



## **Energy Efficiency Board Marketing Committee Meeting**

**Wednesday, July 19, 2017, 10:30 a.m. – 12:00 p.m.**

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

Call in number: (786) 535-3211 / Passcode: 920-164-717

Webinar link: <https://global.gotomeeting.com/join/920164717>

Meeting materials available at: <https://app.box.com/s/8vppn1io06hintlmsti2h0xh7hfmp66>

### **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 June 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 2017 Statewide Marketing Plan implementation including "Wait 'til 8"** **10:40 a.m. - 10:50 a.m. — 10 min.** Mark Grindell, Ellen Rosenthal, Violette Radomski
- 5. Update on Company outreach to the CGB on the marketing of heat pump space heating** **10:50 a.m. —**Mark Grindell
- 6. Legislative report discussion** **10:50 - 11:00 a.m. — 10 min.,** Jamie Howland, All
- 7. Next steps for the development of the 2018 Statewide Marketing Plan and managing marketing budget uncertainty** **11:00 - 11:10 a.m. — 10 min.,** Jamie Howland, All
- 8. Company presentation on public relations** **11:10 - 11:35 a.m. — 25 min.,** Mark Grindell, Ellen Rosenthal, Violette Radomski

- 9. Company presentation on social media** 11:35 - 11:50 a.m. — 15 min., Cheryl Mattson
- 10. Rescheduling of the August Marketing Committee meeting** 11:50 - 11:55 a.m. — 5 min., Jamie Howland
- 11. Other business and agenda items for the next Marketing Committee meeting** 11:55 - 12:00 p.m. — 5 min., Jamie Howland
- Update on 2017 Statewide Marketing Plan implementation
  - Presentation on post-campaign survey results
  - Presentation by the new Search Engine Optimization (SEO) vendor on 2018 work, including framework for evaluating success
  - Development of the 2018 Statewide Marketing Plan
  - Discussion on the marketing of lighting (scheduled for the September meeting)