



Special Energy Efficiency Board Marketing Committee Meeting
Thursday, December 7, 2017, 10:00 – 11:00 a.m.

OBA Conference Room, Eversource, 107 Selden Street, Berlin, CT 0603
 (enter through Dutch Point Credit Union entrance)

Call in number: (872) 240-3311 / Passcode: 342-229-965

Webinar link: <https://global.gotomeeting.com/join/342229965>

Meeting materials available at: <https://app.box.com/s/5ha1wi74vkkzl86tkdfgsog0jtfdj26>

AGENDA

1. Introduction and agenda review	10:00 - 10:05 a.m. — 5 min. Jamie Howland
2. Public comment	10:05 a.m. — As time is needed
3. Adjustments to 2018 Statewide Marketing Plan in response to legislative budget cuts	10:05 - 10:35 a.m. — 30 min. Companies, All
4. Website message on the legislative budget cuts	10:35 - 10:50 a.m. — 15 min. Jamie Howland, All
5. Other business and agenda items for the December 13th Marketing Committee meeting <ul style="list-style-type: none"> • 2018 Q1 Marketing Calendars • 2018 Legislative Report discussion • Adjustments to 2018 programmatic marketing in response to legislative budget cuts • Scheduling of website strategy and feedback meeting • Marketing Committee 2018 meeting schedule 	10:50 – 11:00 a.m. — 10 min. Jamie Howland