

Jakarta EE Marketing Committee Meeting - November 21, 2019

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Reporting to/from Steering Committee **(10 mins) (Mike D)**
- Approval of the 2020 marketing plan **(10 mins) (EF)**
 - Discuss impact of \$50K budget reduction as per Steering Committee
- Review [Jakarta EE MKT Operations Update-Q3 2019](#) **(10 mins) (EF)**
- Adding a policy to the Jakarta EE Trademark Guidelines **(5 mins) (EF)**
 - Define a policy for the use of the Jakarta EE brand in the Eclipse project names
- Event planning **(10 mins) (EF)**
 - Sponsored CNJ Day @ KubeCon EU 2020 (proposal [here](#))
 - Reception at DevNexus for 19-21 February 2020
- Review scheduled dates of meetings in Dec 19 and 2020 **(5 mins)**
- Promoting [Jakarta EE Update calls](#) and monthly [blogs](#) **(5 mins) (EF)**
 - Requesting help from the Marketing Committee to promote
- Parking Lot for the Nov 21 meeting:
 - Review [Jakarta EE MKT Operations Update-Q3 2019](#)
 - Review Jakarta EE 'Champions' requirements strawman

Attendees:

- Dominika Tasarz (Payara)
- Mike DeNicola (Fujitsu)
- Neil Patterson (IBM) [and Dan Bandera]
- Cesar Saavedra (Red Hat)

Eclipse Foundation:

- Thabang Mashologu
- Shabnam Mayel
- Tanja Obradovic

Discussed:

- Previous meeting minutes: APPROVED
- Reporting from steering committee (Mike):
 - Jakarta EE & MicroProfile working together - meeting planned
 - Discussion about Jakarta EE 2020 plan & budget - committee doing electronic vote now on budget, \$285,000 marketing budget expected to be allocated (as currently listed in the Marketing 2020 plan)
 - Discussed potential need for contingency budget for engineering
 - Marketing Committee accepts the \$50K budget allocation by the Steering Committee but we also recognized and discussed the fact that marketing committee wasn't consulted before the decision was made, there's general agreement that marketing budget is underfunded and there's a general lack of specificity on what the \$50K will be allocated to

- Marketing 2020 Discussion
 - Had to cut the digital marketing budget & research analyst / market intelligence budget due to cuts as discussed above
 - Discussed further allocation of marketing budget and possibility of re-allocation - will be reviewing the budget spent quarterly
 - Budget officially approved by the present committee members
- Marketing Ops update - members to review and will discuss at the next meeting
- Scheduled dates for meetings in December and beyond - last meeting 2019 on the 12th of Dec, then picking up in January every other week of the month. Meeting Calendar [here](#). Discussed Jakarta EE trademark Guidelines
- Cloud-native Java Day at KubeCon - committee reached out to members about sponsorships, decision needs to be made by tomorrow