

**Meeting Notes  
CEC Marketing Committee Meeting**

**Date & Time of Meeting:**  
June 6, 2007, 10:00 AM – 12:30 p.m.  
NEWARK & VIA TELECONFERENCE

**Attendees:**

Anne Marie McShea, NJ OCE	Jason Bacharach, Carey Johnson, Grafica
Athena Serifides, NJ DEP	Dave Wolk, Honeywell
Janeen Lawlor, Doyal Sidell, NJ BPU	EAM
Anne-Marie Perrachio, NJNG	Linda Russo, Kimberly Hoff, , Lisa Gonzalez, Emily Haggman, Chris, Gayle Dougherty, Jeff CSG
Dave Nichols, Ratepayer Advocate	

**Other Attendees for this meeting:**

**Announcements:**

**Next CEC Education & Outreach Committee Meeting is 7/12 11AM – 3PM in Trenton**

**Notes from Meeting:**

C&I Market Manager Report

Marketing plan approved and in process.  
Increasing outreach to trade associations.  
Municipal Energy Audit in development/part of compliance filing. Implementation a few months away given filing timing and RFP process.

**NEXT STEPS**

TRC to participate in weekly PR/Events calls Fridays at 10:00 AM.  
Municipal Energy Audit timing to be monitored with goal to have it ready for Clean Energy Conference.  
TRC to resend draft of K-12 proposal and include in compliance filing. On next agenda  
K-12 proposal update at next meeting.

Residential Market Manager Report

Reviewed media plan and creative for residential new construction  
Finalizing HPES fall campaign.  
Successful media tour for HPES included coverage on News Channel 12 and Asbury Park Press.  
Outreach for CAL campaign to retailers. Retailers proposals due back to CSG 6/12/07.  
CAL should include Community Partners and minimum cost CFL's to partners. (Through Honeywell, retailers, or manufacturers).  
Proposal for Bus Tour still under review with EPA.  
CSG developing appliance offering for Fall.

**NEXT STEPS**

CSG to schedule meeting to review CAL retailer's proposals.  
Meeting to discuss and prep for CAL plan.  
Verify with Pedro at Honeywell for CFL distribution option/plan for Community Partners.

### Renewable Market Manager Report

SREC only pilot program in progress. Initial 5MW participants and program manager conducting additional outreach. Finalizing CORE queue and budget for posting to web site.

#### NEXT STEPS

Verify monthly or 2 week update for CORE queue updates.

### Energy and Outreach Solicitation

Approximately 2 dozen applications have been received.

Grant program for 501c organizations. Going forward, look for possibilities to get Community Partners to partner with 501c organizations and submit grants.

Grant funding is not for staffing.

#### NEXT STEPS

AMM to circulate list of applications.

AMM to convene grant review committee with BPU and DEP.

Award notification to go out in August after Board review of recommendations.

Look to revise grant solicitation in the fall. Release earlier and consider broadening applicants to include non-profit, local municipal and county governments to apply directly as well as 501c organizations.

### Energy Star Homes Campaign

EPA providing NJ with \$20,000 for a co branded ad.

Media plan options reviewed. EPA option B and NJESH option C selected.

If compliance filing approved, additional media dollars will go into the media plan.

Planning for Fall campaign (CPC, CAL, Winter Efficiency, HPES) – no more than 2 NJCEP ads in Magazines and request maximum separation.

Magazines to include CPC as it is a lifestyle approach, CAL mostly newspapers, and Winter efficiency December and January magazines.

Energy Star Homes newspapers will be in real estate section and Fall Campaign programs will not be in real estate sections.

HPES in the fall will be broadcast.

NJ and EPA print ad options reviewed.

#### NEXT STEPS

EPA option B and NJESH option C selected. If compliance filing approved, additional media dollars to be put toward newspapers.

NJ specific print ad copy approved. Photo from EPA ad (couple reviewing plans) and placement of NJESH logo to be used.

CSG to ask EPA to use “Before you break ground...” as headline. If not “Only NJ’s best builders...” selected as headline for EPA ad.

### Conference and Awards

Reviewed timeline and request for participation in sub committee.

#### NEXT STEPS

Committee members to respond to email and indicate 2 committees that you can participate in. (Can not participate in a sub committee if the E&O member or a constituent has a nomination.)

### Summer Energy Efficiency Campaign.

Use interactive house as a point for press engagement.

Palm card with collateral look and feel selected.

“Team Family” approved for radio production.

Print ads approved (See note below re Spanish language ad).

Web pages approved.

**NEXT STEPS**

Janeen to provide list of diverse/ethnic publication contacts from Governors office.

Palm card revisions - change electric to energy in headline) Substitute CPC for "Go Solar".

Ad revisions – add Climate Benefits snipe, find new Hispanic family photo with more "energy" and more dynamic.

Grafica/MWW - Develop plan for press release referencing summer savings and featuring the interactive house.

CSG – Find a residential family to work with for a press event.

EMP

BPU will ramp up outreach and media contacts over the next few months in advance of hearings.

**NEXT STEPS**

Janeen to advise status and opportunities at next Cmtee meeting.

Fall Campaigns

Revised opportunity to use Whole Approach on all media campaigns in the Fall to tie into BPU messaging and build a consistent campaign.

**NEXT STEPS**

Grafica and CSG to coordinate.

Collateral

AM to provide to Janeen for final review.

Grafica to provide estimate for Spanish language collateral.

**NEXT MEETING 7/12 11AM – 3PM in Trenton**

- **Awards review will be part of the agenda**