



Energy Efficiency Board Marketing Committee Meeting

Wednesday, June 28, 2017, 10:30 a.m. – 12:00 p.m.

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

Call in number: (872) 240-3212 / Passcode: 413-107-941

Webinar link: <https://global.gotomeeting.com/join/413107941>

Meeting materials available at: <https://app.box.com/s/pft3xa05k4yc8vgjn019t26wsqkx73mj>

AGENDA

- 1. Introduction and agenda review** **10:30 - 10:35 a.m. — 5 min.,** Jamie Howland
- 2. Review and approval of the May meeting notes; Report on the May 2017 status update 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. Update on 2017 Statewide Marketing Plan implementation, including updates on the spring brand campaign and pre-campaign survey results, and update on the registration of the Energize CT service mark** **10:45 a.m. - 11:05 a.m. — 20 min.** Violette Radomski
- 5. Funding, scope, timing, and goals for the “Wait ‘til 8” campaign** **11:05 - 11:20 a.m. — 15 min.,** Diane Duva, Ellen Rosenthal, AVANGRID representative (Jane Lano and/or Heidi Dragonette)
- 6. Update on the Companies’ plan to market heat pump space heating** **11:20 - 11:25 a.m. — 5 min.,** Ellen Rosenthal, AVANGRID representative (Jane Lano and/or Heidi Dragonette)
- 7. Selection of Search engine optimization (SEO) RFP update and selection of SEO vendor** **11:25 - 11:30 a.m. — 5 min.,** Cheryl Mattson

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| 8. Marketing of financing products on the Energize CT website | 11:30 - 11:35 a.m. — 5 min., Cheryl Mattson, Ellen Zuckerman |
| 9. Q3 Eversource and AVANGRID marketing calendars | 11:35 - 11:55 a.m. — 20 min., Ellen Rosenthal, AVANGRID representative (Jane Lano and/or Heidi Dragonette) |
| 10. Other business and agenda items for the next Marketing Committee meeting <ul style="list-style-type: none">• Discussion on marketing of lighting• Update on 2017 Statewide Marketing Plan implementation• Development of 2018 Statewide Marketing Plan, including update on possible Company proposal to reallocate statewide marketing dollars to programmatic marketing | 11:55 - 12:00 p.m. — 5 min., Jamie Howland |