

CEC Marketing & Communications Meeting

August 27, 2008
1:00 PM – 3:30 PM
BPU Trenton Office

Attendees:

In Person:

Linda Wetzel, AEG	Janeen Lawlor, BPU
Sherri Jones, BPU	Kimberly Hoff, CSG
Linda Russo, CSG	Maria Grazul, CSG
Emily Haggman, Haggman Asso.	Michelle Peal, CSG
Greg Coleman, TRC	Richard Rinck, Parker & Partners
Dave Holland, Honeywell	Mary Ingram-Schatz, Haggman Asso.

By Telephone:

Dawn Chaplin, Honeywell	Kristen Nawoj, Grafica
Alicia Crichton, Haggman Asso.	Jeff Brown, Global Learning
Gayle Nowak, Haggman Asso.	Ellen Avery, MSI
Paresh Trivedi, BPU	

The meeting started at 1:00pm.

Sherri Jones was introduced to everyone as the new BPU Marketing Administrator.

Presentation of Residential Survey Results

MSI has completed the Residential Survey and recently provided a draft of the Final Report to the Office of Clean Energy. The results are still under review so they have not yet been distributed. Ellen Avery of MSI presented a high level summary to the group. The full report should be distributed in the next few weeks.

NJCEP Conference and Leadership Award update

Forty-six nominations were received in the various NJCEP Leadership Award categories. The sub-committees have been reviewing the submissions and the final recommendations will be made to President Fox in September.

There are 120 people currently registered to attend the Conference. The number of sponsors has increased, and a direct mail piece will be sent in the next few weeks to past conference attendees.

C/I 2009 Draft Marketing Plan Presentation

Prior to the presentations by the Market Managers, Janeen Lawlor reminded everyone that marketing spending must be done in the most responsible way. NJCEP efforts are key to the success of the 20% by 2020 initiatives but must be prudent.

TRC reviewed their proposed marketing plans for 2009. They have proposed increasing their marketing budget from \$671,000 to \$1,480,000 in 2009 (excluding the conference). This increase reflects the addition of four new programs. New programs to be launched in late 2008 / into 2009 include the Municipal Audit, Pay for Performance, Direct Install and TEACH programs.

The management of the NJCEP Conference and Leadership Awards will be transitioning from Grafica to TRC. The budget and program description for this should be ready in early September.

Residential and Renewable Draft Marketing Plan Presentation

Honeywell presented the plans for the residential and renewable segments. The Home Performance Program is currently under revision to be able to serve more customers, so that section should be disregarded for now. The plans were distributed via email.

Final versions of the plans are scheduled to be filed late September.

Other:

The Energy Minute campaign is now running on NJ 101.5 promoting conservation, energy savings tips and addressing rising energy prices. The campaign will run on through September 22, and will include a mix of sixty second spots and ten second traffic sponsorships, as well as banners on the 101.5 website.

Meeting adjourned at 3:30pm

NEXT MEETING DATE:

October 1, 2008 Newark