Jakarta EE Marketing Committee Meeting - May 9, 2019

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Q1 2019 Marketing operations and budget update (Thabang) **(15 mins)**
  - Update report is [here](#)
- Discuss Jakarta EE 8.0 go-to-market planning & revised budget (Thabang & Paul) **(5 mins)**
  - Draft plan is [here](#)
- Update on JakartaOne virtual event (Paul) **(10 mins)**
- Reporting to/from Steering Committee (Mike D) **(10 mins)**
- Update on trademark and logo usage guidelines (Paul) **(5 mins)**

- Parking lot items
  - Removing the "EE" from "Jakarta EE" for names of events, conferences, etc.

Attendees:

Jonathan Gallimore (Tomitribe)
Dan Bandera (IBM)
Mike DeNicola (Fujitsu)
Dominika Tasarz (Payara)
Edward Bratt (Oracle)

Eclipse Foundation:
- Thabang Mashologu
- Paul White
- Stephanie Swart
- Gabriela Motroc

Discussed:

- April 25, 2019 meeting minutes were **approved unanimously**
- Q1 2019 marketing operations & budget update
  - Thabang provided a recap of the activities, tactics, and outcomes from Q1 marketing operations (slides available in [Google Drive](#))
  - Thabang explained the $335K were allocated by Steering Committee for marketing spend activities in the Jakarta EE budget updated in March, 2019
  - Thabang provided a revised 2019 marketing budget proposal allocating that $335K, and explained it aligned with previous planning regarding the budget
  - **Committee approved unanimously the 2019 marketing budget as proposed**
- Jakarta EE 8 marketing plan
  - Thabang indicated that Eclipse Foundation team had worked on drafting a Jakarta EE 8 marketing plan (slides available [here](#))

- ○ Committee agreed to provide feedback and input on the plan prior to the next meeting, with the expectation of adopting the plan at the next meeting.
- Steering Committee updates:
  - ○ Focus on Jakarta EE 8 delivery (getting clarifications with Tomitribe is a priority)
  - ○ Response on announcement in early May pointed out general concerns. Message about Jakarta EE going out next week
  - ○ Main takeaway: getting the message out (that Jakarta EE 8 will *not* break compatibility)
- JakartaOne virtual event
  - ○ Name - top options: JakartaOne Live, JakartaOne Livestream, JakartaOne Online.
  - ○ **After discussion, the Committee voted unanimously to have event named "JakartaOne LiveStream"**
  - ○ The committee discussed the merits of different dates for the event, taking into consideration both competing events and the potential schedule for release of Jakarta EE 8, and whether the event ought to be held at all given the details regarding Jakarta EE 8 still to be resolved.
    After discussion, the Committee voted unanimously to leave to Eclipse Foundation staff to select specific date of the event sometime within the 1st two weeks of September.

Actions:

- Extended invite for Jakarta EE Marketing Committee meetings for the rest of the year
- Feedback on the Jakarta EE 8 marketing plan until May 22
- Eclipse Foundation staff: Select date for JakartaOne Livestream
- Get the message out to align with Mike's statement (that Jakarta EE 8 will *not* break compatibility)