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**Energy Efficiency Board Marketing Committee Meeting**

**February 5, 2014, 2:00-5:00 p.m.**

**Conference Call**

Call-in number: 800-655-1109/ Passcode: 875 8697

Start Meeting Access: <https://www.startmeeting.com/wall/179-657-932>

* + - Meeting ID: 179-657-932

Meeting Materials Available in Box.net Folder: <https://app.box.com/s/dcgmuazdtice1pmveh2l>

**AGENDA**

1. Introduction and agenda review
2. 2014 Marketing Plan (review the attached schedule)
   * Review of process and schedule for development of 2014 Marketing Plan
   * Review of 2014 Marketing Plan updated draft and budget
3. Update on the Energize Connecticut joint marketing project
   * Update from the last MSC meeting and coordination on joint (CEEF, EEB, DEEP, CEFIA) tasks through the MSC
   * Website enhancements and technical support update
   * Update on Energize Connecticut brand usage guidelines and towns (any clarifications needed in advance of the discussion at the next MSC meeting)
4. Status update on marketing metrics and reporting
   * Overview of metric development (as background, see the slides that Ellen Zuckerman presented to the EEB on January 8, 2014)
   * Overview of the marketing report types – program campaign reports, website reports, and social media reports
   * Reporting for the 2014 Marketing Plan
   * Setting goals for marketing
5. Other Business

## Process and Schedule for Development of 2014 Marketing Plan

* ~~December 4, 2013 – EEB Marketing Committee meeting: Ongoing discussion on the main proposed marketing activities for 2014, review of Company marketing resources and capabilities.~~
* ~~December 2013 – January 2014: Continued work on proposed 2014 marketing activities, preparation of draft 2014 Marketing Plan.~~
* ~~January 15, 2014 – EEB Marketing Committee meeting: Review and discussion of initial draft 2014 Marketing Plan.~~
* February 5, 2014 – EEB Marketing Committee Meeting: Review of revised draft 2014 Marketing Plan, and comments/modifications.
* February 14, 2014 – Distribution of the Final 2014 Marketing Plan to full EEB for review at the February 19, 2014 EEB meeting.
* March 1, 2014: 2014 Marketing Plan incorporated as part of the 2014 Plan Update.