



Energy Efficiency Board Marketing Committee Meeting

Wednesday, November 9, 2016, 9:00 a.m. – 10:30 a.m. * note meeting start time *****

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

Call in number: (646) 749-3122 / Passcode: 914-766-093

Webinar link: <https://global.gotomeeting.com/join/914766093>

Meeting materials available at: <https://app.box.com/s/akkthlkp4sccfrp5etd4a34wypihki>

AGENDA

- 1. Introduction and agenda review** **9:00 a.m. — Jamie Howland**

- 2. Review and approval of the September meeting minutes; Report on the September status update sent to the Connecticut Green Bank (CGB)** **9:00 - 9:05 a.m. — 5 min.,** Jamie Howland, Violette Radomski

- 3. Public Comment** **9:05 - 9:15 a.m. — 10 min. (or as time is needed)**

- 4. Update on the residential focus groups and online message testing, including timing of final results** **9:15 - 9:30 a.m. — 15 min.,** Mark Grindell, Violette Radomski

- 5. Results of the “Wait ‘til 8” campaign** **9:30 - 9:40 a.m. — 10 min.,** Mark Grindell, Violette Radomski

- 6. Presentation of the final 2017 Statewide Marketing Plan and budget; discussion of next steps for Marketing Plan implementation and coordination** **9:40 a.m. - 9:50 a.m. — 10 min.,** Ellen Rosenthal, Mark Grindell

- 7. Review of the Company proposed goals for social media** **9:50 - 10:10 a.m. — 20 min.,** Cheryl Mattson

- 8. Update on the rollout of the contractor portal and Distribion marketing tool for contractors** **10:10 - 10:25 a.m. — 15 min.,** Cheryl Mattson, Tarsha Galloway
- 9. Meeting scheduling — Identifying a date for the December Marketing Committee meeting; 2017 meeting schedule** **10:25 - 10:30 a.m. — 5 min.,** Jamie Howland
- 10. Other business and agenda items for the next Marketing Committee meeting** **10:30 a.m. —**Jamie Howland
- Results of the fall HES campaign
 - 2017 Statewide Marketing Plan implementation