Energy Efficiency Board Marketing Committee Meeting
Wednesday, August 30, 2017, 10:30 a.m. – 12:00 p.m.
Energize CT Center, 122 Universal Drive North, North Haven, CT **NOTE LOCATION**

Call in number: (646) 749-3112 / Passcode: 819-272-501
Webinar link: https://global.gotomeeting.com/join/819272501
Meeting materials available at: https://app.box.com/s/nv7k4qpor516z3zn2y8wl5jwozuvd

AGENDA

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

2. Review and approval of the June meeting notes; Report on the July 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 a.m. — As time is needed

4. Update on next steps with the legislative report, including feedback from the EEB Chair and Vice Chair on next steps 10:40 a.m. - 10:45 a.m. — 5 min., Jamie Howland

5. Next steps for the development of the 2018 Statewide Marketing Plan, including need for September Marketing Service Committee meetings to review and approve the plan 10:45 a.m. - 11:05 a.m. — 20 min., Mark Grindell, Jamie Howland, Ellen Rosenthal, Ellen Zuckerman

6. Update on 2017 Statewide Marketing Plan implementation including plans for the fall campaign and initial high-level results of the post-campaign survey 11:05 a.m. - 11:20 a.m. — 15 min. Mark Grindell, Ellen Rosenthal, Violette Radomski
7. AVANGRID/United Illuminating presentation on public relations results
   11:20 a.m. - 11:35 a.m. — 15 min. Mark Grindell

8. Company presentation on social media results
   11:35 - 11:50 a.m. — 15 min., Cheryl Mattson

9. Other business and agenda items for the next Marketing Committee meeting
   11:50 - 12:00 p.m. — 10 min., Jamie Howland
   - Development of the 2018 Statewide Marketing Plan
   - Update on 2017 Statewide Marketing Plan implementation
   - Post-campaign survey results
   - Presentation by the new Search Engine Optimization (SEO) vendor on 2018 work, including framework for evaluating success
   - Discussion on the marketing of lighting
   - Q4 Marketing calendar review