



Energy Efficiency Board Marketing Committee Meeting

Wednesday, August 31, 2016, 2:30 – 4:00 p.m.

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

Call in number: (571) 317-3122 / Passcode: 522-997-293

Webinar link: <https://global.gotomeeting.com/join/522997293>

Meeting materials available at: <https://app.box.com/s/hh3oxp519kx1wpsh9yr6fjsi9cf0sks4>

AGENDA

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| 1. Introduction and agenda review | 2:30 p.m. — Jamie Howland |
| 2. Review and approval of the May and July meeting minutes; Report on the July status update sent to the Connecticut Green Bank (CGB) | 2:30 - 2:35 p.m. — 5 min., Jamie Howland, Violette Radomski |
| 3. Public Comment | 2:35 - 2:45 p.m. — 10 min. (or as time is needed) |
| 4. Market research update, including results of the spring brand campaign and message testing | 2:45 - 3:55 p.m. — 15 min., Mark Grindell, Violette Radomski |
| 5. Company update on enhancements to HES marketing, including results of A/B message testing | 2:55 - 3:15 p.m. — 20 min., Mark Grindell, Ellen Rosenthal |
| 6. Overview and review of 2017 Statewide Marketing Plan outline | 3:15 - 3:25 p.m. — 10 min., Mark Grindell, Ellen Rosenthal |
| 7. Company-proposed social media goals | 3:25 - 3:35 p.m. — 10 min., Cheryl Mattson |

- 8. Update on website developments and enhancements including search engine optimization** **3:35 - 3:45 p.m. — 10 min., Cheryl Mattson**
- 9. Results of spring/summer digital campaigns** **3:45 - 3:55 p.m. — 10 min., Ellen Rosenthal**
- 10. Other business and agenda items for the next Marketing Committee meeting** **3:55 - 4:00 p.m. — 5 min., Jamie Howland**
- Continued discussion on 2017 Statewide Marketing Plan
 - Approval of social media goals
 - Continued discussion on enhanced HES marketing