



**Energy Efficiency Board Marketing Committee Meeting**  
**Wednesday, July 18, 2018, 10:30 a.m. – 12:00 p.m.**

Commissioner’s Conference Room, Department of Energy and Environmental Protection,  
 10 Franklin Square, New Britain, CT

Call in number: (872) 240-3311 / Passcode: 562-239-613

Webinar link: <https://global.gotomeeting.com/join/562239613>

Meeting materials available at: <https://app.box.com/s/ouuks11db65mnc5pqkt2dtosc37d0jq4>

**AGENDA**

<b>1. Introduction and agenda review</b>	<b>10:30 —</b> Jamie Howland
<b>2. Review and approval of the notes from the prior meeting</b>	<b>10:30 – 10:35 a.m. — 5 min.,</b> Jamie Howland
<b>3. Review of the “To Do” list from the prior meeting</b> <ul style="list-style-type: none"> <li>• Update on New “To Do” list format — Ellen Zuckerman</li> <li>• Update on the enforcement of the Energize CT service mark including possible options with electric suppliers — Art Marceland, Companies</li> <li>• Update on WISE-USE wait time meeting with DEEP and calls from C&amp;I customers about service suspensions/curtailments — Ellen Rosenthal, Mark Grindell</li> <li>• Updates on efforts to involve the HES vendor community in messaging development — Ellen Rosenthal, Mark Grindell, Violette Radomski</li> </ul>	<b>10:35 - 10:50 a.m. — 15 min.,</b> Jamie Howland
<b>4. Public comment</b>	<b>10:45 a.m. — As time is needed</b>
<b>5. Review of Q3 Program Marketing calendars, and discussion of marketing</b>	<b>10:50 – 11:15 a.m. — 25 min.,</b> Ellen Rosenthal, Violette Radomski, Mark Grindell

<p><b>adjustments in light of YTD program performance relative to goals</b></p>	
<p><b>6. Development of the 2019 Statewide Marketing Plan</b></p> <ul style="list-style-type: none"> <li>• Timeline for plan development</li> <li>• Budget (including update from discussions with the Connecticut Green Bank)</li> <li>• Web Committee planning meeting</li> <li>• Next steps on process</li> </ul>	<p><b>11:15 – 11:30 a.m. — 15 min.</b>, Ellen Rosenthal, Violette Radomski, Mark Grindell, Cheryl Mattson</p>
<p><b>7. Discussion on early preparations for the 2019 Annual Legislative Report</b></p>	<p><b>11:30 a.m. – 11:35 a.m. — 5 min.</b>, Jamie Howland, Companies</p>
<p><b>8. Opportunities for research in light of legislative budget cuts to statewide marketing research</b></p>	<p><b>11:35 - 11:40 a.m. — 5 min.</b>, Jamie Howland</p>
<p><b>9. Update on the Energize CT website, website security, and forthcoming RFPs</b></p>	<p><b>11:40 – 11:55 a.m. — 15 min.</b>, Cheryl Mattson</p>
<p><b>10. Other business and agenda items for the next Marketing Committee meeting including confirmation of October meeting date</b></p>	<p><b>11:55 a.m. – 12:00 p.m. — 5 min.</b>, Jamie Howland</p>