

**Meeting Notes
CEC Marketing Committee Meeting**

Date & Time of Meeting:

November 1, 2006, 1:00 PM – 3:30 p.m.
TRENTON & VIA TELECONFERENCE

Attendees:

	Yes	No		Yes	No
Fletcher Harper, GreenFaith	X		Maureen Quade, CSG	X	
Anne Marie McShea, NJ OCE	X		Erin Bijas, MWW	X	
Linda Wetzel, JCP&L	X		Jason Bacharach, Carey Johnson, Grafica	X	
John Kusak, NJHEPS	X		Anne-Marie Peracchio, NJNG	X	
Athena Sarafides	X				

Other Attendees for this meeting:

Announcements:

- Next CEC Education & Outreach Committee Meeting is December 6
 - Location and time TBD

Notes from Meeting:

1. Budget

Fletcher reviewed budget presentation to CEC meeting

Energy Efficiency

Budget increased to provide longer presence and take a whole house approach. CEC response was generally positive about increased emphasis and year round approach.

NJCEP Clean Energy Conference and Leadership Awards

Budget line item tentatively changed from Business Outreach

Business Research/ Business Outreach

Working with MSI to create business focus groups that will help to identify needs and ways to better engage the business market.

CPC

CEC had questions as expected that going forward additional marketing support could be decreased. Results show that lower spend in 3Q 2006 is not driving as many signups and so need to continue to build broad based awareness. Need to point to strong commitment from clean power providers to support the budget levels, which to date has not been there.

Program rules are under review and could facilitate/enhance what the NJCEP is doing and create/mandate opportunities for marketers to do more marketing and outreach on their own, under the awareness umbrella of the NJCPC program.

Marketing also works to show that the state supports renewables and there a lot of ways to participate in the program.

Reaching 3.2 million customers with that message is important.

Consider requiring minimum growth levels for Marketers to stay on bill insert

Web

Determine if NJCEP will include hosting and programming costs that had been with the utilities.

Public Relations

Foundation in place to support marketing activities.

Next Steps:

Grafica to provide detailed 2007 budget

Present concerns to marketers, gain feedback, and determine most effective way to present to CEC

Monitor CPC rule making process and its impact on NJCPC marketing.

AMM to discuss with Mike Winka and determine best next steps for business outreach in the marketing plan.

Reach out to NJBIA to identify businesses that could participate on CEC marketing committee, help develop research, create marketing plan, and drive business participation at the conference.

Business research proposal and program to be identified Nov/December. Business research to be conducted in early January using 2006 accrued dollars

Grafica to set up a conference call with Linda Wetzel, Mike Ambrosio, and Anne Marie McShea to determine actual projected costs and if it needs to be reflected in the marketing budget

2. EE Winter Campaign

Reviewed campaign creative and media plan. Overall NJCEP, is taking a whole house approach in terms of the Audit being the entry point

Look to end benefit– by protecting the environment and save energy dollars to reinvest into the house – where appropriate.

Next Steps

Consider focusing on the environmental benefits as well – especially in magazines that reach a more upscale audience

Continue to show diversity in the executions

Creative and media plan approved

3. Speakers Bureau

Discussion about potential development of a speaker's bureau and/or at minimum materials that could be used by NJCEP, BPU CEC, Coalition members etc at their events/speaking engagements

Next Steps

Publish winter efficiency PowerPoint for use by coalition members, speakers list, materials list

Create 1-2 general PowerPoint slides that give short overview of NJCEP and contact information

4. Grants

Athena investigating grant processing and management alternatives with Doge Foundation

Fletcher and Dave Nichols to develop memo to Treasury to set up the Grant RFP

Next steps

Fletcher to get template/sample memo from Regina