



Energy Efficiency Board Marketing Committee Meeting

Wednesday, April 19, 2017, 10:30 a.m. – 12:00 p.m.

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

Call in number: (872) 240-3412 / Passcode: 677-597-661

Webinar link: <https://global.gotomeeting.com/join/677597661>

Meeting materials available at: <https://app.box.com/s/9k4tcb3r273x4m09g1m84ef0z3yky6xx>

AGENDA

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| 1. Introduction and agenda review | 10:30 - 10:35 a.m. — 5 min., Jamie Howland |
| 2. Review and approval of the March meeting notes; Report on the March 2017 status update sent to the Connecticut Green Bank (CGB) | 10:35 - 10:40 a.m. — 5 min., Jamie Howland, Violette Radomski |
| 3. Public comment | 10:40 - 10:45 a.m. — 5 min., or as time is needed |
| 4. Update on 2017 Statewide Marketing Plan implementation, including spring brand campaign | 10:45 a.m. - 11:00 a.m. — 15 min., Mark Grindell, Ellen Rosenthal |
| 5. Search engine optimization (SEO) RFP update | 11:00 - 11:05 a.m. —5 min., Cheryl Mattson |
| 6. Discussion on marketing of heat pump space heating, including coordination between the Companies and the CGB | 11:05 - 11:20 a.m. — 15 min., DEEP, Mark Grindell, Ellen Rosenthal, Craig Connolly |
| 7. Discussion on the marketing of time of use rates, "Wait 'til 8," and supplier choice | 11:20 - 11:40 a.m. — 20 min., Mark Grindell, Ellen Rosenthal, Art Marcelynas |

**8. Planning schedule for development of 2018
Statewide Marketing Plan**

11:40 - 11:50 a.m. — 10 min., Ellen Zuckerman

**9. Other business and agenda items for the next
Marketing Committee meeting**

11:50 - 12:00 p.m. — 10 min., Jamie Howland

- Discussion on marketing of lighting
- Update on 2017 Statewide Marketing Plan implementation
- SEO RFP update