



**Energy Efficiency Board Marketing Committee Meeting**  
**Tuesday, September 27, 2016, 11:00 a.m. – 12:30 p.m.**  
**10 Franklin Square, New Britain, CT (Commissioner’s Conference Room)**

Call in number: (312) 757-3121/ Passcode: 768-732-717

Webinar link: <https://global.gotomeeting.com/join/768732717>

Meeting materials available at: <https://app.box.com/s/p9hz8lkq14c840owc492dnnh41r605hj>

**AGENDA**

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| <b>1. Introduction and agenda review</b>  | <b>11:00 a.m. — Jamie Howland</b>  |
| <b>2. Review and approval of the August meeting minutes; Report on the August status update sent to the Connecticut Green Bank (CGB)</b>  | <b>11:00 - 11:05 a.m. — 5 min., Jamie Howland, Violette Radomski</b>     |
| <b>3. Public Comment</b>  | <b>11:05 - 11:15 a.m. — 10 min. (or as time is needed)</b>               |
| <b>4. Residential focus group and online message testing update</b>   | <b>11:15 - 11:25 a.m. — 10 min., Mark Grindell, Violette Radomski</b>    |
| <b>5. Review of Company proposed goals for social media</b>   | <b>11:25 - 11:40 a.m. — 15 min., Cheryl Mattson</b>                      |
| <b>6. Overview and review of draft 2017 Statewide Marketing Plan; next steps on Plan development</b>  | <b>11:40 a.m. - 12:25 p.m. — 45 min., Mark Grindell, Ellen Rosenthal</b> |
| <b>7. Other business and agenda items for the next Marketing Committee meeting</b> <ul style="list-style-type: none"><li>• Review of final 2017 Statewide Marketing Plan</li><li>• Residential focus group report</li><li>• Update on the rollout of online contractor portal</li></ul> | <b>12:25 - 12:30 p.m. — 5 min., Jamie Howland</b>                        |