

**June 4, 2024****9:00 a.m. to 12:00 p.m.****Meeting: ESA Provincial Office  
and via Zoom**

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<b>Present:</b>	Sandy Manners (Chair)	Larry Allison
	Lucy Becker	Jennifer Reynolds
	Sunaina Menezes	
<b>Regrets:</b>	N/A	
<b>ESA Staff:</b>	Saira Husain	Declan Doyle
	Ayushe Sharman	
<b>Guests:</b>	Esther Turner, MPBSD	

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**PRELIMINARIES**

The Chair welcomed members to the meeting. Members conducted a roundtable of introductions.

The Chair acknowledge the resignation of Gurvinder Chopra from the committee, and his letter of resignation was read to the attendees.

**CONFLICT OF INTEREST**

No conflicts of interest declared.

**1. APPROVAL OF AGENDA AND MINUTES**

Motion to Approve Agenda.

1<sup>st</sup>: Lucy Becker

Seconded by Jennifer Reynolds

*Carried*

Motion to Approve Minutes of February 6, 2024 meeting.

1<sup>st</sup>: Jennifer Reynolds

Seconded by Larry Allison

*Carried*

## **2. REVIEW OF ACTION ITEMS**

- Environmental Scan: Lucy Becker provided a copy of an environmental scan for review
- Continuing Education: continues to be an important issue for this committee, will continue to advocate for mandatory continuing education
- CAC Workplan: the committee agrees that the workplan needs additional time and effort to formalize, and was created without proper consultation with the committee. ESA should identify the key milestones within the year, and plan for CAC's engagement, including the business plan and the strategic planning processes. ESA should provide more context on the important initiatives, and proactively identify specific questions for the committee to consider

*Action: bring forward CAC Workplan to a future meeting for discussion*

- Annual report on activities: committee agrees that an annual report, at the end of the calendar year, drafted by staff for the committee to contribute to would be ideal

## **3. MEMBERSHIP RECRUITMENT**

The Chair recognized the departure of Gurvinder Chopra, and the discussion brought forward possibilities for recruitment to fill vacancies on the advisory council, including the use of LinkedIn, and Charity Village.

## **4. ESA STRATEGIC PLANNING**

Declan Doyle (Director of Strategy and Innovation) discussed ESA's work to develop the ESA's Strategic Plan, including the internal and external consultations underway.

Comments:

- Members appreciated the opportunity to participate in the survey, looking forward for more opportunity to contribute
- ESA should consider feedback they might be missing from other contact centres, like LDCs
- Future focus must include adopting new technology, and adapting to new marketplaces, like online platforms for products and services
- ESA should consider diversifying communications to reach different audiences

## **5. CAMPAIGN UPDATES AND PLANNING**

Saira Husain (Manager, Communications) provided a detailed update on ESA's communications campaigns, including discussing some creative concepts for an upcoming campaign revolving around Electric Vehicle charging.

Comments:

- Consider additional partnerships, including insurance companies/brokers, and other DAAs

## **6. OFFICE OF THE FIRE MARSHAL: FIRE SAFETY MANDATE AND CONSUMERS**

Sunaina Menezes provided an update and overview on the activities at the Office of the Fire Marshall

Comments:

- Value of timely and accurate data, to drive actions/awareness
- Consider opportunities to be proactive, and manage emerging threats/harms
- ECRA AC update: use of ESA app and members' support for this initiative.
- UAC update: concerns about how hot tubs are connected; education and awareness.
- OFM update: proposed changes to the Fire Code; open for comments at the moment; no changes to fire or electrical safety.

## **7. MEMBER UPDATES**

CAC Members provided brief updates on the activities at ECRA and UAC.

## **8. OTHER BUSINESS**

Nansy Hanna provided a brief update on Product Safety activities.

Members discussed moving the September meeting to August 27.

Motion to adjourn by Jennifer Reynolds

Seconded by Lucy Becker

*Carried*

**End of Consumer Advisory Council Meeting**

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***If there are any discrepancies to these minutes, please report them by email to Chair and [stakeholder.esa@electricalsafety.on.ca](mailto:stakeholder.esa@electricalsafety.on.ca)***

Next Meeting: August 27, 2024

Location: Virtual via Zoom