Jakarta EE Marketing Committee Meeting - August 16, 2018

Agenda
- Approval of the previous mtg minutes **(5 mins)**
- Review of actions from last call **(5 mins)**
  - Vote to publish meeting minutes prior to July 19 or not
  - CFP dates on conference & event list
- Adopt marketing plan **(15 mins)** - build on draft Marketing Plan
  - Final review
  - *How about we move Strategic and Participant names to the "Members tab" and replace area with: Events [Thabang follow up AEB's email]*
  - Vote to adopt draft plan
- Discuss new members & onboarding **(10 mins)**
  - Development of onboarding process and documents for new members
  - How to make it easier for people/companies to get involved - updates to this page? https://jakarta.ee/members/
- Use of member branding **(10 mins)**
  - Logos on jakarta.ee
  - Acknowledging contributions
- Jakarta EE community meetings **(15 mins)**
  - Community video call cadence [dooble pool to select date and time, we cannot expect all members to join yet we should know who will attend upon sending agenda to Community] -AEB
  - Suggested list of initial topics
    - PMC's help with generating this list
  - Publishing topics to mailing list
- Difference between MicroProfile and Jakarta EE **(10 mins)**
- Oracle Code ONE 2018 (scheduled August 23, 2018)
  - Jakarta EE presence and activities

Attendees members present (**in bold**):
- **Amelia Eiras - Tomitribe**
- **BJ Hargrave - IBM**
- **Ed Bratt - Oracle**
- **Dan Bandera - IBM**
- **Jonathan Gallimore - Tomitribe**
- **Michael DeNicola - Fujitsu**
- **Cesar Saavedra - Red Hat**
- **Jadon Ortlepp - Payara**

Eclipse Foundation representatives:
- **Tanja Obradovic** (Eclipse Foundation)
- **Stephanie Swart (Eclipse Foundation)**
- **Thabang Mashologu** (Eclipse Foundation)
- Paul White (Eclipse Foundation)

Actions:
- Proposed for Thabang to carry on with minor adjustments to the Marketing plan and for the committee to approve the marketing plan following this meeting.

Discussed:
- How progress against actions is captured - **for next week.**
- JavaOne 2017 MicroProfile marketing assets - **for next week**.
- Jakarta EE Marketing plan approvement.
  - Group approved Mission statement proposed by Amelia, accepted by group.
  - Approved new statement - content targeting "3 audiences" by Amelia.
  - Messaging edits, Audience & segmentation. Focusing on developers/senior developers vs resources.
- Discuss JakartaOne happening in 2Q 2019 and announcement details. - **for next week**.
- Monthly video call hangouts with community proposed by Amelia.
- Amelia proposed hosting JakartaOne conference on Jakarta EE page.
- The Committee unanimously approved the 2018 Jakarta EE Marketing Plan as drafted and circulated, with the minor edits made by Thabang Mashologu included.