



Energy Efficiency Board Marketing Committee Meeting

Wednesday, December 16, 2015, 2:30 – 4:00 p.m.

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

Call in number: (646) 749-3131 / Pass code: 148-070-229

Webinar Link: <https://global.gotomeeting.com/join/148070229>

Meeting Materials Available at: <https://app.box.com/s/a9191op633h9499xkkffapvri7dbnwu>

AGENDA

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| 1. Introduction, agenda review, and review of the November Marketing Committee meeting notes | 2:30 - 2:35 p.m. (5 min., Jamie Howland) |
| 2. Report on November status update sent to the Connecticut Green Bank | 2:35 - 2:40 p.m. (5 min., Mark Grindell) |
| 3. Results of the residential focus groups | 2:40 - 3:10 p.m. (30 min., Mark Grindell, Violette Radomski) |
| 4. Launch of the new responsive website | 3:10 - 3:15 p.m. (5 min., Cheryl Mattson) |
| 5. Security of the Energize CT website and development of a website emergency action plan | 3:15 - 3:20 p.m. (5 min., Cheryl Mattson) |
| 6. Update on the development and approval of guidelines for third party co-branding and partnerships | 3:20- 3:25 p.m. (5 min., Violette Radomski) |
| 7. Green Resource Education Showroom funding support request | 3:25- 3:35 p.m. (10 min., Violette Radomski) |

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| 8. Development and review of the 2016 Statewide Marketing action plan | 3:35 - 3:45 p.m. (10 min., Mark Grindell, Ellen Rosenthal) |
| 9. Update on Company-proposed metrics and goals for social media | 3:45 - 3:50 p.m. (5min., Cheryl Mattson) |
| 10. Marketing Committee meeting dates for 2016 | 3:50 - 3:55 p.m. (5 min., Jamie Howland) |
| 11. Other business and agenda items for the next Marketing Committee meeting | 3:55 - 4:00 p.m. (10 min., Jamie Howland) |