

**Meeting Notes
CEC Marketing Committee Meeting**

Date & Time of Meeting:

January 10, 2007, 1:00 PM – 3:00 p.m.
TRENTON & VIA TELECONFERENCE

Attendees:

	Yes	No		Yes	No
Anne Marie McShea, NJ OCE	X		Maureen Quaid, CSG	X	
Linda Wetzel, JCP&L	X		Erin Bijas, MWW	X	
Athena Sarafides	X		Jason Bacharach, Grafica	X	
Anne-Marie Peracchio, NJNG	X		Cam Johnson, NJ OCE	X	
Jeff Brown, Global Learning	X		Henry Ogden, Ratepayer Advocate	X	
Amy McGinty, Community Energy	X		Dave Nichols, Global Learning	X	
Doyall Sidell, NJ BPU	X		Emily Haggman, CSG	X	
Janeen Lawlor, NJ BPU	X		Carey Johnson, Grafica	X	

Other Attendees for this meeting:

Announcements:

Next CEC Education & Outreach Committee Meeting is Feb 14, 2007, 1:00 – 3:00

Notes from Meeting:

Meeting Notes

- Meeting notes and dates to be posted to NJCEP web site

Media And Campaign Updates

CleanPower Choice

- Campaign overview circulated.
- Media campaign to focus on print radio and local events. More of a grassroots efforts in 2007 than prior year awareness build.
 - Goal is to recruit 6-12 strong partners from Coalition to promote CPC offering to their members, constituents, or residents. This will support more of the CPM's direct marketing effort.
 - Coalition meeting set for 1/25 3:00 in Trenton to review program and enlist their support
- NEXT STEPS
 - Doyal/Janeen to review zip code list and identify individual mayors, legislators, municipal leaders, etc to engage into the effort
 - Erin Bijas to send coalition notice to CPC and Clean Energy Council Marketing listservs.
 - Meeting with CPC Working Group 1/18 to discuss proposals for account lookup/additional rule changes and to review marketing plan
 - Clean Power Coalition meeting set for 1/25 3:00 in Trenton to review program and enlist their support

NJ Clean Power Conference

- Dates confirmed for 9/27, 9/28
 - 2 days based on feedback from prior years
- 2006 Business Leader, NJ American Water Scott Conover, to serve as conference chair
- Conference objective is to engage business community as they are large movers of the market
 - Municipal sector to be a focus for 2007 but not the main focus given that they are unlikely to pay for attendance/provide the financial basis to support the conference

- Day 1 will be geared primarily to municipal officials and admission
- 2007 Conference focus on energy efficiency as it is a key goal for NJCEP in 2007.
 - Works well after renewable focus last year
 - Fits with greenhouse gas reductions , climate change as part of Reggie and DEP efforts
 - Create a theme that appeals to municipal and business and can support some renewable as well
- NEXT STEPS
 - Distribute outline of Conference theme
 - Next conference committee meeting 1/31/07 10:00 AM in Trenton and via conf call

2007 Leadership Awards

- Call for nominations announcement (email and PR) to be distributed 2/13/07
- Goal to increase total submissions particularly from SmartStart/Commercial sector and Municipalities
- Consider splitting the Clean Power Project of the Year into a business and residential award
 - Would allow for promotion of residential sector for NJCEP
- NEXT STEPS
 - Distribute announcement for approval at 2/7/07 Marketing committee
 - Formulate award committee at 2/7/07 meeting
 - Look for opportunities to broaden categories in order to engage new/more nominees

2006 Leadership Award Print Ads

- Reviewed media schedule
- NEXT STEPS
 - Maintain current schedule

Winter Energy Efficiency

- Positive feedback to whole house and family approach
- NEXT STEPS
 - Build out campaign for 2007

NJ ESHP

- CSG reviewing results from launch.
- NEXT STEPS
 - Schedule for year to be provided
 - ACI conference scheduled for early January
 - CSG to develop PR promotion around contractor participation

Web Site

- Need to refresh and integrate the site to accommodate web growth
- Develop a page for the municipalities
- NEXT STEPS
 - Proposals and methodology in development

Collateral

- Presented Collateral Overview with goal of developing an “inventory” of materials for events, handouts, information requests, etc.
- Objective
- NEXT STEPS
 - Schedule conf call with market managers to 1) review schematic and collateral needs and 2) review creative

Business Research

- MSI provided a research proposal to identify business and municipality needs in terms of NJCEP programs, services and offers
- NEXT STEPS
 - Proposal to be reviewed and discussed at 2/7/07 meeting

PR/Event Calendar

- Calendar provides overview of activities as well as opportunity for NJCEP managers, committee members etc identify opportunities to partner, provide additional materials and seek synergies
- Calendar is on web site and open to all constituencies to post event dates etc.
- Any/all press releases from market managers should go to Anne Marie and Janeen/Doyal in advance of release and then approved for release and posted to web site.
- NEXT STEPS
 - Maureen Quaid to present at “Clean Energy is Smart Business” panel at Golabalcon on April 5th

Solar Transition Meetings

- Purpose of meetings is to engage and inform public/stakeholders of where solar program is going, request public input for ACP and other initiatives,
- Meeting at NJIT confirmed for 2/22. Focus is on municipality and schools. Scott Hunter and Mike Winka to present.
- Meeting at Thomas Edison State College confirmed for 3/5 with focus on business and other stakeholders.
- NEXT STEPS
 - Ongoing event planning.
 - Reach out to Bill Dressel and Merryl Frank to participate in meeting, particularly NJIT.

Program Update

- Market Manager transition in progress

Budget Review

- 2006 Leadership media (additional winner) and winter energy efficiency (BPU initiative) increased.
- 2007 budget approved by Board.
- NEXT STEPS
 - Quarterly budget reporting

K-12 RFP

- Mike Winka to provide additional info re status with Treasury

Grant Solicitation

- Mike Winka to provide Board Agenda date. Likely to be meeting following February meeting

Annual Report

- Likely to be released for Earth Day, 4/22
- NEXT STEPS
 - Committee members to provide any input for sections etc.
 - Grafica to present concepts at next committee meeting