



Energy Efficiency Board Marketing Committee Meeting

Wednesday, April 20, 2016, 10:30 a.m. – 12:00 p.m. * note morning meeting time *****

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

Call in number: (646) 749-3122 / Pass code: 652-305-077

Webinar Link: <https://global.gotomeeting.com/join/652305077>

Meeting Materials Available at: <https://app.box.com/s/x6sx62hwg2bclpzo73jwk4jfjyh7pqr4>

AGENDA

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| 1. Introduction and agenda review | 2:30 p.m. — Jamie Howland |
| 2. Review of March Marketing Committee meeting notes; Report on the March status update sent to the Connecticut Green Bank (CGB) | 2:30 - 2:35 p.m. — 5 min., Jamie Howland, Violette Radomski |
| 3. Update to the Combined Communications Calendar with CGB Programmatic Additions | 2:35 - 2:40 p.m. — 5 min., Bob Wall |
| 4. Update on 2016 Statewide Marketing Plan and spring campaign launch | 2:40 - 2:50 p.m. — 10 min., Mark Grindell, Ellen Rosenthal |
| 5. Review of quarterly marketing reports | 2:50 - 3:10 p.m. — 20 min., Ellen Rosenthal, Mark Grindell |
| 6. DEEP goals for Wait Til Eight Campaign | 3:10 - 3:20 p.m. — 10 min., Julia Dumaine |
| 7. Overview of CGB multi-family outreach | 3:20 - 3:25 p.m. — 5 min., Bob Wall |
| 8. Update on the Energize CT website security | 3:25 - 3:30 p.m. — 5 min., Cheryl Mattson |

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| 9. Update on Search Engine Optimization (SEO) work | 3:30 - 3:35 p.m. — 5 min., Cheryl Mattson |
| 10. New strategy and goals for social media | 3:35 - 3:40 p.m. — 5 min., Cheryl Mattson |
| 11. Discussion of guidelines for confidential marketing materials | 3:40 - 3:55 p.m. — 15 min., Ellen Zuckerman
Cheryl Mattson |
| 12. Other business and agenda items for the next Marketing Committee meeting <ul style="list-style-type: none">• Update on UI/SCG/CNG Spring 2016 campaigns | 3:55 - 4:00 p.m. — 5 min., Jamie Howland |