Jakarta EE Marketing Committee Meeting - March 28, 2019

- Finalize Member and compatible badge logos (Paul) (20 mins)
- Reporting to/from Steering Committee (Dan / Mike D) (10 mins)
- Update on the approved budget (Thabang / Tanja) (10 mins)
- Update on Jakarta EE 8.0 go-to-market planning (Thabang) (5 mins)
  - Planning document is here
  - Branding/logo usage guidelines
  - Marketing/PR activities
- Jakarta One Live update (Tanja) (5 mins)
- Next steps for 2019 Jakarta EE Developer Survey (Thabang) (5 mins)
  - Review timeline
- TCK - website place for publishing all certified products (2 min)
- Jakarta EE Update call - quick review (5 min)
- Parking lot for next meeting
  1. Approval of the previous mtg minutes (5 mins)
  2. [Amelia] add a Mktg Repo under the Jakarta EE repo
  3. [Amelia] add a disclosure sentence on the Jkta twitter handle that states that EF Team manages the account
  4. [Amelia] talk about the Mktg budget and what has been used up to this point
  5. [Jon is traveling for business meetings and not attending call] Update on standardization of projects on Jakarta.ee (Jon) (10 mins)

Attendees
- Amelia Eiras (Tomitribe)
- David D (Oracle)
- Mike DeNicola (Fujitsu)
- Dan (IBM)
- Neil (IBM)

Eclipse Foundation:
- Thabang Mashologu
- Tanja Obradovic

Discussed

- Final vote results for Member and compatible badge logos are as follows:
  - Compatible
    - Tomitribe #5
    - Oracle #5
    - Fujitsu #5
    - IBM #5
Member

- Tomitribe #5
- Oracle #5
- Fujitsu #5
- IBM #5

- The Marketing Committee received an update from the Steering Committee.
- Trademark License Agreement template under review IP Advisory Committee, EF is awaiting approval.
- The budget was approved by the Steering Cmte, it will be discussed at the next call.
  - EF team will check if it can be shared with the 3 Cmtees.
- Jakarta EE 8.0 go-to-market planning
  - Planning sheet is here. Thabang on vacation. Tanja explained the document, many moving pieces, dates and actions.
  - The document will be sent to the Mktg Cmte via email with write access.
- Jakarta One Live
  - Amelia suggested name change to reflect it will be a virtual event
  - Sept 10th, 2019. Dan - how will JakartaOne Live be tied into to future events?
  - Oracle Code One SFO- also September
  - Apache Con Las Vegas- also September
- Jakarta EE Survey timeline
  - Thabang proposed to sending the survey results to the WG via email.
  - Gathering of personal information gathering was GDPR compliant, so there is no issue sending data to email to those who participated and provided their emails during the survey.