

Commercial Member Steering Committee Meeting

Meeting Summary- Tuesday September 23, 2008

EDA Offices

9AM – 11AM

Members in Attendance:

Chair David Windley, Ven Seshadri, Bart Burman, Paula Zarnett, Bob Mason, EDA Board Representative Brian Hollywood, EDA staff Tanya Fobear, EDA staff Bill Hawkins

Regrets:

Bob Griesbach, Peter Black, Chuck Mossman, Neil Sandford, George Kelly, Jim Mason

- **Welcome and Call to Order**

At approx. 9:07am Chair David Windley welcomed the Commercial Member Steering Committee Meeting to order

- **Business From Last Meeting**

There was no business brought forward from the last meeting

- **Update and discussion of action items that came out of the last meeting on August 20, 2008 (Refer to updated spreadsheet for action taken and any outstanding items from subcommittees**

Additional discussion from action items

- **Subcommittee # 1- Action item- sponsorship opportunities and involvement in district events**

Potential opportunities were discussed to showcase commercial members by having a steering committee representative participate in speaking engagements at district meetings. It was discussed that meeting with district executives would be beneficial to introduce the commercial member steering committee and making them aware that commercial members are available to speak at district events.

Takeaway: EDA staff to determine how district executives put district agendas together.

Takeaway: At the Commercial Member meeting at the AGM include on the agenda for discussion - how to increase participation at district events?

Speaking opportunities- It was discussed a new feature could be added to the website that allows those looking for speakers to access the EDA website and submit their speaker request

Takeaway- EDA staff to report back to committee on how to best organize and set up speaker request feature on website

- **Subcommittee # 1- Action item – Steering Committee representatives on Mearie advisory committees (eg. CUEE, EDIST, ENERCOM)**

EDA staff reported to the committee Mearie will be forming a CUEE advisory committee early next year and welcomes a steering committee representative.

Takeaway: Steering Committee to determine at next meeting who is interested in representing steering committee on CUEE advisory committee.

Takeaway- EDA staff to determine if Terms of Reference for CUEE advisory committee exists and if so, will share with Steering Committee to help determine a representative from the steering committee

- **Subcommittee # 4- Sponsorship opportunities at AGM**

The committee discussed ideas for commercial member sponsorship at the opening reception of the AGM. The goal for sponsoring this event is to enhance the event, build excitement and raise awareness of the commercial members to LDC members.

Takeaway- Subcommittee # 4 to identify all sponsorship options, EDA staff will then review the identified sponsorship opportunities and report back to the committee. The committee will then decide which sponsorship method to pursue.

- **Subcommittee # 2- exploring how to improve the level of camaraderie between LDCs and commercial members**

It was discussed in order to gather people together for a social gathering it would be most effective to piggy back off an existing event to which members are already attending such as district meetings, forums, or AGM.

Takeaway: EDA staff to provide the list of EDA events to Subcommittee # 2 to determine which events would be best to attach a social gathering onto

- **Subcommittee # 5- Explore ways LDC members can more easily access commercial member contact information through the EDA member homepage**

EDA staff updated committee on improvements made to website.

- A link is now available to each member list from within the description of membership categories
- A section on the steering committee has been added to the commercial member listing with a link to the steering committee page
- On the steering committee representative chart, links to the company websites of the steering committee representative are now available.

- **Subcommittee # 5- Explore how commercial members can be more effectively searched by product or service category.**

EDA staff consulted with EDA's IT services and determined that a search function that allows members to be searched by keywords in the 3 line description is possible to create.

- **EDA Activity Update**

EDA staff provided an update on the renewal packages that will be sent to all commercial members in November. The committee was also informed that the EDA will be accepting nominations for the 2009/2010 Committee including the Chair and Vice-Chair roles.

EDA staff also shared highlights from the announcement made by the Minister of Energy and Infrastructure on September 18. Highlights included: the McGuinty government is directing the Ontario Power Authority to review a modest portion of its proposed Integrated Power System Plan (IPSP), focusing on renewable energy and conservation.

- **Meeting Adjourned**

Chair David Windley adjourned the meeting at approximately 11:08pm

- The next meeting is Tuesday January 27, 2009 at the EDA offices