Jakarta EE Marketing Committee Meeting - September 13, 2018

Agenda

✓ Approval of the previous mtg minutes (5 mins)
• Review of actions from last call (15 mins)
  ✓ Tasks/prioritization/volunteers for website features/change requests/Github issues
  ✓ Oracle Code One 2018 Skeleton Event Plan
  ✓ Oracle Code One talking points update by Mike
  ✓ Neil to coordinate Oracle Code One tshirts/Stephanie to send links
  ○ Onboarding - reporting on progress by Neil & Amelia
  ✓ Committee review of EclipseCon Europe planning (folder with skeleton docs here).
✓ Reporting to/from Steering Committee (Mike) (15 mins)
✓ JakartaOne 2019 update (Paul) (10 mins)
• Use of member branding - acknowledging user contributions (10 mins)
• Difference between MicroProfile and Jakarta EE (5 mins)
  ○ Messaging / talking points
• Update on action stemming from Ivar’s email - request to reach out to Apache to link to Jakarta EE from the parked Apache Jakarta web page

Attendees

Dan Bandera - IBM
Jonathan Gallimore - Tomitribe
Debbie Hoffman - Payara
Ed Bratt - Oracle
Ivar Grimstad - Committer Representative
Mike Denicola - Fujitsu
Amelia Eiras - Tomitribe
Cesar Saavedra - Redhat

Eclipse Foundation representatives:

Paul White (Eclipse Foundation)
Stephanie Swart (Eclipse Foundation)
Thabang Mashologu (Eclipse Foundation)

ACTIONS

Code One -

• Strategic blogs by each of the member companies - if going to Code One, write a blog, share with Eclipse. One blog focused on the talking points and one blog on member activities at code one in support of Jakarta EE (what’s happening/where to find you)
Member blog tracking sheet is [here](https://docs.google.com/spreadsheets/d/1GaupZBzoYQr8_eT3YeGuSUWW4cl9yzKIW-YVc-zZdFU/edit?usp=sharing)

- Share with Amelia who has a booth at Code One.
- Stephanie to create attendee list for event - where will be during event?
  - Conference Attendees (CodeOne + ECE) Spreadsheet - [https://docs.google.com/spreadsheets/d/1GaupZBzoYQr8_eT3YeGuSUWW4cl9yzKIW-YVc-zZdFU/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1GaupZBzoYQr8_eT3YeGuSUWW4cl9yzKIW-YVc-zZdFU/edit?usp=sharing)

**EclipseCon**

- Review Skeleton ([https://docs.google.com/document/d/1hpZ3J9zGRzhzyY23chQ8qV8D2w7WF-FyQDcmAVvcb_M/edit](https://docs.google.com/document/d/1hpZ3J9zGRzhzyY23chQ8qV8D2w7WF-FyQDcmAVvcb_M/edit)) & comment
- Members to actively promote EclipseCon
- Paul to provide overview of EclipseCon next meeting

**Discussions:**

**Github issues**

- 9 votes received for prioritization of issues. Eclipse to send the ranking/order out via email. Any issues that have not been claimed to work on; Eclipse will tackle if realistic to do so.

**Feedback/communication**

- If reviewing documents shared with committee, even if there are no suggestions at least make a comment that it has been reviewed/all looks okay.

**EclipseCon**

- Speaking points of EclipseCon Europe ([https://docs.google.com/document/d/1_Bgh5rP1qKJdATIq5ZC-ceJ9AFvHq8lq8_xFrarnlH0/edit](https://docs.google.com/document/d/1_Bgh5rP1qKJdATIq5ZC-ceJ9AFvHq8lq8_xFrarnlH0/edit))
- There will be a community day.
- Those involved in marketing could get together to have a meeting (dining room/Paul & Thabang)
- Eclipse to put together a list of talks (Tanya)
- Tshirts & distribution needs to be decided (Jakarta will not have a booth)
- Dan requested Paul give marketing committee an overview of EclipseCon, type of audience

**Steering Committee Report by MikeD.**

- Still discussing Jakarta One event next year (May/June time frame for possible virtual or in-person event), no decision made yet. This decision would impact budget.
- Expecting all sources contributed, Eclipse GlassFish builds running, tested with TCK binaries - target of Nov 30 for completion of Eclipse GlassFish 5.1 being Java EE 8 certified (in order to have backward compatibility)
- Paul reported funding model was decided upon on Tuesday. Drives what we can do within marketing committee, head counts, legal, conferences, website development, Jakarta One.
  - In Person Conference: foundation-run event. 3 day conference focused around Jakarta EE, cloud-native, microprofile. Need sponsorship from member companies. Steering committee working on draft budget. Who can be reached with this conference (# of people)? In addition to sponsorship, need from member companies - speakers, drive people to event. Would find a program chair to create technical content for event. Timeline: May/June 2019 or should we wait until 2020? If event focused on 300 or so committers/developers, feeling is it could be done in North America - question is, is that how we should launch Jakarta One? Or wait and have larger event.
  - General consensus of marketing committee is to wait until 2020 to do a large event & have time to do it well, with possibility of a virtual or smaller event before then that is not labeled as Jakarta One.

Parking Lot:
  - Onboarding - reporting on progress by Neil & Amelia