

**Meeting Notes
CEC Marketing Committee Meeting**

Date & Time of Meeting:
August 16, 2006, 1:00 PM – 2:30 p.m.
VIA TELECONFERENCE

Attendees:

	Yes	No		Yes	No
Anne Marie McShea, NJ OCE	X		Dave Nichols, Ratepayer Advocate	X	
Henry Ogden, NJ Rate Council	X		Jeff Brown, Global Learning	X	
John Kusak, NJHEPS	X		Tony Bawidamann MWW	X	
Anne-Marie Peracchio, NJNG	X		Jason Bacharach, Carey Johnson, Grafica	X	
Amy McGinty, Community Energy	X				

Other Attendees for this meeting:
Jack Lloyd, MSI

Announcements:

- Next CEC Education & Outreach Committee Meeting is September 25, 2006 1:00 PM

(Dial In Number - 888.476.6131, Code: 535344)

Notes from Meeting:

Clean Power Choice

Presented CPC media plan for September Bill Insert period

NEXT STEPS

Implement the plan, and monitor results

Clean Energy Conference

Reviewed agenda

Request committee members to reach out to business community and build attendance form this group.

NEXT STEPS

Committee members to contact Jason Bacharach if need materials (emails, printed invitations, web banners, etc) to send to potential attendees.

Clean Energy Leadership Awards

Recommendations are with President Fox for review.

Review should be complete this week.

NEXT STEPS

Winners and nominees to be notified by BPU

Energy Efficiency

Reviewed plans for 2006/2007 energy efficiency campaign

NEXT STEPS

Media plan and creative to be developed and presented at the next committee meeting.

Tracking Study

Jack Lloyd from MSI reviewed and circulated draft report findings

NEXT STEPS

MSI to put together a separate report focused on CPC pricing

Any comments to research due to MSI by 8/25. MSI to issue revised draft 9/7 with final report to be presented at CEC meeting 9/12.

Grants

9 of 12 proposal have been completed to date

NEXT STEPS

Complete review of final proposals

Possible new solicitation in the Fall

School Program RFP

NEXT STEPS

Anne Marie McShea to get status from Treasury

Green Building

Reviewed Green building sponsorship proposal. OCE/CEC had previously agreed to sponsorship level consistent with 2005. OCE/CEC willing to consider increased sponsorship level only if assurance that program managers were going to engage the local market (media/organizations) more so than was done in 2005.

Proposal has been delayed due to departure of the Director, Nancy Hazard, from the organization

NEXT STEPS

MWW to follow-up and ascertain proposal status

Events

Reviewed upcoming events

NEXT STEPS

MWW/Grafica to circulate updated communication calendar

Anne Marie to follow up with BPU PIO staff to determine if October will be Clean Energy Month