

## Edge Native Steering Committee Calls

### Agenda & Minutes

2020-May-28

Agenda Topics	Moderator	Minutes
Approval of the minutes for the May 14, 2020 call	Frédéric	5
<a href="#">2020 Program Plan</a>	Frédéric	5
Responsibilities of the Marketing Manager	Ioana	20
<a href="#">2020 Budget and Fee Schedule</a>	Kilton	30

### Attendees

Frederic Desbiens, Eclipse Foundation  
Kai Hudalla, Bosch  
Nicola La Gloria, Kynetics  
Kilton Hopkins, Edgeworx (Chair)  
Sharon Corbett, Eclipse Foundation  
Gabriel (Yang) Yu, Huawei  
Ioana Maftei, Eclipse Foundation  
Urs Gleim, Siemens  
Robert Andres, Eurotech

### Absent

Angelo Corsaro, ADLINK Technology

### Minutes

#### Approved Minutes

Minutes of the May 14, 2020, meeting were unanimously approved.

## Topics

### **Program Plan**

The plan is mostly complete and ready for wider working group distribution. It was agreed to release the Program Plan for feedback.

Resolved, Kilton to present at the next working group meeting and gain feedback.

### **Marketing Manager - Working Group Responsibilities**

This component of the call was recorded.

Ioana Maftei presented the high level responsibilities of a marketing manager for working groups and in particular for the Edge Native Working Group which includes the following; creation of content promotion, marketing collateral, developer surveys, survey analysis/design, newsletters, etc. Also responsible for qualifying leads, press relations, social media, use cases, virtual events (workshops/meetups), marketing assets and initiatives.

The committee was generally pleased with the amount and level of detail presented and felt it demonstrates what the committee can rely on to be handled by the marketing manager; checks a lot of boxes and shows a greater amount of responsibility than thought.

A discussion continued regarding when this working situation based on responsibilities could be realized. Frederic pointed out he can provide technical information with the intent to work hand and hand with Ioana regarding the initiatives.

- **Website Content (Use Case)**

Ioana to collaborate with the committee regarding the website use case content. Committee will provide the data.

To create quality content which is one of the important aspects of marketing, a budget is necessary for execution. It was felt the committee has the right people in raw form and the budget discussion is, of course, very poignant.

## **Budget Discussion**

Potential of two new members.

Frederic walked everyone through the adjustments he made to the sample [budget](#), based on ECD Tools Working Group budget identifying the inclusion of general charges that were not previously included.

The committee required extra context concerning certain line items (external services costs) and the need to decide on ways to lower such costs if possible. Frederic and Ioana will go back to the EF Marketing team for answers to outstanding questions.

The committee discussed determining how to execute a plan to meet the current objectives in the short term with a longer view to gaining more members. One possibility being having existing members provide resourcing related to webdev (website), designer (paper/pdf design), etc.

It was agreed that members should have their marketing colleagues take a look at the budget and provide an opinion on an estimate as well where possible to help to determine what is achievable for what \$\$\$.

The committee remains working towards budget finalization with three more meetings left before the estimated completion date of July 1. It was also discussed that due to the pandemic collecting fees may be difficult at this time.

Frederic to provide the best data possible prior to the next meeting. Committee to prepare for nudge on Slack when the update is complete. All to review in advance before the next meeting in order to prepare to discuss specifics.

**Meeting Adjourned.**