



Energy Efficiency Board Marketing Committee Meeting
Wednesday, November 18, 2015, 2:30 – 4:00 p.m.
Commissioner’s Conference Room, 10 Franklin Square, New Britain, CT

Call in number: (312) 757-3121 / Passcode: 901-929-949

Webinar Link: <https://global.gotomeeting.com/join/901929949>

Meeting Materials Available at: <https://app.box.com/s/32v88wi4magf0slc39ad92yoo8wn93kc>

AGENDA

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| 1. Introduction and agenda review | 2:30 - 2:35 p.m. (5 min., Jamie Howland) |
| 2. Monthly status updates to the Connecticut Green Bank | 2:35 - 2:40 p.m. (5 min., Jamie Howland) |
| 3. Review of final budgets and timing of 2016 Statewide Marketing Plan campaigns | 2:40 - 2:50 p.m. (10 min., Ellen Rosenthal and Mark Grindell) |
| 4. Update on Market Research | 2:50 - 3:15 p.m. (25 min., Mark Grindell and Violette Radomski) |
| <ul style="list-style-type: none">• Results of post-campaign telephone survey• Results of online message testing panels• Observations from the residential focus groups | <ul style="list-style-type: none">• 2:50 - 3:00 p.m. (10 min.)• 3:00 - 3:10 p.m. (10 min.)• 3:10 - 3:15 p.m. (5 min.) |
| 5. Update on the Winterize with Energize Campaign | 3:15 - 3:25 p.m. (10 min., Ellen Rosenthal and Mark Grindell) |
| 6. Status of Search Engine Optimization work | 3:25 - 3:30 p.m. (5 min., Cheryl Mattson) |
| 7. Company proposed metrics and goals for social media | 3:30 - 3:40 p.m. (10 min., Cheryl Mattson) |
| 8. Update on guidelines for third party co-branding and partnerships; approving usage | 3:40 - 3:45 p.m. (10 min., Violette Radomski) |

of the Energize CT brand

9. Next Step Living recommendations on event and marketing collateral approval **3:45 - 3:50 p.m. (5 min., Jamie Howland)**

10. Other Business **3:50 - 4:00 p.m. (10 min., Jamie Howland)**

- Monthly reporting on Statewide Marketing activities
- 3:50 - 3:55 p.m. (5 min., Jamie Howland)
- Agenda items for the December Committee meeting:
 1. Results of the residential focus groups;
 2. Updated materials, collateral, and forms for 2016;
 3. 2016 Statewide Marketing Plan action plan and review of activities completed and not completed under the 2015 Statewide Marketing Plan
 4. Response to Next Step Living recommendations
- 3:55 - 4:55 p.m. (5 min., Jamie Howland)