# Energy Efficiency Board Marketing Committee Meeting

**Wednesday, January 18, 2017, 10:30 a.m. – 12:00 p.m.**
Commissioner’s Conference Room, 10 Franklin Square, New Britain, CT

Call in number: (872) 240-3412 / Passcode: 645-263-005
Webinar link: [https://global.gotomeeting.com/join/645263005](https://global.gotomeeting.com/join/645263005)
Meeting materials available at: [https://app.box.com/s/hrrd2kwhh4wbf7qcmbg9fzla2u9xd twe](https://app.box.com/s/hrrd2kwhh4wbf7qcmbg9fzla2u9xd twe)

## AGENDA

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

2. **Review and approval of the December meeting notes; Report on the December status update sent to the Connecticut Green Bank (CGB)**
   - 10:30 - 10:35 a.m. — 5 min., Jamie Howland, Violette Radomski

3. **Public comment**
   - 10:35 - 10:40 a.m. — 5 min., or as time is needed

4. **Results of end-of-year telephone survey and next steps on research**
   - 10:40 - 10:55 a.m. — 15 min., Mark Grindell, Violette Radomski

5. **Benchmarking the performance of the Energize CT brand**
   - 10:55 - 11:00 — 5 min., Ellen Zuckerman

6. **2017 programmatic and statewide marketing calendar; 2017 Statewide Marketing Plan action plan**
   - 11:00 - 11:25 a.m. — 25 min., Mark Grindell, Ellen Rosenthal

7. **Update on end-of-year HES performance (verbal update)**
   - 11:25 - 11:35 a.m. — 10 min., Mark Grindell, Ellen Rosenthal

8. **Update on the launch of the trade ally portal**
   - 11:35 - 11:40 a.m. — 5 min., Cheryl Mattson, Tarsha Galloway
9. Update on the launch of the Distribution marketing tool  11:40 - 11:45 a.m. — 5 min., Tarsha Galloway

10. Reporting on social media goals  11:45 - 11:50 a.m. — 5 min., Cheryl Mattson

11. Final 2017 meeting schedule  11:50 - 11:55 a.m. — 5 min., Ellen Zuckerman

12. Other business and agenda items for the next Marketing Committee meeting  11:55 - 12:00 p.m. — 5 min., Jamie Howland
   • PR recap (per Ellen R. at Dec. 2016 meeting)
   • Website security update (per Cheryl M. at Dec. 2016 meeting)
   • Discussion on marketing of lighting (per Jamie H. at Dec. 2016 meeting)
   • CGB marketing calendar for 2017
   • Update on 2017 Statewide Marketing Plan implementation
   • Marketing reports - 2017 website performance, 2017 social media performance, etc.