Energy Efficiency Board Marketing Committee Meeting

Wednesday, July 20, 2016, 10:30 a.m. – 12:00 p.m.
Commissioner’s Conference Room, 10 Franklin Square, New Britain, CT

Call in number: (408) 650-3123 / Pass code: 624-875-957
Webinar link: https://global.gotomeeting.com/join/624875957
Meeting materials available at: https://app.box.com/s/h1ledgrfd8uv4uljp9j1ct46pj0du349

AGENDA

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

2. Report on the May and June status updates sent to the Connecticut Green Bank (CGB)
   10:30 - 10:35 a.m. — 5 min., Jamie Howland, Violette Radomski

3. Public Comment
   10:35 - 10:45 a.m. — 10 min. (or as time is needed)

4. Changes to the fall campaign
   10:45 - 10:55 a.m. — 10 min., Mark Grindell, Ellen Rosenthal

5. Input and feedback from the HES vendor meeting on marketing, summary of outcomes, and next steps
   10:55- 11:10 a.m. — 10 min., Mark Grindell, Ellen Rosenthal

   - EEB’s 12 suggestions for enhanced marketing efforts (discussion focused on key items)
   - Utilities’ plans for enhanced marketing and outline of Enhanced HES Marketing Plan
   11:10- 11:50 a.m. — 40 min., Jeff Schlegel, Ellen Zuckerman, Companies

7. Draft timeline for the development of the 2017
   11:50- 11:55 a.m. — 5 min., Mark Grindell,
8. Other business and agenda items for the next Marketing Committee meeting

- Continued discussion on the development and implementation of an Enhanced HES Marketing Plan
- Development of the 2017 Statewide Marketing Plan
- Social media goals
- Search engine optimization update
- Update on the guidelines for confidential marketing materials
- Results of the spring campaign

11:55 a.m. - 12:00 p.m. — 5 min., Jamie Howland