



**Connecticut Energy Efficiency Board
Marketing Committee Meeting
Agenda**

Wednesday, October 6, 2011, 10:00 – 11:30 AM
Department of Energy and Environmental Protection
79 Elm Street, Hartford, CT 06106

Call-in number – 800-655-1109 Passcode – 875 8697

Meeting Materials available in box.net folder <http://www.box.net/shared/9ueio405q8u1z76d8kl0>

1. Review Agenda
2. Marketing of Lead by Example Initiative in Municipal Governments and Schools
 - Stewart Hudson, Tremaine Foundation
3. Progress Update on the Website – Tim Cole
4. Marketing Plan for 2012 High Savings Scenario – Next Steps
 - Review the revised draft marketing plan prepared by the EEB consultants, addressing comments/questions from the September EEB meeting
 - Identify/determine marketing priorities for 2011-2012
 - Next steps for the 2011-2012 marketing plan
5. Initial Marketing Review Final Report -- Status Update
 - Completion of the Final Report for the EEB meeting on October 12
6. Other