

**Commercial Members Meeting**  
Meeting Summary- Monday June 16, 2008  
EDA Offices  
10 AM – 12 PM

**Members in Attendance:**

Chair David Windley, Vice Chair, Neil Sandford, Bob Mason Mason, Bob Griesbach, Peter Black, Chuck Mossman, Jim Mason, Ven Seshardri, EDA Board Representative Brian Hollywood, EDA staff Tanya Fobear, EDA Staff Anthony Rossi, Special Guest Andy Molnar

**Regrets:**

George Kelly, Bart Burman, Paula Zarnett

• **Welcome and Call to Order**

At approx. 10:06 am Chair David Windley welcomed the first meeting of the 2008/2009 Commercial Member Steering Committee to order.

• **Introduction of Members**

Committee members took turns introducing themselves.

• **Highlights of the 2007 Steering Committee**

EDA staff provided background information for new committee members on the survey that was sent to commercial members in early fall. The purpose of the survey was to receive feedback from Commercial Members to assess their satisfaction of current privileges and identify any new opportunities that may exist within their membership. 5 takeaways were identified by the committee as action items going forward.

At this meeting, the committee agreed a sub committee for each takeaway item should be developed and worked on in smaller groups. The sub committee would then report back to the Steering Committee with findings. The five takeaways are as follows, those who volunteered to spearhead the action items have been identified beside each item.

1) **EDA sponsored events and EDA driven events.**

- Provide a list of opportunities open to commercial members through EDA sponsored events and/or EDA driven events such as: presenting at events, attending events, or contributing to an EDA publication (the *Distributor*) to let commercial members know what is available to them. (**Ven Seshardi, Neil Sandford, EDA staff support Tanya Fobear**)

2) **Member attendance/participation**

- Increase commercial member engagement. An opportunity to increase commercial membership at future AGMs was discussed. Sending out communications such as frequent broadcast messages to inform commercial members of events was suggested. (**Jim Mason, EDA Board Rep. Brian Hollywood, EDA staff support Tanya Fobear**)

3) **Benefits of membership**

- From the survey, commercial members feel the benefits of commercial membership include: obtaining relevant industry/technical information and gaining marketing opportunities. These were discussed as possible action items. (**Peter Black, Bob Griesbach, EDA staff support Tanya Fobear**)

**4) Sponsorship Opportunities**

- A suggestion that several commercial members share the fees to provide sponsorship for Opening Reception at future AGMs was discussed by the committee. . **(Ven Seshardi, Neil Sandford, EDA staff support Tanya Fobear)**

**5) Additions to Commercial Member section of website**

- Christine Hallas provided committee with the current list of categories that Commercial Members classify their organizations. The categories were discussed and Ms. Hallas asked all members to provide her with recommendations to improve member categories. **(David Windley, Bob Mason, Chuck Mossman EDA staff support Tanya Fobear)**

**• Additional Discussion around the Takeaways**

It was identified that work needs to be done to encourage district representatives to involve more commercial members during the planning of district events.

It was also identified that EDA sponsored conferences such as CUEE and EDIST may want to consider having a commercial member representative from the Steering Committee sit on the planning committees as an additional attempt to get more commercial members involved.

The committee discussed the importance of providing value to LDCs and getting participation from LDCs to support commercial members. Items will be considered with volunteer subcommittees (identified above)

**• Review Terms of Reference of Commercial Member Steering Committee**

EDA staff went through in detail with the Steering Committee the Terms of Reference for the Steering Committee as well as the Guidelines for the Role of the Chair and Vice Chair. No one had any questions or comments on the Terms of Reference or Guidelines

**• Review Benefits and Privileges of Membership**

EDA staff discussed value added privileges associated with commercial membership

**• EDA Activity Update**

EDA staff provided an update of commercial member listings by category on the EDA website. Work has started on re categorizing the member listings ,at this point in time the EDA will wait for the input of the sub committee of takeaways # 5 before proceeding with the final re categorization.

**• Other Business**

The Meetings for 2008 and 2009 were discussed and scheduled until the end of January 2009

- Wednesday August 20, 2008
- Tuesday September 23, 2008
- Tuesday January 27, 2009

**• Meeting Adjourned**

Chair David Windley adjourned the meeting at approximately 12.04 pm.