Agenda

Conservation Advisory Council
Wednesday July 15, 2015 1:30 pm – 3:45 pm

Address:
421 SW Oak St., #300
Portland, OR 97204

1:30 **Welcome, introductions**

1:35 **Old Business**
June CAC minutes

1:40 **Q2 Dashboards** *(information)*
Information on progress to date towards 2014 goals

2:00 ***My Business* marketing campaign** *(information)*
Energy Trust's first fully-integrated business-to-business marketing campaign was launched in May. Staff will provide an overview of the 3 major components of the campaign (advertising, website and trade ally cooperative marketing), and share results to date and next steps.

2:20 **Residential Sector 2015-2019 Strategic Plan** *(discussion)*
Overview & CAC discussion on the draft plan, which describes historical trends, and addresses the Residential Sector's and programs' contribution and strategic approach to meeting the goals of Energy Trust's 2015-2019 Strategic Plan. Input such as feedback and advice on sector strategies is requested at this time. These plans will inform programs' annual action and budget planning.

3:30 **Public Comment**

3:45 **Adjourn**

The next scheduled meeting of the Conservation Advisory Council will be on September 9, 2015