

Contractor Advisory Council
Minutes of Meeting

September 18, 2025
9:00am, Virtual Meeting Via Zoom

Present:

Contractors	ESA	MPBSDP	Regrets
Chris Ruber (Chair) Mat Scratch (Vice-Chair) Ryan Delisle Joe Kurpe Colin Mercier Scott Yemen	Declan Doyle Scott Eason Saira Husain Eric Kingston Alicia Smith Alex Piccini	Esther Turner	Doug McGinley Joe Kurpe Brendon Fenton Rick Leduc Deva Sarathchandran

ITEM	SUBJECT	ACTION
1.	Welcome and Preliminaries Chair welcomed the council, and CoAC members introduced themselves followed by introductions of the ESA attendees. No conflicts of interest were declared. Unanimous voice approval of the agenda for September 18, 2025 Motion: <i>Approval of the Minutes of Meeting for June 12, 2025</i> <i>Moved by: Mat Scratch</i> <i>Seconded: Ryan Delisle</i> <i>Carried</i>	
2.	Update on Membership The committee took a moment to express sincere condolences on the passing of Dave Ackison and reflect on his contributions to the committee. The committee was also informed that Doug McGinley will require a leave of absence from the committee, and it was discussed that in the short-term Beatrice Sharkey from the OEL could participate to maintain strong communication with the contracting community during this time.	

3.	Review Action Items from Previous Meeting The ESA provided three updates that reflect feedback that came through LECs, including through CoAC advocacy. Declan provided an update on credit limit predictability for LECs, and a process change that will lead to fewer surprises. Alicia provided an update on using real-life scenarios for the 'Toolbox Talks' communications, and members asked for ESA to consider taking events from the field and augmenting those into the message. Eric confirmed photo upload from camera roll will be available in next ESA ON Mobile release, and member discussed this change. The AC also discussed the possibility of discussing AI and potential opportunities at the Nov mtg.	
4.	Licensing Technology Platform Project Update Sarah Kempel and Scott Eason provided an update on the Licensing Technology Platform, including the upcoming launch on October 20. Features of the new online platform include online exam registration, document uploads, annual renewal simplification. The team also showed the updates to the 'Find an LEC' tool that will highlight those who have received sanctions, which add to consumer protection.	
5.	Communications Campaigns Update Saira Husain presented ESA's data-driven marketing approach and spent time highlighting the "Hire an LEC" campaign. The campaign focuses on encouraging homeowners to hire LECs, using a tongue-in-cheek approach that highlights the value that comes along with hiring a licensed electrical contractor. The campaign is achieving double-digit growth in the use of the ESA's 'Find a Contractor' tool. There was also discussion on more recent tactics, including leveraging airtime during Toronto Blue Jays radio broadcasts to highlight powerline safety.	
6.	New Business There was a brief update on Labour Mobility and Bill 2, for awareness of the Contractor community.	
7.	Other Business	

	Mat raised a concern for the potential for double billing, and Eric confirmed that there was no policy or procedure change, and potential issues should be escalated with the ESA channels available. Joe raised an ongoing issue with contractor off-site notifications and suggested it as a future topic of discussion. Meeting Adjournment Motion: <i>Adjourn Meeting at 11:05</i> <i>Moved by: Joe Kurpe</i> <i>Seconded: Mat Scratch</i> <i>Carried</i> Having completed the agenda, the Chair declared the meeting adjourned. Next meeting is virtual and is scheduled for Tuesday, November 4.	
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