



Energy Efficiency Board Marketing Committee Meeting

Thursday, August 28, 2014, 2:00-4:00 p.m.

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

Conference Call number: (571) 317-3131 | Conference Call Passcode: 137-609-277

Webinar Link: <https://global.gotomeeting.com/join/137609277>

Meeting Materials Available at: <https://app.box.com/s/g56omzirsnaaiery33ch>

AGENDA

1. Introduction and agenda review
2. Development of the 2015 Statewide Marketing Plan for the 2015 Plan Update
 - Note: 2014 Marketing Plan was not a three-year marketing plan
 - Discussion on the schedule and process for development
3. Update on the usability study and interim solutions for advancing website enhancements
4. Review of marketing goals and performance to date relative to the goals
5. Updates on 2014 Statewide Marketing Plan and activities
 - Wait 'til Eight campaign (including goals established for the campaign)
 - Website enhancements and technical support
 - EE Value campaign
 - Customer Engagement efforts
6. Multi-state energy efficiency/renewable energy brand meeting
7. Other business