



Energy Efficiency Board Marketing Committee Meeting

Wednesday, May 17, 2017, 10:30 a.m. – 12:00 p.m.

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

Call in number: (872) 240-3212 / Passcode: 346-740-293

Webinar link: <https://global.gotomeeting.com/join/346740293>

Meeting materials available at: <https://app.box.com/s/un8appacn9u7mkm4t6ydozzkf89whz>

AGENDA

- 1. Introduction and agenda review** **10:30 - 10:35 a.m. — 5 min.,** Jamie Howland

- 2. Review and approval of the April meeting notes; Report on the April 2017 status update sent to the Connecticut Green Bank (CGB)** **10:35 - 10:40 a.m. — 5 min.,** Jamie Howland, Violette Radomski

- 3. Public comment** **10:40 - 10:45 a.m. — 5 min., or as time is needed**

- 4. Update on 2017 Statewide Marketing Plan implementation, including updates on the spring brand campaign and the results of the pre-campaign survey** **10:45 a.m. - 11:05 a.m. — 20 min.,** Mark Grindell, Ellen Rosenthal, Violette Radomski

- 5. Search engine optimization (SEO) RFP update** **11:05 - 11:10 a.m. — 5 min.,** Cheryl Mattson

- 6. Update on major enhancements to the website** **11:10 - 11:15 a.m. — 5 min.,** Cheryl Mattson

- 7. Update on the Companies' plan to market heat pump space heating** **11:15 - 11:25 a.m. — 10 min.,** Mark Grindell, Ellen Rosenthal

- 8. Company proposed goals for the "Wait 'til 8" campaign** **11:25 - 11:35 a.m. — 10 min.,** Mark Grindell, Ellen Rosenthal, Art Marcelynas

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| 9. Update on a possible Company proposal to reallocate statewide marketing dollars to programmatic marketing | 11:35 - 11:40 a.m. — 5 min., Mark Grindell,
Ellen Rosenthal |
| 10. Schedule for development of 2018 Statewide Marketing Plan | 11:40 - 11:45 a.m. — 5 min., Ellen Zuckerman |
| 11. Marketing of financing products on the Energize CT website | 11:45 - 11:50 a.m. — 5 min., Jamie Howland,
Ellen Zuckerman |
| 12. Other business and agenda items for the next Marketing Committee meeting <ul style="list-style-type: none">• Discussion on marketing of lighting• Update on 2017 Statewide Marketing Plan implementation• SEO RFP update | 11:55 - 12:00 p.m. — 5 min., Jamie Howland |