



## **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**
  
- 6. Development and implementation of an Enhanced HES Marketing Plan for 2016-2017** **11:10- 11:50 a.m. — 40 min., Jeff Schlegel, Ellen Zuckerman, Companies**
  - **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**
  
- 7. Draft timeline for the development of the 2017** **11:50- 11:55 a.m. —5 min., Mark Grindell,**

## **Statewide Marketing Plan**

**Ellen Rosenthal**

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

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

- 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