



**Energy Efficiency Board Marketing Committee Meeting**

**Wednesday, August 30, 2017, 10:30 a.m. – 12:00 p.m.**

Energize CT Center, 122 Universal Drive North, North Haven, CT **\*\* NOTE LOCATION \*\***

Call in number: (646) 749-3112 / Passcode: 819-272-501

Webinar link: <https://global.gotomeeting.com/join/819272501>

Meeting materials available at: <https://app.box.com/s/nv7k4qpor5hz516z3zn2y8wl5jwozuvd>

**AGENDA**

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| <b>1. Introduction and agenda review</b>  | <b>10:30 - 10:35 a.m. — 5 min.,</b> Jamie Howland  |
| <b>2. Review and approval of the June meeting notes; Report on the July 2017 status update sent to the Connecticut Green Bank (CGB)</b>   | <b>10:35 - 10:40 a.m. — 5 min.,</b> Jamie Howland, Violette Radomski                                     |
| <b>3. Public comment</b>  | <b>10:40 a.m. — As time is needed</b>  |
| <b>4. Update on next steps with the legislative report, including feedback from the EEB Chair and Vice Chair on next steps</b>  | <b>10:40 a.m. - 10:45 a.m. — 5 min.,</b> Jamie Howland   |
| <b>5. Next steps for the development of the 2018 Statewide Marketing Plan, including need for September Marketing Service Committee meetings to review and approve the plan</b> | <b>10:45 a.m. - 11:05 a.m. — 20 min.,</b> Mark Grindell, Jamie Howland, Ellen Rosenthal, Ellen Zuckerman |
| <b>6. Update on 2017 Statewide Marketing Plan implementation including plans for the fall campaign and initial high-level results of the post-campaign survey</b>               | <b>11:05 a.m. - 11:20 a.m. — 15 min.</b> Mark Grindell, Ellen Rosenthal, Violette Radomski               |

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| <b>7. AVANGRID/United Illuminating presentation on public relations results</b>   | <b>11:20 a.m. - 11:35 a.m. — 15 min.</b> Mark Grindell |
| <b>8. Company presentation on social media results</b>  | <b>11:35 - 11:50 a.m. — 15 min.,</b> Cheryl Mattson    |
| <b>9. Other business and agenda items for the next Marketing Committee meeting</b> <ul style="list-style-type: none"><li>• Development of the 2018 Statewide Marketing Plan</li><li>• Update on 2017 Statewide Marketing Plan implementation</li><li>• Post-campaign survey results</li><li>• Presentation by the new Search Engine Optimization (SEO) vendor on 2018 work, including framework for evaluating success</li><li>• Discussion on the marketing of lighting</li><li>• Q4 Marketing calendar review</li></ul> | <b>11:50 - 12:00 p.m. — 10 min.,</b> Jamie Howland     |