Agenda

- Approval of the previous mtg minutes (**5 mins**)
- Discuss Jakarta EE 8.0 marketing plan (Thabang & Paul) (**15 mins**)
  - Draft plan is [here](#)
  - Vote on adopting the marketing plan
- Reporting to/from Steering Committee (Mike D) (**10 mins**)
- Update to Jakarta EE Trademark Guidelines (Mike D / Paul) (**10 mins**)
- Update on hiring of Marketing Lead (Thabang) (**5 mins**)
  - Shabnam Mayel starts June 3
- Removing the “EE” from “Jakarta EE” for names of events, conferences, etc. (All) (**10 mins**)
- Parking lot items
  - Go through the Jakarta EE 8 marketing plan in detail

Attendees:

- Ivar Grimstad
- David Delabassée (Oracle)
- Amelia Eiras (Tomitribe)
- Jonathan Gallimore (Tomitribe)
- Neil Patterson (IBM)
- Cesar Saavedra (Red Hat)

Eclipse Foundation:

- Paul White
- Thabang Mashologu
- Gabriela Motroc

Discussed:

- **Jakarta EE 8.0 marketing plan**
  - Marching towards a launch in late August/early September. Plans include specs approval, (at least one) compatible implementation, etc.
  - Next step is to present the plan to the Steering Committee over the next couple of weeks and receive feedback
  - Compatible products are key to driving the brand forward
  - Measure for Jakarta EE success is the community’s interest in compatible products
  - Jakarta EE 8 events overview
  - Member recruitment is a must going forward. The goal is to use the Jakarta EE8 launch to get more members
Optional launch tactics to consider (not included in the budget) → can be added with additional support from members

- Jakarta EE 8.0 marketing plan approved

- Steering Committee updates
  - Messaging around javax changes
  - The Steering Committee is the official voice determining how things will move forward

- Jakarta EE Trademark Guidelines
  - To-do: have the draft approved and published (ratify the changes)
  - If there aren’t any major changes/comments, the vote will be electronic

- Marketing Lead
  - Shabnam Mayel is starting on June 3

- Removing the “EE” from “Jakarta EE” for names of events, conferences, etc.
  - The idea is to use “Jakarta” for the broader ecosystem (including events & webinars) and “Jakarta EE” for specifics around the WG, project, etc.

Actions:

- Jakarta EE Trademark Guidelines
  - To-do: have the draft approved and published (ratify the changes)

Parking Lot for the next meeting:

- Approval of previous meeting minutes
- Remove the “EE” from “Jakarta EE” for names of events, conferences, etc