

Meeting: NJCEP Marketing and Communications Meeting

Date & Time of Meeting:

Wednesday, February 8, 2006, 2:00 p.m. – 4:00p.m.

Attendees:

	Yes	No		Yes	No
Rev. Fletcher Harper, Green Faith	X		Doyal Siddell, BPU	X	
Al Forte, Pfizer		X	Fred Lynk, PSE&G	X	
Amy McGinty, Community Energy		X	Jeff Brown, Global Learning	X	
Anne-Marie Peracchio, NJNG	X		Linda Wetzel, JCP&L	X	
Athena Sarafides, DEP	X		Mike Ambrosio, NJCEP	X	
David Nichols, RPA	X		John Cusack, NJHEPS	X	
Anne Marie McShea, BPU/OCE	X		Jason Bacharach, Carey Johnson, Grafica	X	
Steve Restivo, Lissette Rivera, MWW	X				

Other Attendees for this meeting:

Adrian Denardi, Whole Foods

Announcements:

- Next Marketing and Communications Meeting is Wednesday March 8th from 1-4 pm
- Next Clean Energy Conference subcommittee meeting is 2/10, 12:00 PM, Trenton
- Next Clean Power Choice working group meeting is 2/16 11:00 PM Trenton

(Dial In Number - 888.476.6131, Code: 535344)

Notes from Meeting:

Committee Governance/Structural Enhancements

- Agreed to the formation of the following sub committees and point persons.
 - Sub committees to provide brief monthly reports and quarterly reports to CEC
 - o Conference
 - Athena Serifides
 - o Awards sub committee
 - Fletcher Harper
 - o Schools Initiative (K-12)
 - Dave Nichols
 - o Grants
 - TBD
 - o Research & Evaluation (Public opinion study and metrics)
 - TBD
 - o Media
 - Fred Lynk
 - Mike Ambrosia informed the committee OCE considering moving to a Fiscal Year budget
 - o Budget recommendations would be do in mid May to the CEC for FY '07 (7/1/06 – 6/30/07_
 - o The CEC currently approved 2005 budgets to be held over and used until the new budgets are approved.
 - 2005 carryovers may be added onto the current budget

2006 Proposed Budget and Work Plan

- Reviewed Draft Marketing Plan
 - Budget should include line items for non-marketing NJCEP budget categories
- Comments to plan (page 10-15) due by 2/22/06 and will be addressed years/discussed at the next committee meeting.
 - Comments emails to marketing@njcep.com
- 2005 media plan to be distributed for contextual purposes
- Consider using compliance form for project/financial reporting

2006 Clean Energy Conference

- Tentatively scheduled for New Brunswick Hyatt, 9/18/06
 - Contract to be signed pending walk through on 2/19
 - Rutgers Continuing Education to manage the conference
 - Rutgers managed Conference logistics, sponsorships in 2005
 - Goal is to increase attendance from 400 to 600 and involve more of the general business community
- Conference sub-committee meeting scheduled for 2/10
 - Review keynote speakers recommendation, agenda, panelists, breakout sessions, etc.
- Request was made to committee members to promote the conference to the other BPU/NJCEP committees that they may be a part of
 - Goal is to engage other committees and have them bring associates, vendors, etc. to participate in the conference.

2006 Clean Energy Conference Leadership Awards

- Awards form updated by Anne Marie Perachio and MWW based on last year's experience.
- Awards committee recommendation proposed by Fletcher
 - Each award to have a sub-committee that makes recommendation to whole committee
 - Awards committee recommendation on hold until the volume of award nominations is determined
 - Timeline
 - March 1 Awards info live/public
 - Web site, press release, email to vendor community
 - June 1 submission deadline
 - July 1 award recommendations to President Fox
- Nomination criteria, guidelines, and form tentatively approved
 - Fletcher to arrange a conf call for final comments/approval
 - MWW to make minor edits to application form
 - Anne Marie McShea to send to BPU management after award committee final review/approval

New Jersey Clean Power Choice April Launch

- Media program and executions to remain essential similar to October launch
- Outreach efforts to be increased among organizations, municipalities, civic leaders etc.
- Draft public relations plan distributed
- CPC working group meeting is 2/16. Metrics to be discussed
- Committee requested information relative to what CPM's are doing to drive subscriptions
- CPM reports are being evaluated and will contribute to establishing metrics for success.

Research

To be discussed next meeting

	Action Items/Open Issues	Assigned to	Target Date	Status
1.	Provides comments/suggestions on draft Communications plan. Send to Marketing@njcep.com list	All	2/22	Pending
2.	Add additional representatives to committee mailing lists (conference, awards, etc). as necessary	All	On-going	Pending receipt of e-mail with links
3.	Circulate the p/y Clean Power Choice media plan	Anne Marie McShea/Jason Bacharach		
4.	Provide feedback on Clean Energy Leadership award application and guidelines	All	ASAP	Target to post by 3/1
5.	Research to be discussed next meeting	All	3/8	Pending
6.				