



Energy Efficiency Board Marketing Committee Meeting

Wednesday, March 16, 2016, 2:30 – 4:00 p.m.

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

Call in number: (571) 317-3112 / Passcode: 579-992-389

Webinar Link: <https://global.gotomeeting.com/join/579992389>

Meeting Materials in Box.com: <https://app.box.com/s/hy31a7muuak1n75z296a975mbd1pj3kj>

AGENDA

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| 1. Introduction and agenda review | 2:30 p.m. — Jamie Howland |
| 2. Review of February Marketing Committee meeting notes; Report on the February status update sent to the Connecticut Green Bank (CGB) | 2:30 - 2:35 p.m. — 5 min., Jamie Howland, Jennifer Gray |
| 3. Update on CGB Marketing Activities | 2:35 - 2:40 p.m. — 5 min., Bob Wall (CGB) |
| 4. Update on Eversource residential and small business campaigns | 2:40 - 2:50 p.m. — 10 min., Ellen Rosenthal |
| 5. Update on 2016 Statewide Marketing Plan
<i>Including update on the telephone survey instrument, the creative direction for television and website advertisements, and campaign schedule</i> | 2:50 - 3:05 p.m. — 15 min., Mark Grindell, Ellen Rosenthal |
| 6. Finalization of goals for the 2016 Statewide Marketing Plan campaigns
<i>Including competitive analysis of goals</i> | 3:05 - 3:15 p.m. — 10 min., Mark Grindell, Ellen Rosenthal, Ellen Zuckerman |

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| 7. Update on the Energize CT website security and finalization of website emergency action plan | 3:15 - 3:20 p.m. — 5 min., Cheryl Mattson |
| 8. Update on Search Engine Optimization (SEO) work | 3:20 - 3:25 p.m. — 5 min., Cheryl Mattson |
| 9. New strategy and goals for social media | 3:25 - 3:35 p.m. — 10 min., Cheryl Mattson |
| 10. Approval of changes to the brand guidelines | 3:35 - 3:40 p.m. — 5 min., Mark Grindell |
| 11. Approval of third-party brand guidelines | 3:40 - 3:45 p.m. — 5 min., Violette Radomski |
| 12. Discussion of guidelines for confidential marketing materials | 3:45 - 3:55 p.m. — 10 min., Cheryl Mattson |
| 13. Other business and agenda items for the next Marketing Committee meeting | 3:55 - 4:00 p.m. — 5 min., Jamie Howland |