



Energy Efficiency Board Marketing Committee Meeting

Wednesday, January 18, 2017, 10:30 a.m. – 12:00 p.m.

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

Call in number: (872) 240-3412 / Passcode: 645-263-005

Webinar link: <https://global.gotomeeting.com/join/645263005>

Meeting materials available at: <https://app.box.com/s/hrrd2kwhh4wbf7qcmbg9fzla2u9xdtwe>

AGENDA

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

- 2. Review and approval of the December meeting notes; Report on the December status update sent to the Connecticut Green Bank (CGB)** **10:30 - 10:35 a.m. — 5 min.,** Jamie Howland, Violette Radomski

- 3. Public comment** **10:35 - 10:40 a.m. — 5 min., or as time is needed**

- 4. Results of end-of-year telephone survey and next steps on research** **10:40 - 10:55 a.m. — 15 min.,** Mark Grindell, Violette Radomski

- 5. Benchmarking the performance of the Energize CT brand** **10:55 - 11:00 — 5 min.,** Ellen Zuckerman

- 6. 2017 programmatic and statewide marketing calendar; 2017 Statewide Marketing Plan action plan** **11:00 - 11:25 a.m. — 25 min.,** Mark Grindell, Ellen Rosenthal

- 7. Update on end-of-year HES performance (verbal update)** **11:25 - 11:35 a.m. — 10 min.,** Mark Grindell, Ellen Rosenthal

- 8. Update on the launch of the trade ally portal** **11:35 - 11:40 a.m. — 5 min.,** Cheryl Mattson, Tarsha Galloway

- 9. Update on the launch of the Distribion marketing tool** 11:40 - 11:45 a.m. — 5 min., Tarsha Galloway
- 10. Reporting on social media goals** 11:45 - 11:50 a.m. — 5 min., Cheryl Mattson
- 11. Final 2017 meeting schedule** 11:50 - 11:55 a.m. — 5 min., Ellen Zuckerman
- 12. Other business and agenda items for the next Marketing Committee meeting** 11:55 - 12:00 p.m. — 5 min., Jamie Howland
- PR recap (per Ellen R. at Dec. 2016 meeting)
 - Website security update (per Cheryl M. at Dec. 2016 meeting)
 - Discussion on marketing of lighting (per Jamie H. at Dec. 2016 meeting)
 - CGB marketing calendar for 2017
 - Update on 2017 Statewide Marketing Plan implementation
 - Marketing reports - 2017 website performance, 2017 social media performance, etc.