

BOARD OF WATER WORKS

MARKETING COMMITTEE MEETING

MEETING AGENDA

AUGUST 20, 2018 12:00 PM

LOUISVILLE WATER COMPANY HEADQUARTERS

I. MEETING MINUTES

- a. Approve the Minutes of the Marketing Committee Meeting held May 23, 2017

I. MARKETING COMMITTEE OVERVIEW

- a. Approve Revisions to the Marketing Committee Charter

II. MARKETING AND BRANDING INITIATIVES

- a. Louisville Water Partnerships
- b. Current and Future Initiatives

III. REGIONALIZATION

- a. Status of Recent Wholesale Partnerships
- b. Shelbyville
- c. What's on the Horizon?

IV. STRATEGY INNOVATION

- a. HomeServe
- b. Leak Protection Plan
- c. Product Initiatives
- d. Consulting Services

II. OPEN DISCUSSION

III. ADJOURN