



**Energy Efficiency Board Marketing Committee Meeting**  
**Tuesday, November 21, 2017, 10:30 a.m. – 12:00 p.m.**

Hearing Room 2, Public Utilities Regulatory Authority, 10 Franklin Square, New Britain, CT

Call in number: (669) 224-3412 / Passcode: 273-126-757

Webinar link: <https://global.gotomeeting.com/join/273126757>

Meeting materials available at: <https://app.box.com/s/7g29ub6waws8aqknqit13rolc0zsop7o>

**AGENDA**

<b>1. Introduction and agenda review</b>	<b>10:30 - 10:35 a.m. — 5 min., Jamie Howland</b>
<b>2. Public comment</b>	<b>10:35 a.m. — As time is needed</b>
<b>3. Board priorities in response to legislative budget cuts and current proposals to adjust programmatic investment</b>	<b>10:35 – 10:45 a.m. — 10 min., Jeff Schlegel</b>
<b>4. Review and approval of the prior meeting notes</b>	<b>10:45 - 10:50 a.m. — 5 min., Jamie Howland</b>
<b>5. Review of the “To Do” list from the prior meeting</b>	<b>10:50 - 11:10 a.m. — 20 min., All</b>
<b>6. Adjustments to 2017 programmatic marketing and Statewide Marketing Plan activities in response to legislative budget cuts</b>	<b>11:10 – 11:15 a.m. — 5 min., Companies</b>
<b>7. Adjustments to 2018 programmatic marketing in response to legislative budget cuts</b>	<b>11:15 - 11:30 a.m. — 15 min., Companies, All</b>

<p><b>8. Adjustments to 2018 Statewide Marketing Plan activities in response to legislative budget cuts</b></p>	<p><b>11:30 - 11:45 a.m. — 15 min.,</b> Companies, All</p>
<p><b>9. Discussion on next steps with the 2018 Annual Legislative Report</b></p>	<p><b>11:45 – 11:55 a.m. — 10 min.,</b> Jamie Howland, Mark Grindell, Ellen Rosenthal, Ellen Zuckerman</p>
<p><b>10. Other business and agenda items for the next Marketing Committee meeting</b></p> <ul style="list-style-type: none"> <li>• 2018 Q1 Marketing Calendars</li> <li>• Update on adjustments to 2018 programmatic marketing and Statewide Marketing Plan activities in response to legislative budget cuts</li> <li>• Presentation by the new Search Engine Optimization (SEO) vendor, including framework for evaluating success</li> <li>• Discussion on the marketing of lighting</li> </ul>	<p><b>11:55 a.m. – 12:00 p.m. — 5 min.,</b> Jamie Howland</p>