

1. Account Look up

Anne Marie reported that issue is out for comment—urged people to get them in soon. Comments due January 11. Need to send reminder. Decision due at February 27 Board Meeting.

2. Call Center Statistics

Ben reported call statistics of 2007 and 2006 program years. **Note internally: Can these numbers be tabulated for provision to group.**

3. Marketing Communications

Reviewed team's bill insert production schedule for April 2008. Market Manager team needs to send EDC's and CPM's schedule by January 11th (completed). Final files need to be provided by 2/29. Also, referenced September bill insert schedule to come in April.

CSG to provide utilities 1-2 paragraphs for CPC promotion in newsletters and other utility customer communications. Due to utilities: January 17.

Update creative brief with goals and specific call to action.

4. Reviewed 2008 Goals

6,000 without account look up; 27,000 with account look up. Develop month-by-month calendar for charting activities/progress toward specific goals.

5. Other Marketing Ideas

1. Utility and state employee promotion: Utilities, OCE, and CPM to check on ability to conduct promotion of "Sign up in April" and get the first month at no-charge." Confirm process by next meeting. If possible consider doing this for other seasonal promotions.
2. Customer Referral Program: CPMs to check on ability to do a customer referral program, providing gift cards to customers that refer other customers.
3. Review cross-marketing opportunities with Market Managers to increase participation, review with TRC and Honeywell Team.
4. Review web (links to participating companies, recognition listing on web and other needs, and public relations updates.
5. Doublecheck enrollment package—what other items are needed, beyond window clings.

Spring '08 Whole Community—Community Partners

Ben provided update on Outreach—Community Partnership—Larry Barth, CORE program met with environmental commission, Cranford community, CPC and Change A Light, Q&A; community signed up. Next: Cherry Hill. The presentations are tailor made to communities.

Community Partnership Meeting/Training—January 24 CPC Training Meeting, Princeton Library, 1-4pm; provide update and training to communities

CPC – 1/3 sign-ups are from municipals.

CSG--Send out power point template to CPMs—each to illustrate key way community to increase participation. Send agenda, reminder and directions as well.