



DRAFT - Minutes of the ECRA Advisory Council Meeting

June 11, 2025

9:00 a.m. to 1:00 p.m.

Meeting held virtually via Zoom

COUNCIL MEMBERS PRESENT	ESA EMPLOYEES PRESENT
James Boritz, CAC Nominee	Emily Larose
Larry Shaver, ECAO, Vice Chair	Sarah Kempel
Cathy Taylor, Community at Large	Shana Hole
Steve Del Guidice, OEL	Declan Doyle
Leo Grellette, ESA Nominee	Scott Eason
Kelly Casey, ESA Nominee	Saira Husain
Stephen Green, ECAO	Courtney Burn
GUESTS	REGRETS
Laura Campbell, MPBSDP	Vince De Gasperis, UCAO
Glen Hicks, Incoming MEC Chair	

AGENDA ITEM	Call to Order Notice and Quorum No conflicts were declared with the Agenda
PRESENTER	Vice Chair

WELCOME AND INTRODUCTIONS

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MOTION	The motion to accept the minutes of the February 7, 2025 meeting
MOTIONED	Cathy Taylor
SECONDED	Steve Del Guidice
	<i>Motion carried</i>

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Review of Open Action Items:

- December 2024 Board Committee Meeting update – to circulate the presentation delivered to the Board, with pre-read materials for June meeting – *complete, will be distributed with minutes from June 11 meeting*
- ECRA AC members to consider additional suggestions for the 2025 LHM – *item # 3, complete*
- Distribute draft ToR revision prior to June meeting and add review of the draft to the June agenda - *item #3, complete*
- Sylvia to send status of members' terms to ECRA AC Chair – *item # 2, complete*
- Update work plan or consider implementing other actions to be more outcome-based – *item # 3, complete*
- Master Examination Committee (MEC) Chair Update – Glen Hicks provided an update on recent exam statistics, including the number of exam sessions conducted and the overall pass rate. He also reviewed recent activities of the Master Electrician Committee (MEC), highlighting the ongoing review and development of exam questions. These updates are aligned with the release of the latest edition of the Ontario Electrical Safety Code.

AGENDA ITEM	ECRA AC Membership Update
PRESENTER	Declan Doyle – Director, Strategy & Innovation – Communication & Stakeholder Engagement

- Welcome James Boritz, the new CAC representative replacing Larry Allison
- Nick Mammoliti (Live Electric) is replacing Larry Shaver as an ECAO representative
- AMCTO position, clarification that in the updated ToR this can be any relevant constituency of ECRA's choosing
- The membership update included the departure of Larry (end of term) and Cam (stepped down), with plans to replace them, and discussions on updating the terms of reference to allow for more diverse membership
- OEL to provide a replacement nominee for Cam's position for confirmation at the September meeting
- The committee discussed extending Larry's term as acting chair to ensure continuity, as both the current chair and vice-chair positions are vacant.
- Motion made to appoint Larry as acting chair for up to 12 months.

MOTION	To appoint Larry as acting chair for up to 12 months
MOTIONED	Cathy Taylor

SECONDED

Steve Del Guidice

Motion carried

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AGENDA ITEM	MEC OEL Rep (Replacement for Doug McGinley)
PRESENTER	Declan Doyle – Director, Strategy & Innovation – Communication & Stakeholder Engagement

- OEL to provide a replacement nominee for Doug's position for confirmation at the September meeting.
- Doug to stay as a member of the MEC until a replacement is found.

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AGENDA ITEM	Terms of Reference (ToR) Revisions and Workplan Updates
PRESENTER	Declan Doyle – Director, Strategy & Innovation – Communication & Stakeholder Engagement

- The group reviewed and updated the terms of reference for ECRA AC. Limited changes included clarifying the mandate to include representation of stakeholders rather than just industry associations, and adding historical context to explain why chairs must come from specific associations.

Action Item: [Declan to circulate updated terms of reference with red-lined changes to all members for email voting before the next meeting.](#)

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AGENDA ITEM	2025 Licence Holder Meeting (LHM)
PRESENTER	Shana Hole, Licensing Manager

- The committee discussed plans for the upcoming LHM on November 27th, which will be virtual. Feedback from previous meetings reflected high satisfaction with Q&A sessions and technical content. Ideas to make the next meeting more engaging and relevant included potential speakers from STO apprenticeship programs and having the technical portion highlight the top defects. The committee also discussed including updates on enforcement actions and the importance of educating the public about licensing requirements.

- Based on input, decision to explore finding a guest speaker speak on issues with apprenticeship and supports for businesses with apprentices.
- LHM will also continue to include an agenda item on enforcement activities.

