

ORCGA Events and Communication Committee Meeting Minutes

March 9, 2022

1:00 p.m. – 3:00 p.m.

GoTo Meeting

Attendees:	Committee Members:	Company:	Email:
✓	Jennifer Parent	ORCGA	jennifer@orcga.com
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	Doug Lapp	ORCGA	douglas@orcga.com
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	Bill Sheane	Blue Water Ideas	bluewaterideas@gmail.com
	Jeremy Long	Vivax	jeremy.long@vxmt.com
✓	Stephen Huza	Drain-All	Stephen.Huza@drainall.com
	Kyle Winters	Competers	kyle@competers.com
✓	Nicole Evans	Planview	nicole.evans@planview.ca
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	Angela Watson	JJEI	awatson@jjei.com
✓	Kathryn Karn	G-Tel	kkarn@gtel.ca
	Jeremy Sherman	Niagara Region	
✓	Anne Ho	Enbridge	Kaitlyn.OHara@enbridge.com
	Laurie LeBlanc	T2 Utility Engineers	Laurie.LeBlanc@T2ue.Com
	Ben Kihara	City of Markham	BKihara@markham.ca

Agenda Item	Notes	Action Item
Review of Agenda	<ul style="list-style-type: none"> Sara reviewed the agenda 	
Review of Draft Minutes	<ul style="list-style-type: none"> Sara reviewed the minutes from the last meeting 	Motion to pass minutes: Stephen Huza Second: Anne Ho
2022 Symposium Wrap Up	<ul style="list-style-type: none"> Rebecca presented the DPS wrap up information: <ul style="list-style-type: none"> Attendance General feedback Event Stats (compared 2021 to 2022) Discussion forums were a bust – no one attended – promoted as much as possible Waiting for exhibitor survey results Videos are available on demand Overall, it was a success 	

<p>Dig Safe Month Ideas/Discussion</p>	<ul style="list-style-type: none"> • Narcity or BlogTO – have them run a story • City of Toronto or Toronto Star – use their social media • Linked In – Safety Ad videos (short) – short videos of what happens when you don't dig safe (near miss) • Welcome wagon – cities that do them – give something to add • Toronto Hydro <ul style="list-style-type: none"> ○ Updating webpages ○ Articles in email and newsletter ○ Social media content ○ Press Release – collaborative • More social media presence • Media package – all membership can weigh in – collaborative with all members – social media oriented • OOC <ul style="list-style-type: none"> ○ Working on advertising campaign – available on their website in the next couple weeks • Contractor Day at Home Depot (not sure if they still do this) – with their permission – set up a booth – give out information/swag bag – coordinated effort <ul style="list-style-type: none"> ○ Canadian Tire, Rona, etc. • Logo on the receipt from big box stores – ads on the side of the cart return corral • Have university students create a short video (volunteer to enter, prize) • Photo of residential property – underground view – image of what is buried and what they could be hitting • YouTube - Practical Engineering – Grady – all his videos are of interest to our industry – he has a large following and trends often 	
<p>General Event Update 2022</p>	<p>Golf</p> <ul style="list-style-type: none"> • June 15th: 8 a.m. registration – need volunteers • We have started promoting Golf on social media • Sponsorship opportunities have gone out to Platinum and Gold annual sponsors. Silver and Bronze will receive it next • We need lots of prizes and donations • Rebecca is doing a site visit at the end of March 	<p>Volunteers Needed</p> <p>Please let Rebecca know if you can donate prizes, gift cards, etc.</p>

	<ul style="list-style-type: none"> • Golf cart shortage – we can not have more than 288 golfers (until we have more information about whether the carts are in) <p>Locate Rodeo</p> <ul style="list-style-type: none"> • Decided on Georgian College • August 11-12 or August 18-19: once the date is confirmed Rebecca will let everyone know • Will need lots of volunteers for this event 	
Round Table Discussion	<ul style="list-style-type: none"> • Nicole – no longer with Top Shelf – now at PlanView – sending Ashleigh updated information • Going to change the meetings from 1:00 – 2:30 p.m. • Grace has stepped down from second co-chair – looking for a replacement <ul style="list-style-type: none"> ○ Not a huge time commitment • Links for Dig Safe Month: <ul style="list-style-type: none"> https://instapage.com/blog/mobile-ad-platforms https://www.narcity.com/news-tip 	Looking for a second co-chair – interested or nominations: email Rebecca

Next meeting Dates:

- April 13
- May 11
- June 8
- July 13
- August 10
- September 14
- October 12
- November 9
- December 14