



## **Energy Efficiency Board Marketing Committee Meeting**

**Wednesday, May 18, 2016, 2:30 – 4:00 p.m.**

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

Call in number: (224) 501-3312 / Passcode: 547-606-661

Webinar link: <https://global.gotomeeting.com/join/547606661>

Meeting materials available at: <https://app.box.com/s/60s4z90wtbijinh20rfne9w0d6t2l1f>

### **AGENDA**

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| <b>1. Introduction and agenda review</b>  | <b>2:30 p.m. — Jamie Howland</b>   |
| <b>2. Review of March and April Marketing Committee meeting notes; Report on the April status update sent to the Connecticut Green Bank (CGB)</b> | <b>2:30 - 2:35 p.m. — 5 min., Jamie Howland, Violette Radomski</b>             |
| <b>3. Review of Eversource quarterly marketing report; and update on HES leads</b>  | <b>2:35 - 2:50 p.m. — 15 min., Ellen Rosenthal</b>                             |
| <b>4. HES/HES-IE Vendor Workshop Marketing Concerns</b>   | <b>2:50 - 3:00 p.m. — 10 min., Julia Dumaine</b>                               |
| <b>5. Update on UI/SCG/CNG Spring 2016 campaigns</b>  | <b>3:00 - 3:10 p.m. — 10 min., Mark Grindell</b>                               |
| <b>6. Results of the pre-campaign survey</b>  | <b>3:10 - 3:15 p.m. — 5 min., Mark Grindell, Violette Radomski</b>             |
| <b>7. Spring brand campaign update, including questions from DEEP</b>   | <b>3:15-3:25 p.m. — 10 min., Mark Grindell, Ellen Rosenthal; Julia Dumaine</b> |
| <b>8. Metrics and goals for “Wait Til Eight”</b>  | <b>3:25 - 3:35 p.m. — 10 min., Julia Dumaine, Mark Grindell</b>                |

- 9. Framework for social media goals** **3:35 - 3:45 p.m. — 10 min., Cheryl Mattson**
- 10. Update on Search Engine Optimization (SEO) work** **3:45 - 3:55 p.m. — 10 min., Cheryl Mattson**
- 11. Other business and agenda items for the next Marketing Committee meeting** **3:55 p.m. - 4:00 p.m. — 5 min., Jamie Howland**
- Draft timeline for the development of the 2017 Statewide Marketing Plan
  - Update on the guidelines for confidential marketing materials