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AGENDA ITEM	Administrative Penalty Orders (APO) Update – Licence Holders
PRESENTER	Sarah Kempel and Shana Hole – Licensing Director and Licensing Manager

- An overview of the implementation of APOs within the existing compliance framework for licence holders was presented, emphasizing their use as a deterrent for serious and repeated noncompliance by contractors.
- APOs are part of a progressive approach to compliance, with factors such as severity, frequency of noncompliance, and previous history considered before issuing penalties. APOs cannot be issued simultaneously with prosecution but can be applied alongside license suspensions or revocations. The discussion also covered the criteria for determining penalty amounts, the collection process for unpaid fines, and the role of publicizing unlicensed contractors on the ESA's website to deter future noncompliance.
- APOs for Licence Holders provide another tool to address non-compliance, combat the underground economy and promote professionalism.

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AGENDA ITEM	Licensing Technology Platform (LTP) Update
PRESENTER	Sarah Kempel (Director, Licensing) and Scott Eason (Coordinator, Licensing and Renewals)

- An update was provided on the LTP project, led by Scott, who has extensive experience in licensing.
- The project aims to modernize the licensing system, making it more efficient and user-friendly for both licence holders and internal ESA staff.
- Key features include a centralized portal for all licence holder needs, increasing efficiency and transparency, enhanced complaint tracking including the ability to better track investigations and repeat offenders, and improved reporting capabilities. The system is expected to result in: easier, more efficient self-service; more accessible for everyone, less paperwork, and a leaner, more transparent licence management.
- Communications regarding the new system will be introduced in phases, supported by a structured communication plan to assist licence holders through the transition.
- The system has been designed to be intuitive and user-friendly, minimizing the need for formal training. Most users will only require basic guidance to navigate the new platform effectively. The group discussed the updated Contractor Locator tool,

which improves the transparency of LEC standing, including licence status and certain non-compliance information, and its potential impact on those involved.

- Committee members asked questions about the volume of information being published, ESA clarified that due process is followed before posting any convictions or penalties.

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AGENDA ITEM	Labour Mobility
PRESENTER	Declan Doyle – Director, Strategy & Innovation – Communication & Stakeholder Engagement

- The group discussed labour mobility within Canada, noting that while goods and code harmonization are nearly complete, equivalency for Master Electrician & Electrical Contractor licences varies by province.
- ESA will be required to implement changes under the *Bill 2 Protect Ontario Through Free Trade within Canada Act, 2025* and the Ontario Labour Mobility Act, introduced by the Government of Ontario. These legislative updates aim to reduce interprovincial barriers and support the mobility of qualified tradespeople across Canada.
- At present, ESA is looking at the labour mobility of MEs. The discussion emphasized that equivalent MEs from other jurisdictions will be subject to the similar high standards, responsibilities, and requirements as any other ME in Ontario.

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AGENDA ITEM	Strategic Overview
PRESENTER	Declan Doyle – Director, Strategy & Innovation – Communication & Stakeholder Engagement

- Declan Doyle presented the organization's renewed strategy, highlighting four strategic pillars: increasing electrical safety awareness, fostering compliance, enhancing collaboration, and evolving service delivery. The plan aims to address political, economic, social, and technological contexts while maintaining the organization's vision and values. The conversation ended with a brief discussion on modular housing and electrical safety standards.

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AGENDA ITEM	Campaigns
PRESENTER	Saira Husain, Communications Manager

- Saira provided an overview of upcoming communications campaigns to promote hiring licensed electrical contractors and filing permits.
- The campaign will build on previous successful strategies, including creative ads



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and data-driven targeting, while refining audience focus to high-growth suburbs and new Canadians.

- A new "Trojan Horse" interactive event was announced, featuring a wrapped van with improv actors, and a spin-off campaign called "Permit Pete" was introduced to drive awareness about permit requirements. The campaign will utilize multiple channels including Meta, Pinterest, YouTube, and Reddit, with measurements tracked through unique UTM codes.

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AGENDA ITEM	Thank you and Good-bye Larry
PRESENTER	All

- ESA recognized Larry Shaver's contributions to the electrical industry, including his extensive experience and affiliations, including his role as vice chair of ECRA.

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AGENDA ITEM	Round Table
PRESENTER	All

- The group thanked Larry for his contributions
- The group discussed the need for new ideas to address unpermitted work and licensing issues, with Shana inviting the group to provide input and suggestions at any time. A separate agenda item for Regulatory Compliance Program (RCP) initiatives will be tabled for next meeting.

MOTION	To adjourn meeting.
MOTIONED	Leo Grellette
SECONDED	Cathy Taylor
<i>Motion carried</i>	

ADJOURNMENT: 1:00 p.m.

End of ECRA AC meeting

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If there are any discrepancies to these minutes, please report them by email to the Vice Chair or Declan Doyle.

Next Meeting: Thurs., Sept. 11, 2025

Location: Virtual via Zoom