



Energy Efficiency Board

Marketing Committee Meeting

Thursday, May 2, 2013, 9:30 – 11:00 am

Department of Energy and Environmental Protection – Public Utilities Regulatory Authority

Adjudication Conference Room – 10 Franklin Square, New Britain, CT

Meeting Materials Available in Box.net Folder <https://www.box.com/s/ksobbouzyj6ecqpey0ke>

Call-in number: (877) 273-4202 / Passcode: 5153090#

Agenda

1. Introduction and agenda review
2. Update on the Energize CT joint marketing / website project
 - Guidelines for use of Energize CT brand and logo, and requests for use – Review draft standards
 - Selection of website management contractor
3. Review 2013 EEF Marketing Plan and schedule
 - Status update
 - Review schedule of major events, activities and campaigns with tie-ins to seasonal market trends
4. Managing and coordinating Marketing Plan implementation with reference to –
 - Metrics development update
 - Program participation levels
 - 2013 budget uncertainties
5. Residential Financing transition process and marketing
6. Other business