 2010
EDA Offices
9:30 AM – 11:30 AM

Members in Attendance

Chair, Neil Sandford, , Jim Mason, George Kelly, Bob Mason, John Millar, Chuck Mossman, Steve Taylor, Paula Zarnett, Doug Westlund, EDA Staff Support Tanya Fobear, EDA Staff, Marica Macura, EDA Staff, Teresa Sarkesian

Regrets:

George Todd, Judy Simon, Bart Burman, Peter Black, Brian Hollywood (EDA Board Rep), Patrick Zirnhelt

- Welcome and Call to Order
  At approx. 9:33 am Chair Neil Sandford called the meeting to order.

- Items from Last Meeting
  At the last meeting the committee requested a chart be created to identify those commercial members who were represented on Advisory Committees and Districts. TFobear shared with the Steering Committee a chart that showed representation from commercial members at EDIST, ENERCOM and CUEE. The chart also identified nonvoting commercial members on the district executive by the districts who have chosen to have commercial members represented.

- EDA Activitiy Update – Marica Macura
  MS. Macura provided an update on EDA advocacy activities including:
    - Conservation & Demand Management
    - EDA's Streamline Regulation Project
    - Smart Grid Principles

  Ms. Macura also shared with the committee details on the 2011 Annual General Meeting "Evolving the Regulatory Framework for LDCs". Ms. Macura indicated the sponsorship package for the AGM is currently being developed and encouraged the committee if they had sponsorship ideas to share with her. Ms. Macura also reminded the Steering Committee of the protocol for Hospitality Suites taking place at the same time as EDA events at the AGM. Reminding them it is good practice not to host a competing event as it erodes the sponsorship value for those who have sponsored the EDA event. A reminder communication will be sent to all commercial members about hospitality suites in the New Year.

  The committee also asked Ms. Macura about potential forum topics for 2011. Ms. Macura encouraged the group if they had topic ideas to share with her or Ms. Fobear.

  Annual General Meeting
  The committee discussed the Sunday night reception and the contribution that they as a Steering Committee would like to make. The committee agreed to each committee member donating a 50 gift card from a place of their choice and will bring the card to the Commercial Members meeting on Sunday night to give to Neil. The committee discussed raffling the gift cards in 3 separate draws throughout the reception worth values of $100, $200 and $300. TFobear will confirm with EDA senior staff the gift card donations from the Steering Committee will be included in the opening reception.

The Steering Committee also agreed as a group to contact at least 3 commercial members to encourage them to attend the Commercial Members meeting and reception on the Sunday evening.

Update to Priority Matrix
The group discussed the Priority Matrix and suggested adding a new member initiative to the matrix. TFobear will update matrix and share with committee at next meeting. Chair Sandford also encouraged committee members to send any new member prospect ideas to Ms. Fobear

Review Wording for Product Search Feature Reminder Message
The committee amended the draft broadcast message to read:

Last year, the EDA introduced a search function on the EDA Members website. The search feature allows members to quickly and easily search for Commercial and Associate member services and/or products by keywords.

The keyword search operates by identifying the keywords used in commercial and associate member's individual company descriptions. The Product and Service Search feature can be accessed through the Members only section of the EDA Website via the Search Navigation or the Members Section on the left navigation page.

The EDA encourages LDC members to share this information with appropriate individuals in their organization who have occasion to engage the services of EDA Commercial and Associate members. The search feature is very useful when searching for product or service offerings.

To find out more, please visit the EDA website at http://www.eda-on.ca/eda/edaweb.nsf/(W-SearchPS)

For more information contact the EDA's Communications & Member Relations Coordinator, Tanya Fobear, at (905) 265-5351 or by e-mail at tfobear@eda-on.ca

The message will be approved and sent to LDC members in the New Year.

- EDA Activity Update – Teresa Sarkesian
  Teresa Sarkesian joined the meeting to provide a further update on the EDA's advocacy activities including The Ontario Clean Energy Benefit and the Long Term Energy Plan

- The next meeting is scheduled for

  - Friday, February 25 at 9:30am-11:30am

- Meeting Adjourned
  Chair Neil Sandford adjourned the meeting at approximately 11.34 am