Ontario One Call (OOC)
Stakeholder Advisory Council (SAC)
Meeting Minutes – January 29th, 2026

The following provides meeting minutes from the Stakeholder Advisory Council (SAC) held on January 29th, 2026, at Infrastructure Ontario's office in Toronto.

Attendance:

SAC Members -

- Patrick McManus Chair (OSWCA), Moranne McDonnell as Vice Chair (Promark), Ryan Quesnel (Thomas Cavanagh Construction), Tom Aiken (Infrastructure Ontario), Ted Wigdor for Teresa Sarkesian (Electricity Distributors Association), Karen Nesbitt (AMO), Enrico Scalera (City of Burlington), Joe Salemi (Landscape Ontario), Grant Roughley (NFTC), Nadia Todorova (RCCAO), Brad Gowan (OEC), Steven Crombie (ORBA)

OOC Officials -

- Mitch Panciuk (President and CEO), Ian Simpson (Interim Vice-President of Communications and Corporate Affairs), Kristian Kennedy (Manager of Stakeholder Engagement and Education), Natalie Schnarr (Senior Project Manager)

Special Guests -

- Mary Beth Fazzari (MPBSDP)

Welcome & Opening Remarks

The Chair opened the meeting with a brief recap of key items from November 2025, including a closeout of OOC's 2025 Business Plan and a presentation of the 2026 Business Plan. Updates were provided on the Underground Infrastructure Mapping Strategy, and the Council shared their support. Progress update toward financial sustainability and cost recovery was shared as well as a draft of the SAC annual report for the Council to review and provide feedback.

The Secretariat announced the new Chair and Vice-Chair for the Council for 2026:

- **Patrick McManus**, Chair
- **Moranne McDonnell**, Vice- Chair

Awareness Research Presentation and Discussion

The Interim Vice-President of Communications and Corporate Affairs shared a presentation highlighting the results of both the 2025 Industry and Public Awareness Research studies. An overview of the research approach and methodology was shared, outlining how insights were gathered across industry and public audiences.

Results were shared on current awareness levels, highlighting both areas where we have strong awareness and understanding of the brand but also areas where we lack awareness and representation. The discussion then moved into compliance and behavioural gaps, as well as the impact of underreported incidents and damage occurrences. Misunderstandings and risk drivers were examined to show how they contribute to unsafe practices. Members had questions about methodology and advice about ways Ontario One Call could address awareness and behavioural gaps. Members highlighted ways we could gather data that would make it more digestible and make better connections between the data provided and actionable insights. The session concluded with key takeaways and recommended next steps, followed by an open discussion exploring opportunities for partnership to enhance awareness efforts moving forward.

Branding Update

The Interim Vice-President of Communications and Corporate Affairs shared a brief presentation on the status of OOC's new branding strategy, which will be a major initiative in 2026. The new logo concepts were shared, and it was highlighted that SAC members contributed to the selection of the new brand and logo. Updates and next steps were shared alongside a timeline for the 2026 brand rollout. OOC is set to familiarize the industry with the new brand throughout Q2-Q3, leading up to the official launch planned for October 2026.

SAC Annual Report

A final inaugural SAC Annual Report was shared with the Council prior to the meeting. The Council reviewed the report and shared their final feedback prior to publishing the report. It will now be published on OOC's website on the SAC page. A link will be provided for the Council to access the report.

Summary & Next Steps

Members emphasized the continued importance of SAC as a forum for collaboration and strategic guidance. The Secretariat will:

- Circulate minutes
- Share the SAC Annual Report

The Chair adjourned the meeting, followed by an in-camera session.

Next SAC meeting: May 12th, 2026. Further details to follow.