

**BUDGET AND OPERATIONS COMMITTEE OF THE
CLEAN ENERGY FINANCE AND INVESTMENT AUTHORITY
Minutes – Special Meeting
Thursday, April 17, 2014**

A special meeting of the Budget and Operations Committee (“Budget Committee”) of the Board of Directors of the **Clean Energy Finance and Investment Authority (the “CEFIA”)** was held on April 17, 2014, at the office of the Clean Energy Finance and Investment Authority, 845 Brook Street, Rocky Hill, CT 06067.

1. **Call to Order:** The meeting was called to order at 3:03 p.m. Budget Committee members participating: Mun Choi (by phone) and Commissioner Rob Klee (by phone).

Member Absent: Norma Glover.

Staff Attending: George Bellas, Mackey Dykes, Brian Farnen (by phone), Bryan Garcia, Cheryl Samuels, Madeline Priest, and Kerry O’Neill (by phone)

Others Attending: Alex Kragie (by phone)

2. **Public Comments:**

There were no public comments.

3. **Approval of Meeting Minutes:**

The Budget Committee members were asked to consider the minutes from the December 11, 2013 meeting.

Upon a motion made by Mr. Klee, seconded by Mr. Choi, the Budget Committee members voted unanimously in favor of adopting the minutes from the December 11, 2013 meeting as presented.

4. **Marketing Director:**

Mr. Dykes explained that the organization has set aggressive deployment goals and needs to restructure marketing support to help sectors meet them. The new marketing director will integrate all marketing type functions (i.e. marketing, PR, Community outreach) and provide a coordinated, multi-pronged strategy across the organization. Mr. Choi commented that this was timely and he was in favor of the new position. Mr. Klee also agreed and asked if the New York Green Bank had a marketing director that was doing the same for their organization. Bryan Garcia explained that the New York Green Bank is not targeting the marketing front at this time and that they will focus on big banks and big projects for deploying capital as well as utilizing NYSERDA to build

demand. Mr. Dykes added that CEFIA is working on a smaller, more consumer-oriented scale. Kerry O'Neill spoke to the need of having a marketing director with a consumer goods background since CEFIA's target is the consumer more so than lenders. Mr. Dykes asked the committee for a motion for recommendation for approval of the Marketing Director Position description and amended staffing plan to the full board.

Upon a motion made by Mr. Choi, seconded by Mr. Klee, the Budget Committee members voted unanimously in favor of adopting the following resolution regarding the Marketing Director position.

RESOLVED, the Clean Energy Finance and Investment Authority's Budget and Operations Committee recommends that the CEFIA Board of Directors approve the Marketing Director position description and amendment to the staffing plan to reflect the new position.

5. EnergizeCT Launch Budget:

Mr. Dykes stated that Energize Connecticut is CEFIA's partnership with UI, CL&P, the Energy Efficiency Fund and DEEP. The partners developed a marketing plan to increase consumer awareness of the EnergizeCT brand. The CEEF asked CEFIA to contribute to the plan. CEFIA's contribution to the plan would be ¼ of the cost. The plan covers several different aspects (i.e. Media Sponsorship, Public Appearances, Social Media, Transit ads, Paid Search, Digital ads and Direct Mail). Mr. Choi mentioned that he saw an EnergizeCT ad in the Hartford Business Journal. Mr. Klee mentioned he also saw an EnergizeCT ad on television the previous night. Mr. Dykes explained the breakdown of the \$274,250.00 and how the money would be used to cover various media sponsorship, (i.e. Facebook Paid Ads, Yahoo Paid Ads, Digital Production, etc.) and would like the committee to approve this additional funding. Mr. Dykes stated that the Facebook "likes" have increased because of the ads and the goal is to increase brand awareness. Mr. Dykes reviewed a schedule of television media sponsorship ads airing from April 14th to June 8th on NBC as well as online sponsorship and events.

