



**Energy Efficiency Board**

**Marketing Committee Meeting**

Wednesday, February 6, 2013, 2:30 pm – 4:00 pm

DEEP BETP – Adjudication Conference Room

10 Franklin Square, New Britain, CT

Meeting Materials Available in Box.net Folder <https://www.box.com/s/x5aobl0tvh7vy1zlp4oy>

Call in [1-800-655-1109](tel:1-800-655-1109) with passcode 875 8697

**Agenda**

1. Introduction and agenda review
2. Status update: activities and schedule for Energize CT joint marketing project and MSC
3. Energize CT website launch and implementation
  - Website schedule and specific dates/deliverables ahead
  - Roles and responsibilities: website hand off from CLEAResult Team to MSC organizations, and roles/responsibilities of EE Board consultants going forward
  - Critical path, near-term activities to be completed, associated with initial launch
  - Additional activities: website technical support, potential Phase 3 enhancements
  - Initial website traffic and analytics
4. Public Relations (PR) for Energize CT website full launch in February 2013
  - PR events and appearances of Commissioner Esty (Governor Malloy?)
  - Other PR events and activities in addition to appearances
5. Energize CT initiative description/representation and related issues
6. Review and discussion of early 2013 EE program marketing
  - Energize CT launch and relationship to 2013 EE program budgets
  - Review companies' current EE program marketing activities and effects
7. Other business