

Meeting: NJCEP Marketing and Communications Meeting

Date & Time of Meeting:
Thursday, March 16, 2006, 11:00 a.m. – 1:00 p.m.

Attendees:					
	Yes	No		Yes	No
Anne Marie McShea, NJ OCE	X		Dave Nicholls, Ratepayer Advocate	X	
Mark Hammer Green Mountain	X		Charmagne, Orange & Rockland	X	
Amy McGinty, Meg, Community Energy	X		George Baer, ?	X	
Anne-Marie Peracchio, NJNG	X		Steve Restivo, Lissette Rivera, MWW	X	
Maura Watkins, Linda Wetzel, Kevin Connolly, JCP&L	X		Jason Bacharach, Carey Johnson, Grafica	X	
Fred Lynk, PSE&G					

Other Attendees for this meeting:

Announcements:

NEXT MEETING

- April 18 11:00 AM – Conf Call to discuss status of in-market campaign

Dial In Number - 888.476.6131, Code: 535344

Notes from Meeting:

EDI

Testing completed for Green Mountain and Community Energy.
Sterling Planet (in one or two utilities) testing expected to be completed by end of month

NEXT STEPS

George to provide update to Anne Marie McShea after Technical Committee 3/16.

Launch Event: Trenton State House (4/6/06)

Will be led by President Fox and Commissioner Jackson.
Speaker list development ongoing.
Goal to have Bill Dresser President League of Municipalities and Ginnie Bauer, Commissioner Dept. of Commerce among others.

Vents message to focus on CPC is good for economy, good for environment and broadly accessible to everyone now.

Press invitations and media alerts to be distributed in advance of conference. Press release will be distributed the day of event after the conference has been completed

Additional launch events are planned with utilities (ACE, O&R, PSE&G, JCP&L).
CPM's invited to participate at events where appropriate

NEXT STEPS:

MWW to send descriptions of events to CPC committee

Coalition Update

Approximately 20 companies and organizations have signed on to date with the goal of building grass roots momentum.

Members have agreed to promote to their constituency/audiences.

Domotech is trying to get radio personality Don Imus to discuss CPC on show.

J&J distributing at internal earth day events to employees

League of Municipalities promoting to all Mayors

Utilities and CPMs encouraged to sign up coalition members from their customer base

NEXT STEPS

Coalition solicitation ongoing

Confirm attendance at 4/6 launch event

CPC Media Tour at NJ Wind Farm

Reviewed plans for 4/10 tour.

NEXT STEPS

Finalize plans and attendees

CPC Call Center

Agreed that inbound callers will go to live operator and then have choice to transfer to the CPM of the callers' choice or stay with call center.

During non-peak hours, callers who get transferred will be told that they will be going to a CPM recording

Call center to transfer to CPM numbers listed in bill insert

NEXT STEPS

Anne Marie McShea to discuss/confirm plans with Sterling Planet

Confirm live operator hours of operation from CPM's

Media

Reviewed April launch media buy

Eliminated NY spot radio and put dollars into extending print

Eliminated ferry and transit from last meeting based on budget and timing

NEXT STEPS

Committee requested Grafica look at running advertising in Ferry terminals June or June/July to take advantage of summer and extend the program marketing after main flight in April/May

Rule Making

Draft of rules has not yet been provided.

Issues

1. Community Energy proposal for block products
2. Provision to commercial customers who are not BGS customers provided customer does not have consolidated billing
 - a. If included then goals needs to be increase. Can't use non BGS customers to offset those goals
3. REC Vintage

NEXT STEPS

When draft is available, Anne Marie McShea to seek input from committee before final draft to board

Ed Boards

Committee advised that President Fox will be doing ed boards over the next two weeks, with a focus on CPC but will cover other issues as well.

Events

OCE to review potential sponsor list provided by Community and determine if available budget to support. Events would be open to all marketers.