

**Meeting Notes  
CEC Marketing Committee Meeting**

**Date & Time of Meeting:**  
May 20, 2006, 2:00 PM – 4:00 p.m.

**Attendees:**

	Yes	No		Yes	No
Mike Winka, NJ OCE	X			X	
Anne Marie McShea, NJ OCE	X		Henry Ogden, Ratepayer Advocate	X	
Janeen Lawlor, NJ BPU	X		Athena Sarafides, DEP	X	
Fred Lynk, PSE&G	X		Amy McGinty, Community Energy	X	
Fletcher Harper, GreenFaith	X		Steve Restivo, Lissette Rivera, Jon Hendl MWW	X	
Mike Ambrosio, Ambrosio Associates	X		Jason Bacharach, Carey Johnson, Grafica	X	
Dave Nichols	X				

**Other Attendees for this meeting:**  
Jack Lloyd, MSI

**Announcements:**  
  
Next CEC Education & Outreach Committee Meeting is  
(Dial In Number - 888.476.6131, Code: 535344)

**Notes from Meeting:**

**Public Relations**

Introduced Jon Hendl from MWW who will be replacing Steve Restivo.

**Budget**

Budget approved last meeting. Reviewed changes and CTD. Budget approved to present to Council  
Agreed that Rutgers contract does not need to be shown for council budget, only need to show totals

**NEXT STEPS**

Anne Marie McShea to send summary to committee and to Mike Ambrosia by 5/26  
Mike Winka/Fletcher Harper to present budget request at CEC Council meeting 6/6/06

**Web Site**

Web processes and needs to be discussed in depth at next meeting

**Grant Programs**

Dave Nichols and Fletcher Harper to discuss recommendation for grant program and finalize recommendation for presenting to Treasury  
Unsolicited grants process to be developed. (One submitted – Municipal Green Design and Planning from MAT)

**Summer Energy Savings Campaign**

Reviewed creative and media options.  
Option B approved  
Look at including heading to NJ in traffic sponsorships

Print ad – Number 3 selected.

Alt headline: How can you save energy and reduce your electric bill this summer

#### NEXT STEPS

Take out peak demand reference to cost stability

Set your thermostat high – see if can get savings number per degree

Technical group to confirm 20% savings

Bold/highlight Energy Star room air conditioner – make standout.

Anne Marie McShea and Janeen Lawlor to discuss BPU/NJCEP attribution

#### **Public Opinion Survey**

Residential 15 minute survey \$46,00. Saves \$24,00 for business survey (when executed)

Will give us a base line and go back each year to understand where attitudes are and adjust accordingly.

Part two focuses on areas where we've advertised.

Part three leading edge questions to what type of things are people interested in, what are their sources of info so we can better align their info

#### NEXT STEPS

Committee approved.

Anne Marie McShea to review final edits

Fieldwork would be May 22, three weeks in field, topline 6/12. Final report July 7

#### **Leadership Awards**

Each award to have subcommittee and chair and 3 members

Anne Marie McShea to forward nominations to chair, chair forwards to committee for review. Committee makes reco and chairs then meet to approve nominations to bring to President Fox

Nominating meeting to be at committee meeting

Business Leader

Chair – John Cusack

Committee – Fred

Market Innovator

Chair – Anne Marie McShea

Committee - Fred

Municipality –

Chair - Fletcher

Committee - TBD

School –

Chair – Amy McGinty

Committee - TBD

Project -

Chair – Athena Serifides

Committee – John Cusack, John Hendl

Clean Power Purchaser

Chair - TBD

Committee – TBD

#### NEXT STEPS

Anne Marie McShea to circulate and committee members not yet signed up to volunteer

Comtee chair review 11:30 6/14 in New Brunswick

