



Energy Efficiency Board Marketing Committee Meeting

Wednesday, February, 15, 2017, 10:30 a.m. – 12:00 p.m.

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

Call in number: (571) 317-3122 / Pass code: 727-226-101

Webinar link: <https://global.gotomeeting.com/join/727226101>

Meeting materials available at: <https://app.box.com/s/dwwmqb0iwgqsj4pawcocgsrm028gd3ko>

AGENDA

- 1. Introduction and agenda review** **10:30 - 10:35 a.m. — 5 min.,** Jamie Howland

- 2. Review and approval of the January meeting notes; Report on the December 2016 and January 2017 status updates sent to the Connecticut Green Bank (CGB)** **10:35 - 10:40 a.m. — 5 min.,** Jamie Howland, Violette Radomski

- 3. Public comment** **10:40 - 10:45 a.m. — 5 min., or as time is needed**

- 4. Website security update** **10:45 a.m. - 10:55 a.m. — 10 min.,** Cheryl Mattson

- 5. 2016 performance of the Energize CT brand; discussion of 2017 brand goals** **10:55 - 11:10 a.m. — 15 min.,** Mark Grindell, Violette Radomski

- 6. Update on 2017 Statewide Marketing Plan implementation and budget** **11:10 - 11:25 a.m. — 15 min.,** Mark Grindell, Ellen Rosenthal

- 7. Update on end-of-year Home Energy Solutions (HES) program performance** **11:25 - 11:35 a.m. — 10 min.,** Ellen Rosenthal

- 8. 2016 public relations results** **11:35 - 11:55 a.m. — 20 min.,** Ellen Rosenthal, Mark Grindell

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

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

- Discussion on marketing of lighting
- Update on 2017 Statewide Marketing Plan implementation
- Marketing of time of use rates and “Wait ‘til 8,” including “Wait ‘til 8” results
- 2016 website results
- Update on search engine optimization (SEO)