



Energy Efficiency Board Marketing Committee Meeting
Tuesday, October 18, 2018, 10:30 a.m. – 12:00 p.m.

Commissioner’s Conference Room, Department of Energy and Environmental Protection,
 10 Franklin Square, New Britain, CT

Call in number: (312) 757-3121/ Access Code: 919-413-325

Webinar link: <https://global.gotomeeting.com/join/919413325>

Meeting materials available at: <https://app.box.com/s/68findvrz12jiuhjb8x0z7anliyn5vuv>

AGENDA

1. Introduction and agenda review	10:30 — Ellen Zuckerman
2. Review and approval of the notes from the prior meeting	10:30 – 10:35 a.m. — 5 min., Ellen Zuckerman
3. Public comment	10:35 a.m. — As time is needed
4. Change in Marketing Committee	10:35 – 10:45 a.m., Jeff Schlegel
5. Revision to the 2019 Statewide Marketing Plan Budget	10:45 – 10:55 a.m., Jeff Schlegel
6. Presentation of 2019 Statewide Marketing Plan Scope, budget, and timeline for website work	10:55 – 11:10 a.m. — 15 min., Violette Radomski, Mark Grindell, Tarsha Galloway, Cheryl Mattson, Violette Radomski, Ellen Rosenthal
7. Update on the Energize CT website including localization, website security, eesmarts, and the Zero Energy Challenge	11:10 – 11:25 a.m. — 15 min., Cheryl Mattson

8. Review of Q4 Program Marketing calendars	11:25 – 11:40 a.m. — 15 min., Ellen Rosenthal, Violette Radomski, Mark Grindell
9. Discussion of 2019 Annual Legislative Report	11:40 – 11:55 a.m. — 15 min., Ellen Rosenthal, Mark Grindell
10. Other business and agenda items for the next Marketing Committee meeting	11:55 a.m. – 12:00 p.m. — 5 min., Ellen Zuckerman