
May 21, 2025**9:00 a.m. to 2:00 p.m.****Meeting: In-Person @ ESA
Office, and Virtual – via Zoom**

Present:	Sunaina Menezes (Chair)	Karim Nazarali (Vice-Chair)
	Lucy Becker	Jennifer Reynolds
	Jim Boritz	Kelly McMath
	Salim Khodari	Sue Forcier
Regrets:	None	
ESA Staff:	Declan Doyle	Devin Chaudhary
	Courtney Burn	Saira Husain

1. Welcome and Preliminaries

The Chair welcomed members to the meeting.

No conflicts of interest declared. A quorum for the meeting was confirmed.

Motion to Approve Agenda.

1st: Lucy Becker

Seconded by Jim Boritz

Carried

Motion to Approve Minutes of February 12, 2025 meeting.

1st: Karim Nazarali

Seconded by Sue Forcier

Carried

2. Review of Action Items from Last Meeting

Action #1: Include a Product Safety presentation in an upcoming CAC. This action item will be completed as item 4 on the agenda.

Action #2: Update the 2025 work plan by adding preparation of the CAC annual year-end report and a safety presentation on near misses, incidents. This update has occurred, and the workplan will be circulated to members.

Action #3: Prepare recommendations to add at least two new members for the upcoming meetings. There have been efforts to recruit from the insurance industry and municipal sector, but no meaningful progress has been made.

3. ESA Strategic Plan 2025 to 2030

Declan Doyle, Director of Strategy and Innovation, presented the ESA's renewed strategy for the coming five years. Updates included the stakeholder engagement that informed the development of the renewed strategy.

- Mandatory continuing education is not included in the strategy, but CAC members reiterated their support.
- Discussion of ongoing partnership opportunities was shared, to provide concrete examples of ESA's collaboration efforts in action
- Role of climate change as a key global challenge influencing the strategy was also shared, highlighting the practical impacts of shifts to green energy, and response to extreme weather events

4. Product Safety Overview

Devin Chaudhary, Manager, Product Safety, provided a background presentation on Product Safety, highlighting the role of ESA following the Auditor General's report to focus on industrial and commercial products. Devin explained how ESA responds to reports of unapproved products, investigates incidents, and takes corrective actions when needed.

- The role and responsibility of Certification Bodies and Field Evaluation agencies was shared.
- In response to comments, there was a discussion on risks, relating to consumer versus commercial or industrial products.
- The role of Health Canada versus provincial jurisdiction was discussed, as well as ESA's proactive efforts with online marketplaces.
- The challenges for enforcement and awareness were also discussed, as the consumer marketplace is a very large market to cover.

5. Communications / Awareness Campaigns

Saira Husain, Manager of Communications, shared a comprehensive overview of the ESA's marketing campaigns from the past fiscal year, highlighting the powerline safety, 'hire an LEC', permit, and EV charger campaigns. The campaigns focused on increasing awareness of safety protocols and promoting the hiring of licensed electrical contractors. Saira emphasized the use of targeted advertising, interactive content, and

strategic partnerships to reach their audience effectively. The team won multiple awards for their creative and impactful campaigns, and plans were discussed for further optimization and expansion in the coming year.

6. UAC and ECRA Cross-Council Representation

Updates from Salim's representation at UAC included discussions on copper theft, the distinction and demarcation point for customer and utility equipment.

Jim shared that ECRA has an upcoming meeting on June 11.

7. Other Business

Members brought forward a number of items during this update:

- 2025 Safety Awards is on September 17
- Copper Theft is a prevalent LDC issue
- Updates are coming to the Fire Code, to encourage harmonization
- Members were encouraged to offer a presentation about their work/background at future meetings

8. Wrap and Adjournment

Kind words were shared from, and about, Lucy Becker, upon the completion of her CAC term. The Council discussed updating the next meeting to September 8.

The Chair brought the meeting to a close.

Motion to adjourn by Karim Nazarali

Seconded by Jim Boritz

Carried

End of Consumer Advisory Council Meeting

If there are any discrepancies to these minutes, please report them by email to Chair and stakeholder.esa@electricalsafety.on.ca

Next Meeting: September 8, 2025

Location: Virtual

ACTION ITEMS

- Action #1: Circulate the workplan, awards registration, and presentation material to committee members.
 - Action #2: Update the next meeting to September 8, 2025.
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