



Energy Efficiency Board Marketing Committee Meeting

July 23, 2014, 2:00-4:00 p.m.*

Commissioner's Conference Room, 10 Franklin Square, New Britain, CT

**Please note 2:00 p.m. meeting start time*

Call-in number: 641-715-3200; Code: 752154

Meeting Materials Available in Box.net Folder: <https://app.box.com/s/kvsp2p13w0tg0nukhbk>

AGENDA

1. Introduction and agenda review
2. Discussion of recent results
 - Enhanced Brand Launch campaign and post-campaign survey
 - HES Past Participant survey
3. 2015 Marketing Plan/2015 Plan Update process and timing
4. 2015 Statewide Marketing Plan discussion, including developing goals/targets for 2015
5. August 13 marketing report/presentation to the EE Board
6. Multi-state energy efficiency/renewable energy brand meeting
7. Updates on 2014 Statewide Marketing Plan and activities
 - Enhanced Brand Launch
 - Website enhancements, technical support, and usability study
 - EE Value Campaign
 - Customer Engagement efforts
8. Scheduling for future EEB Marketing Committee meetings
9. Other business