Energy Efficiency Board  
Marketing Committee Meeting  
Wednesday, January 2, 2013, 2:30 pm – 4:00 pm  
DEEP BETP, 10 Franklin Square, New Britain, CT  
Meeting Materials Available in Box.net Folder  
https://www.box.com/s/qxemu8352wcinndo9qz  
Call in 1-800-655-1109 with passcode 875-8697

Agenda

1. Introductions and review agenda
2. Update on activities and schedule for Energize CT joint marketing project and MSC  
   • Schedule and important dates ahead: public relations (PR), full launch, and website
3. Public Relations (PR) for Energize CT full launch in January 2013  
   • PR events and priorities for Governor’s appearances  
   • Other PR events and activities in addition to Governor’s appearances
4. Update on Energize CT website development and implementation  
   • Update on website schedule and specific dates/deliverables ahead  
   • Critical path activities to be completed by full launch date  
   • Future web management and MSC coordination  
   • Transition plan and hand off from CleaResult Team to MSC organizations
5. Review and discussion of winter 2012-2013 EE program marketing  
   • Review companies’ current EE program marketing activities and effects  
   • Energize CT role in EE program marketing activities
6. Other business