

THIRD TAXING DISTRICT
of the City of Norwalk
Special Meeting
May 16, 2013

ATTENDANCE: Commissioners: Paul Kokias, Chair; David Brown, Charles Yost.

STAFF: James Smith, General Manager.

OTHER: JUMAR Marketing: Judi Virgulak, Marie Jablonski

CALL TO ORDER

Mr. Kokias called the meeting to order at 6:00 p.m.

PUBLIC COMMENT

Ms. Debra Goldstein (no address given) stated that she did not have a public comment but she did ask questions and made comments during the discussion of the JUMAR marketing presentation.

Update on Marketing/Branding Project

Mr. Smith introduced Ms. Virgulak and Ms. Jablonski of JUMAR Marketing and Mr. Brown asked for an overview of their background. They provided a summary of their experience in the marketing and public relations industry, and an overview of the process by which they will define design and develop the new branding for the Third Taxing District.

Ms. Virgulak went through the presentation and reviewed the handouts provided. She explained that their goal was to gather as much information on the thoughts and objectives of the Commissioners relative to the logo, website interaction and preferences for color and style.

Mr. Kokias stated that he does not see a public relations problem but wanted to simply address the website issue of having a site that is easy to navigate and to add an electronic billing feature. Ms. Virgulak explained that one of the primary goals of the meeting was information gathering and a brainstorming of thoughts and ideas to formulate a marketing strategy with repositioning and branding for the District. She and Ms. Jablonski presented ideas and concepts surrounding the creation a logo, tagline and marketing strategy. They

referred to typical website designs from other company sites and showed how different layouts demonstrate visual patterns of color, white space and copy design.

Discussion ensued over communication and branding objectives and the mission of the district being an electric company and how to incorporate community support and historic significance into the positioning.

It was agreed that the focus of their marketing project would be the 100th Anniversary celebration. Ms. Virgulak provided a chart outlining the schedule for the celebration that is being called “Power on the Sound” program. There was discussion on the selection of media, public relations and selling of exhibitor tables.

Mr. Kokias expressed concern that this event has grown to be much larger of an event that he had envisioned. He stated that he wanted to keep it a simple celebration at the beach with a band and some giveaways. Instead, this has snowballed out of control to a very complex and complicated event in terms of the exhibitor tables and a day long event of ten hours that will be hard to schedule and manage. Discussions ensued as to the scope of the event and it was agreed to have exhibitor tables or booths for sale and to have Jumar run the event as proposed.

A proposed budget was outlined and reviewed in terms of signs, banners, and extra items. It was agreed that JUMAR would provide a full list of items including media selection, promotion, banner and sign design, tents, security and a complete outline of all other expenses involved. Mr. Virgulak noted that she should be in contact with Mr. Yost in developing a list of contacts for the solicitation of sponsorships and exhibitor table sales.

- ** MR. YOST MOVED TO APPROVE THE ALLOCATION OF CONSULTING EXPENSE PROPOSAL FROM JUMAR MARKETING OF \$20,400 FOR THE “POWER ON THE SOUND” 100TH ANNIVERSARY EVENT FOR THE THIRD TAXING DISTRICT.**
- ** MR. BROWN SECONDED THE MOTION.**
- ** MOTION PASSED UNANIMOUSLY.**

Discussion on Energy Conservation Project

Mr. Smith provided a copy of an email from Michael Cassella and supporting documents as follows:

- 1) 2012 year end results - shows what you spent and saved - was mostly in the residential lighting area
- 2) Three 2012 “Large” Commercial and Industrial projects that were completed. Two were done at the DPW garage which benefits all of the TTD customers

FINAL

- 3) Balances in your three C&LM accounts as of April 30th @ 125.000 (\$50 k for potential solar projects)
- 4) Two projects in planning/development

Mr. Smith noted that according to Mr. Cassella, the program works consistently with the IOU and other municipal programs with funding based on 2.5 mill per kWh “systems benefits” charge. He added that the e-mail highlighted that divided 40 percent residential and 60 percent C&I with the majority of the residential money being spent on CFL distribution and the majority of the C&I money going to fund incentives/rebates of 33 percent of the project cost. Mr. Smith suggested that a company be hired to handle the distribution of CFL and rebate items.

Mr. Kokias stated that Mr. Smith has not done a good job at managing this and suggested that he go back and regroup to better provide the programs as mandated. He expressed outrage that an outside company is recommended to handle what should be routine servicing of customer requests for light bulbs and rebate forms. He stated that he has problems with the inefficiencies of duplicate work and to pay a service to do this is unacceptable and it loses the personal touch. He added that the district is in the service business and face to face contact with customers is an important part of the daily communications.

There was further discussion of transactions as audited by the state and Mr. Smith indicated that all is in compliance with the resolution. It was agreed that Mr. Smith would get a total of the administrative costs from CMEEC of all the balances. Mr. Smith stated that he is hoping to continue the service as has been done in the past and he will provide an update tracking of the program as requested.

Adjournment

**** MR. KOKIAS MOVED TO ADJOURN.**
**** MR. BROWN SECONDED.**
**** MOTION PASSED UNANIMOUSLY.**

The meeting was adjourned at 8:45 p.m.

Respectfully submitted,
Marilyn Knox
Telesco Secretarial Services