



Energy Efficiency Board Marketing Committee Meeting

Wednesday, January 20, 2016, 10:30 a.m. – 12:00 p.m. ** note change in time **

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

Call in number: (872) 240-3412 / Pass code: 707-312-949

Webinar Link: <https://global.gotomeeting.com/join/707312949>

Meeting Materials Available at: <https://app.box.com/s/4xx3r9p2i8xme5xwf4wm0po75ye5gjmu>

AGENDA

- | | |
|--|---|
| 1. Introduction, agenda review, and review of the November and December Marketing Committee meeting minutes | 10:30 - 10:40 a.m. (10 min., Jamie Howland) |
| 2. Report on the December status update sent to the Connecticut Green Bank | 10:40 - 10:45 a.m. (5 min., Mark Grindell) |
| 3. Update on the Security of the Energize CT website and development of a website emergency action plan | 10:45 - 10:50 a.m. (5 min., Cheryl Mattson) |
| 4. End of year telephone survey results | 10:50 - 11:00 a.m. (10 min., Mark Grindell) |
| 5. Company-proposed metrics and goals for social media | 11:00 - 11:20 a.m. (20 min., Cheryl Mattson) |
| 6. Review of the 2016 Statewide Marketing action plan and next steps with the video production RFP | 11:20 - 11:40 a.m. (20 min., Mark Grindell, Ellen Rosenthal) |
| 7. Update on third-party brand guidelines | 11:40 - 11:45 a.m. (5 min., Violette Radomski) |

development

- 8. Confirmation of Marketing Committee meeting dates for 2016** **11:45 - 11:50 a.m. (5 min., Jamie Howland)**
- 9. Other business and agenda items for the next Marketing Committee meeting** **11:50 - 12:00 p.m. (10 min., Jamie Howland)**
- End of year results reporting by the Companies
 - Proposal to update to the brand guidelines