energize CONNECTICUT

Energy Efficiency Board Marketing Committee Meeting
Wednesday, October 18, 2017, 10:30 a.m. – 12:00 p.m.

Call in number: (872) 240-3212 / Passcode: 966-537-757
Webinar link: https://global.gotomeeting.com/join/966537757
Meeting materials available at: https://app.box.com/s/eeys7db6909w6sv6d7az7b1hdtru2q5j

AGENDA

1. **Introduction and agenda review** — **10:30 - 10:35 a.m. — 5 min.,** Jamie Howland

2. **Review and approval of the prior meeting notes; Report on the September 2017 status update sent to the Connecticut Green Bank (CGB)** — **10:35 - 10:40 a.m. — 5 min.,** Jamie Howland, Violette Radomski

3. **Review of the "To Do" list from the prior meeting** — **10:40 - 10:55 a.m. — 15 min.,** All

4. **Public comment** — **10:55 a.m. — As time is needed**

5. **Discussion on next steps with the 2018 Annual Legislative Report** — **11:55 – 11:10 a.m. — 15 min.** Jamie Howland, Mark Grindell, Ellen Rosenthal

6. **Presentation of the final 2018 Statewide Marketing Plan** — **11:10 - 11:20 a.m. — 10 min.,** Mark Grindell, Ellen Rosenthal, Violette Radomski

7. **Next steps for engaging a website strategist under the 2018 Statewide Marketing Plan** — **11:20 - 11:25 a.m. — 5 min.,** Cheryl Mattson, Ellen Zuckerman

8. **Update on 2017 Statewide Marketing Plan implementation, results of the** — **11:25 - 11:40 a.m. — 15 min.,** Mark Grindell, Ellen Rosenthal, Violette Radomski

post-campaign survey and update on the fall campaign

9. Q4 Marketing Calendar review	**11:40 – 11:55 a.m. — 15 min.,** Mark Grindell, Ellen Rosenthal, Violette Radomski

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

11:55 a.m. – 12:00 p.m. — 5 min., Jamie Howland

- Update on the 2017 Statewide Marketing Plan, including updates on research and the fall campaign
- Presentation by the new Search Engine Optimization (SEO) vendor on 2018 work, including framework for evaluating success
- Next steps for engaging a website strategist under the 2018 Statewide Marketing Plan
- Discussion on the marketing of lighting