



**Energy Efficiency Board Marketing Committee Meeting**

**Wednesday, September 20, 2017, 10:30 a.m. – 12:00 p.m.**

10 Franklin Square, New Britain, CT (Hearing Room 3)

**Note: location is 10 Franklin Square, Hearing Room 3**

Call in number: (872) 240-3212 / Passcode: 913-549-181

Webinar link: <https://global.gotomeeting.com/join/913549181>

Meeting materials available at: <https://app.box.com/s/8qbg7is39hmjgynkesml1y32h3ywpctp>

**AGENDA**

- |                                                                                                                                                 |                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <b>1. Introduction and agenda review</b>                                                                                                        | <b>10:30 - 10:35 a.m. — 5 min.,</b> Jamie Howland                                          |
| <b>2. Review and approval of the prior meeting notes; Report on the July 2017 status update sent to the Connecticut Green Bank (CGB)</b>        | <b>10:35 - 10:40 a.m. — 5 min.,</b> Jamie Howland, Violette Radomski                       |
| <b>3. Review of the “To Do” list from the prior meeting</b>                                                                                     | <b>10:40 a.m. - 10:50 a.m. — 10 min.,</b> All                                              |
| <b>4. Public comment</b>                                                                                                                        | <b>10:50 a.m. — As time is needed</b>                                                      |
| <b>5. Discussion on the budget, scope, and next steps to develop the 2018 Statewide Marketing Plan</b>                                          | <b>10:50 a.m. - 11:20 a.m. — 30 min.,</b> All                                              |
| <b>6. Update on 2017 Statewide Marketing Plan implementation, including plans for the fall campaign and results of the post-campaign survey</b> | <b>11:20 a.m. - 11:40 a.m. — 20 min.</b> Mark Grindell, Ellen Rosenthal, Violette Radomski |
| <b>7. Company update on search engine optimization (SEO) work</b>                                                                               | <b>11:40 - 11:50 a.m. — 10 min.,</b> Cheryl Mattson                                        |

**8. Other business and agenda items for the next Marketing Committee meeting**

**11:50 - 12:00 p.m. — 10 min., Jamie Howland**

- Q4 Marketing calendar review
- Presentation of the final 2018 Statewide Marketing Plan
- Update on 2017 Statewide Marketing Plan, including the fall campaign and next steps with research
- Presentation by the new Search Engine Optimization (SEO) vendor on 2018 work, including framework for evaluating success
- Discussion on the marketing of lighting