

**Meeting: CEC Marketing Committee Meeting**

**Date & Time of Meeting:**  
Thursday, February 16, 2006, 11:00 a.m. – 1:00 p.m.

**Attendees:**

	Yes	No		Yes	No
Fletcher Harper	X		John Kusak	X	
Anne Marie McShea, NJ OCE	X		Dave Nichols	X	
Linda Wetzel, JCP*L	X		Steve Restivo, Lissette Rivera, MWW	X	
Fred Lynk, PSE&G	X		Jason Bacharach, Carey Johnson, Grafica	X	
Anne-Marie Peracchio, NJNG	X				
Jeff Brown					

**Other Attendees for this meeting:**

**Announcements:**

- Next CEC Marketing Committee Meeting is Wednesday, April 12 from 2:00 PM to 4:00 PM in Trenton

(Dial In Number - 888.476.6131, Code: 535344)

**Notes from Meeting:**

**Proposed Budget and Work Plan**

Budget presented, discussed and approved with revisions to present to CEC 3/23.

- CPC budget to be revised to reflect overall \$2.5 million
- Fletcher Harper to present budget.
- Anne Marie McShea and Jason Bacharach to meet with Fletcher Harper in advance for preview and preparations
- Anne Marie McShea to review/get information from Mike Ambrosio about any 2005 carryover items

Marketing budget included the following discussions;

- 2006 Clean Energy Conference is looking to reach out to and attract a broader segment of the business community. Goal is to attract 400-600 attendees.
  - 2006 Clean Energy Leadership Awards – Awards and advertising provides an opportunity to showcase participants and leaders and promote what the NJCEP program is all about. In addition, 2005 experience with program has shown that award winners become advocates for the program
  - Energy Star – Seasonal efforts for outreach and engagement. Change –A-Light has largest national support so NJ OCE spending to support that (provides a low cost entry point into NJCEP). Conversely, Summer Energy Smart program (A/C rebates) at has lowest participation rate so much smaller. Winter savings/education and Winter Energy Star campaign was higher on 2005 based on marketplace conditions (Hurricane Katrina & oil price spike). BPU was pleased with the education campaign and want to continue in 2006.
  - Program metrics will be proved after each campaign and focus on web and call center activity. Second metric is the public opinion survey (to be conducted annually)
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- CPC – Advertising program is designed to build awareness and help marketers sell the product. Targets and results to be provided to the committee. Committee wants to understand what the CPMs are doing to acquire customers/how they are leveraging the NJCEP marketing spend/. CPC committee to discuss and report back to CEC Marketing Committee on request to submit marketing plan to show what they are doing to support the

program/acquisition. Overall, the CPC budget is not specifically discretionary but tied to the CPC board order (from working group) that requires NJCEP to supply call center, web site, and marketing support. Results to be reviewed in June to ascertain ongoing need/budget levels for NJCEP support.

- Events – Separate line item with budget to be added to the NJCEP budget spreadsheet. MWW to prep events list for year and sign off at next committee meeting

### Grants

Will be discussed in more depth at the April Committee meeting

- 2006 Grant solicitation timing/plan will be developed/discussed at the next meeting
- Anne Marie McShea to contact the Dodge Foundation matching grants and administrating the program. This can help fund the program and increase the overall reach/exposure of the Grants program'

### CPC Coalition

- Coalition status and plans were discussed as well as the 4/6 CPC launch event in Trenton
- Committee members were encouraged to join the coalition and get other organizations/business partners etc to sign on/
- Fletcher Harper to request all CEC members to sign up at next CEC meeting on 3/23

### Research

- Tracking study schedule was reviewed and agreed to
- Questionnaire draft to committee by the end of March for comment at next Committee meeting 4/12.
- Results to be available at the end of June

### Committee Membership:

Adrian Brunori of Whole Foods will be invited to join the CEC Marketing Committee

### Misc:

NJCEP sponsorship of the Junior Solar Sprints for \$5,000 was approved. (NJCEP was a 2005 sponsor)