

**Meeting Notes
CEC Marketing Committee Meeting**

Date & Time of Meeting:

July 13, 2006, 1:00 PM – 2:00 p.m.
VIA TELECONFERENCE

Attendees:

| | Yes | No | | Yes | No |
|-----------------------------|-----|----|---|-----|----|
| Fletcher Harper, GreenFaith | X | | Dave Nichols, Ratepayer Advocate | X | |
| Anne Marie McShea, NJ OCE | X | | Jon Hendl, Lissette Rivera, MWW | X | |
| Linda Wetzel, JCP&L | X | | Jason Bacharach, Carey Johnson, Grafica | X | |
| Fred Lynk, PSE&G | X | | Anne-Marie Peracchio, NJNG | X | |
| Doyal Sidell, BPU | X | | Peg Gallos, NJBPU | X | |
| John Kusak, NJHEPS | X | | | | |
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Other Attendees for this meeting:

Tim Veitengruber, MSI

Announcements:

- Next CEC Education & Outreach Committee Meeting is August 16, 1:00 PM

(Dial In Number - 888.476.6131, Code: 535344)

Notes from Meeting:

Residential Tracking Study

Reviewed topline results of NJCEP Residential Tracking Study/Wave 2 (attached)

Any specific information requests or questions regarding the study or data should be sent to Anne Marie McShea or Jason Bacharach

NEXT STEPS

Final report to be presented at next meeting or schedule a committee meeting to review the final report before forwarding to staff and CEC. Implications for communications to be discussed at committee meeting.

Event Planning Calendar

Reviewed overall event calendar

- NESEA Open House – NJCEP approved \$7,000 sponsorship and asked for proposal from NESEA to get local partnerships in place and more coordinated planning before accepting \$12,000 level. Event needs stronger local presence and partnership (i.e. NJPIRG, Sierra Club, municipalities) to help publicize and get participation. NESEA to provide number of homes and more detail in relation to open house.
- Jon Hendl to contact NESEA for proposal
- Energy Expo – Sponsorship declined
- Solar Power 2006 – Sponsorship declined
- NJ School Boards Association Workshop & Exhibition – Sponsorship approved. Jon Hendl to identify speaking opportunities. Potential present 2006 Clean Energy Leaders at this event.
- New Jersey Facilities Expo Show – (formerly Northern NJ Plant and Engineering.) Sponsorship offered to Smart Start, which declined participation. Jon Hendl to confirm if Mike Winka is speaking at the event. If speaking is confirmed, NJCEP will participate in some manner tbd. Participation is at no cost.
- 11th National Renewable Energy Marketing Conference – Anne Marie McShea had abstract approved. NJCEP

sponsorship participation TBD

- Solar 2007 – State travel budget dependent and having a speaker opportunity could help for sponsorship approval.
Jon Hendl to see if abstract from President Fox can still be submitted

NEXT STEPS

Jon Hendl to update chart based on today's call.

Doyal to cross reference with BPU events and advise Jon of any additions

Jon Hendl to add Globalcomm 2007 and note Smart Start participation at School board and League events.

Conference and Awards

New award applications received and forwarded to Committee by Anne Marie McShea

NEXT STEPS

Committee to reconvene 7/21 in Trenton 10:00 AM for final recommendations

Energy Efficiency Campaign Development

Strategize opportunities to give efficiency higher profile and enhanced message

Next Steps

Communications group and Agencies to meet and prepare proposal for committee

CPC

Gather and review quarterly data and present to CPC working group

Identify strategic next steps in terms of targets, stakeholder feedback, and communication

NEXT STEPS

CPC working group meeting 7/24