Upon a motion made by Mr. Choi, seconded by Mr. Klee the Budget and Operations Committee members voted unanimously in favor of adopting the following resolution regarding the EnergizeCT Launch Budget:

RESOLVED, that the Clean Energy Finance and Investment Authority's ("CEFIA") Budget and Operations Committee (the "Committee") recommends that the CEFIA Board of Directors approve an increase up to \$274250 in the marketing budget for fiscal year 2014 budget to support the Energize Connecticut brand launch; and

RESOLVED, the Committee recommends that the CEFIA Board of Directors direct staff to enter into any necessary agreements with the Energize Connecticut partners to execute the Energize Connecticut brand launch and Energize Connecticut marketing activities.

6. MatchDrive Contract Amendment:

Mr. Dykes explained that MatchDrive is a marketing firm that was brought on to help meet CEFIA's deployment goals. CEFIA would like to increase the contract with MatchDrive with a proposed increase of \$390,000 for a new PSA total of \$1,443,550.00. The funds come from existing marketing budget and are not an increase in overall budget. Mr. Dykes expressed that CEFIA is happy with the work MatchDrive does and Kerry O'Neill feels that it's award winning. The money would go towards producing case studies featuring customers telling their stories and utilizing various mediums to get the information out to the public. The Commercial and Industrial side is asking for \$100,000 increase to develop a new website, produce additional case studies and conduct online advertising. The Residential side is asking for an increase of \$150,000 to fund with Facebook promotions and advertising, Spring case studies, and an online banner ad media buy and production. \$140,000 is requested for general needs, including work on CEFIA's rebranding and producing a financing calculator for EnergizeCT.com. A question was asked of the timing of MatchDrive and the new Marketing Director Position and how that would relate to the new MatchDrive contract. Mr. Dykes explained that CEFIA is hoping to finish out this year with MatchDrive and the New Marketing Director would take over for the next fiscal year. CEFIA would like MatchDrive to stay on for another year to support the New Marketing Director and then let the marketing director make a decision on what they want to do in terms of a future contract.

Upon a motion made by Mr. Choi, seconded by Mr. Klee the Budget and Operations Committee members voted unanimously in favor of adopting the following resolution regarding the MatchDrive Contract Amendment:

RESOLVED, that the Clean Energy Finance and Investment Authority's ("CEFIA") Budget and Operations Committee (the "Committee") recommends that the CEFIA Board of Directors approve an increase to PSA 1859 with MatchDrive of \$390,000.

7. Residential Data Administrator:

Mr. Dykes explained that all four residential products were collecting an incredible amount of data from numerous institutions and growing. He explained that the types of data being collected is financial data both origination and payment data, project level data(i.e. contractor, measures installed, etc.) and in the future will be collecting projected and actual energy savings and generated data. Kerry O'Neill explained the need to have the data for a product in an IT platform to provide an opportunity for significant operational efficiencies, especially as programs scales. Putting an outside resource in place would provide nimble and responsive data analytics to both support reporting and drive marketing decision-making strategies. A robust data platform will enable CEFIA to make a much more compelling case to external investors about the risk and rewards of our product offering, in support of our efforts to secure low-cost capital. Customer's sensitive personal information would also be protected. Mr. Dykes mentioned that an RFP went out in December and only two companies responded;

METIS and kWh Analytics. When comparing the two platforms, the METIS platform was found to meet all of CEFIA's needs and more. Mr. Dykes stated that CEFIA would like to enter into a PSA with METIS not to exceed \$180,000 for one year with an option to extend for an additional \$180,000 for year two. Mr. Dykes mentioned that the PSA was currently in front of Commissioner Smith at this point due to the size of the PSA and said CEFIA was bringing this to the Budget and Operations Committee to brief them due to the operational nature of the contract.

8. Comprehensive Plan and FY 15 Budget Process

Mr. Dykes explained the last comprehensive plan is about to expire and would like to bring an outline of the plan to the May Budget and Operations Committee meeting to get feedback as CEFIA looks to develop the next plan. He would bring an outline of the plan and structure for the FY15 budget for feedback from the Budget and Operations Committee. A final draft of both would be presented to the Budget and Operations Committee in June to bring to the June 20th board meeting for a final vote.

Adjournment: Upon a motion made by Mr. Choi, seconded by Mr. Klee, the Budget Committee members voted unanimously in favor of adjourning the April 17, 2014 meeting at 3:53 p.m.

Respectfully submitted,

Robert Klee, Chairperson of Budget
Committee