Energy Efficiency Board Marketing Committee Meeting  
Wednesday, November 18, 2015, 2:30 – 4:00 p.m.  
Commissioner’s Conference Room, 10 Franklin Square, New Britain, CT

Call in number: (312) 757-3121 / Passcode: 901-929-949  
Webinar Link: https://global.gotomeeting.com/join/901929949  
Meeting Materials Available at: https://app.box.com/s/32v88wi4magf0slc39ad92yoo8wn93kc

AGENDA

1. Introduction and agenda review  
2:30 - 2:35 p.m. (5 min., Jamie Howland)

2. Monthly status updates to the Connecticut Green Bank  
2:35 - 2:40 p.m. (5 min., Jamie Howland)

3. Review of final budgets and timing of 2016 Statewide Marketing Plan campaigns  
2:40 - 2:50 p.m. (10 min., Ellen Rosenthal and Mark Grindell)

4. Update on Market Research  
2:50 - 3:15 p.m. (25 min., Mark Grindell and Violette Radomski)
• Results of post-campaign telephone survey  
• Results of online message testing panels  
• Observations from the residential focus groups  
  • 2:50 - 3:00 p.m. (10 min.)  
  • 3:00 - 3:10 p.m. (10 min.)  
  • 3:10 - 3:15 p.m. (5 min.)

5. Update on the Winterize with Energize Campaign  
3:15 - 3:25 p.m. (10 min., Ellen Rosenthal and Mark Grindell)

6. Status of Search Engine Optimization work  
3:25 - 3:30 p.m. (5 min., Cheryl Mattson)

7. Company proposed metrics and goals for social media  
3:30 - 3:40 p.m. (10 min., Cheryl Mattson)

8. Update on guidelines for third party co-branding and partnerships; approving usage  
3:40 - 3:45 p.m. (10 min., Violette Radomski)
of the Energize CT brand

9. Next Step Living recommendations on event and marketing collateral approval

3:45 - 3:50 p.m. (5 min., Jamie Howland)

10. Other Business

• Monthly reporting on Statewide Marketing activities

• Agenda items for the December Committee meeting:
  1. Results of the residential focus groups;
  2. Updated materials, collateral, and forms for 2016;
  3. 2016 Statewide Marketing Plan action plan and review of activities completed and not completed under the 2015 Statewide Marketing Plan
  4. Response to Next Step Living recommendations

3:50 - 4:00 p.m. (10 min., Jamie Howland)

• 3:50 - 3:55 p.m. (5 min., Jamie Howland)

• 3:55 - 4:55 p.m. (5 min., Jamie Howland)