

CEC Marketing & Communications Meeting:

December 5, 2007

2:00PM – 4:00PM

BPU Trenton Office

Attendees: Anne Marie McShea, Cam Johnson (OCE); Linda Wetzel (Applied Energy Group); Jason Bacharach, Kristen Nawoj (Grafica); Dave Nichols (Ratepayer Advocate); Erin Bijas (MWW); Lisa Gonzalez, Kimberly Hoff, Michele Maybaum, Dawn Chaplin, Gayle Dougherty, Alyssa, Chris, Maureen Quaid (Honeywell Team); Marnie Messeri (PSEG); Jeff Brown (Global Learning); Ann Marie Perrachio (NJNG); Greg Coleman (TRC)

AGENDA:

2008 Program Marketing Budgets

- The Honeywell, TRC, OCE 2008 marketing budgets were distributed. The OCE budget has been increased by \$300K to allow for a dedicated website resource, programming and strategy development.

2008 Marketing & Communications Committee

- The existing membership list was reviewed to ensure a blend of representation on the committee. Ideally there would be representation from the OCE/BPU, market managers, community partners, design community, utilities, education, as well as grass roots organizations such as Environment NJ.
- Several potential new members were identified with responsibility to specific committee members to invite prospective members to join.
- The committee will require three subcommittees. Members will be asked to volunteer to serve on one or more subcommittees listed below:
 - Conference – overall conference support including monthly meetings to set agendas, identify speakers, call for papers, etc.
 - Awards – solicitation for nominations, review and evaluation to make final recommendations.
 - EMP/Research – explore attitudes and messaging for integration of EMP messaging into NJCEP

Whole House/Whole Community Campaign Update

- Grafica reviewed the TV and print ads created to support the Whole House campaign. The ads were approved and will begin running in December. Input was provided on the TV ads which are scheduled to begin in January.

Campaign Brief / Draft Communication Protocols

- Draft campaign brief and communication protocols were distributed with the agenda. Input was requested from committee members, and the documents will also be discussed at the Marketing Summit planned for December 10.

Business Survey Findings (Grafica)

- The Business Survey has been completed and a preliminary topline report was again distributed. Final topline to be delivered next week.
- Focus groups are being held this week. Findings will be shared with the committee at the next meeting.
- MSI to develop a “one-pager” of highlights for A. McShea to provide to Mike Winka to present at December Board meeting

Community Partners Update (E. Bijas)

- Erin distributed the list of current and potential community partners. A January meeting is tentatively planned along with training in February. Meetings will be held to align key initiatives for this group and better manage and support the network of partners.

January and February 2008 Agenda Planning

NEXT MEETING DATE: January 9, 2008 10:00-noon