# Jakarta EE Marketing Committee Meeting - December 13, 2018

## Agenda

- ✓ Approval of the previous mtg minutes **(5 mins)**
- ✓ Review of actions from last call **(10 mins)**
- ✓ Reporting to/from Steering Committee (Mike D) **(10 mins)**
- ✓ Meeting schedule for Dec 2018 and Q1 2019
  - ○ Proposal to move to a bi-weekly schedule
- ✓ Discuss Jakarta 2019 conference calendar - candidates
  - ○ Amelia is chatting with Vince from DevNexus today (12/5) about Jakarta EE participation. Will report via writing after the chat and welcome Q&A during call tomorrow. AEB
- ● Parking lot

## Attendees

Mike Denicola (Fujitsu)
Dan Bandera (IBM)
Amelia Eiras (Tomitribe)
Edward Bratt (Oracle)
Debbie Hoffman (Payara)
Ivar Grimstad (Committer Member Representative)
Dominika Tasarz (Payara)

Eclipse Foundation:
Tanya Obradovic
Paul White
Thabang Mashologu

**Discussions**
Last week's minutes approved.

*Steering Committee update (Mike D)*
- ● GlassFish 5.1 release - making progress. Hoping to have complete build running CTS by next week.
- ● Jakarta EE trademark guidelines were approved by Steering Committee.
- ● Discussion about Apache Software becoming member of Eclipse - still need to sign participation agreement and trademark agreement.
- ● 3-year commitment is in charter. Oracle will not meet requirement and so this needs to be worked out.
- ● Oracle requested 60 day delay to sign participation agreement. Steering Committee is delaying vote on budget.
- ● Steering Committee (Will & Dimitry) promised to give update on GlassFish 5.1 on Jan 2nd. Mike D told Steering Committee that Marketing Committee would make a decision of release plan.
- ● Eclipse Foundation approved budget as of Dec 12th including Jakarta EE.

*Marketing Committee Meetings*
- Thabang suggested meeting on Jan 3rd to discuss news from Steering Committee regarding GlassFish 5.1
- Dan B. suggested staying weekly until we meet GlassFish 5.1 release date & moving to bi-weekly after we finish that - committee agreed.
- This is the last meeting until January 3rd.

*Jakarta EE at DevNexus 2019*
Tomitribe/Amelia asked the Jakarta EE peers to vote on participating as 1 of the 5 sponsoring Partners: Hazelcast, Sonatype, Tomitribe & DevNexus] in the Community happy hour. Previews DevNexus HHs have been informal gatherings inviting all attendees, just fun. MThere is $0 sponsorship cost for the Jakarta EE Project due to the 4 Partners agreement to welcome the Jakarta EE Community to participate.
Committee all in agreeance.
Event preparations will start in January 2019.
Thabang/Eclipse supports this idea, will commit Jakarta EE social PR via Twitter handle to help promote.
Dominika/Payara offer to help at event as they will be there, too.
DevNexus 2019 Jakarta EE Booth budget - Atlanta, GA, March 6th.

Silver/Exhibiting Sponsor | $6,000
- One 6' x 4' "Silver Sponsor" booth location within exhibit/atrium area.
- Company logo on signage, website, handouts, and all related event materials.
- Company logo and any session information on fully branded event website, with links back to company site.
- Company name in minimum of three press releases/emails on event.
- Company logo in fully branded event agendas distributed to all attendees.
- One company-branded promotional item in pad-folio distributed to all event attendees.
- Full conference passes for two (2) company delegates for full, two-day event period.

*Community Contributions/Involvement/Social Media & Tooling*
- Status of issues on github around website (creating a blog on Jakarta.EE and allowing others to contribute): not implemented yet. (Issue: https://github.com/jakartaee/jakartaee.github.io/issues/105)
- Make it easier for people to submit things to Jakarta EE Twitter & events.
- Submit events on the Jakarta.EE website: https://jakarta.ee/connect/ Amelia requests that it has more visibility on the website or that we schedule Tweets to promote the "submit event" option. Example: https://twitter.com/JakartaEE/status/1027577401272885248
- Mike D. thinks we need to work on the above points in parallel with some of the other priorities (GlassFish 5.1 release and membership for example) Thabang said this is outlined in our Marketing Plan.

Paul suggested for 2019 we need to get Enterprise members involved for longevity of Jakarta EE. Thabang said getting vendor marketing teams/using company social media handles to expand the brand is a critical success factor moving forward.

**Actions:**

- DevNexus discussion to start in January.
- Document issues/problems with tooling and community contributions so we can prioritize fixes to them