



Energy Efficiency Board Marketing Committee Meeting

March 5, 2014, 2:30-4:00 p.m.

PURA / Adjudication Conference Room, 10 Franklin Square, New Britain, CT

Call-in number: 800-655-1109 | Meeting ID: 875 8697

Meeting Materials Available in Box.net Folder: <https://app.box.com/s/1t94xr29i2a77nr5umpq>

AGENDA

1. Introduction and agenda review
2. 2014 Marketing Plan and Activities
 - Update on the completion and filing of the 2014 Statewide Marketing Plan
 - Brief updates on Statewide Marketing Plan activities and schedule (the first three joint activities below are being co-funded and coordinated through the MSC; the MSC will be reviewing the activities and discussing a schedule of activities at the MSC meeting on Thursday, therefore only brief updates will be provided during the EEB Marketing Committee meeting)
 - i. Update on Market Research
 - ii. Update on Website Enhancements and Technical Support
 - iii. Update on the Enhanced Brand Launch Campaign
 - iv. Update on the Value of EE Campaign
3. Update on Marketing Metrics for February (note that the Marketing Committee will do a quarterly review of performance and metrics at the April meeting)
4. Other Business