



Energy Efficiency Board Marketing Committee Meeting

Wednesday, December 7, 2016, 2:30 – 4:00 p.m.

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

Call in number: (224) 501-3412 / Passcode: 401-825-741

Webinar link: <https://global.gotomeeting.com/join/401825741>

Meeting materials available at: <https://app.box.com/s/uqmn9w5o6cnq60te74kx31memqigu8q7>

AGENDA

- 1. Introduction and agenda review** **2:30 p.m. — Jamie Howland**

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

- 3. Public Comment** **2:35 - 2:40 p.m. — 5 min., or as time is needed**

- 4. Research update: Residential focus groups results; online message testing results; and deployment of the end-of-year telephone survey** **2:40 - 2:55 p.m. — 15 min., Mark Grindell, Violette Radomski**

- 5. Preliminary results of the fall HES campaign** **2:55 - 3:00 p.m. — 5 min., Mark Grindell, Ellen Rosenthal**

- 6. Next steps on 2017 Statewide Marketing Plan implementation** **3:00 - 3:10 p.m. — 10 min., Mark Grindell, Ellen Rosenthal**

- 7. Demonstration of the Distribution marketing tool** **3:10 - 3:30 p.m. — 20 min., Tarsha Galloway**

- 8. Approval of the Company proposed goals for social media** **3:30 - 3:35 p.m. — 5 min., Cheryl Mattson**

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| 9. Paid search results | 3:35 - 3:45 p.m. — 10 min., Ellen Rosenthal |
| 10. Discussion of 2017 meeting schedule | 3:45 - 3:50 p.m. — 5 min., Jamie Howland |
| 11. Other business and agenda items for the next Marketing Committee meeting | 3:50 - 4:00 p.m. — 10 min., Jamie Howland |