Sparkplug Steering Committee Minutes
July 16, 2020

Attendees

Josh Wolf, Canary Labs
Arlen Nipper, Cirrus Link Solutions, Chair
Don Pearson, Inductive Automation
Mao Huang, ORing Industrial
Ben Hu, ORing Industrial
Todd Anslinger, Chevron
Jackie Eldridge, Inductive Automation
Frédéric Desbiens, Eclipse Foundation
Sharon Corbett, Eclipse Foundation
Ioana Maftei, Eclipse Foundation
Christie Witt, Eclipse Foundation

Absent:
Ian Skerrett, HiveMQ

Minutes

Approved Minutes

Resolved, the Minutes of the June 18, 2020, Steering Committee meeting were unanimously approved.

Responsibility for Minutes

As outlined previously the Eclipse Foundation provides this service for a limited time engagement in order to stand up working groups from a governance perspective; however, the

responsibility lies with the working group to fully take on this required responsibility to ensure compliance with the [Eclipse Anti-Trust Policy](#).

Arlen will look within his organization to determine if there is a resource who can do thi as this needs to be fulfilled for the next meeting.

Specification Project and TCK Update

Committers working on the conversion of the spec document to asciidoc.
Wes Johnson will join the call in two weeks to provide a progress report.
Arranging a meeting of the project committers is important to get them up to speed
Getting the spec into the Eclipse repository is essential to receive pull requests regarding feedback to assist with clean up.
The work Josh Wolf performed would be really nice to have contributed.

Sparkplug Compatibility Logo and Branding Guidelines

Logos:

Christie Witt, Eclipse Foundation Creative Specialist, joined the call to present the Member and Compatibility Logos created for the working group. She presented these by way of a round table in order to gain feedback on preferred choices for each.

Christie identified #1 was her preference as it works on booths and banners and remains visible when reduced in size. Feedback generally from the committee members was the #1 on first line and #3 on second line were favorites although Don also liked the larger icon in #2. As a result, it was agreed a #4 was required which would encompass features of #1 and #3 with the larger icon. Christie will create and provide to the Steering Committee Mailing List and a final decision can be taken at the next meeting.

The TCK will identify if more than one compatibility logo is required with respect to profiles.

Brand Guidelines:

With respect to timelines, the Brand Guidelines are not critical for the end of the month. They will be crucial when there is a final specification and tck. Christie will aim for the middle of August.

An example of the Brand Guidelines was presented which will follow suit with the Jakarta EE Brand Usage Handbook which outlines the logo and suitable color treatments, minimum size and space; incorrect usage, etc. Draft is still in progress. When ready it will be provided to the

Committee for feedback and when approved will be uploaded to the Eclipse and Spark Plug Websites.

Membership Prospectus

Ioana Maftei, Marketing Manager for Eclipse IoT, joined the call to present the draft Prospectus document that is in progress. The prospectus will provide value proposition information to the general audience and perspective members.

Ioana walked the Committee through the draft and encouraged feedback be provided. Committee provided certain feedback and Todd offered to provide a longer testimonial if required. General feedback was the visual and design is concise and consumable, great tool for membership. Ioana to provide a link to the Google Doc and asked for members to provide comments which will be helpful to polish the final version. Feedback received by July 21st would be helpful as Christie would like to have the layout completed by July 30th.

Alren to send links to LinkedIn articles posted with respect to comparison of MQTT which created discussions. Paul suggested these could be news items for the website? Ioana to help upload to the website and IoT website.

Arlen provided more detailed information regarding the articles and the positioning statement; ie. functional benefits (think of end user industrial), stop added complexity, save $$$, keep eye on the prize, share knowledge to empower - *Sparkplug can do it all for you, participate in this development now!*

Pipeline

The Committee went through the pipeline spreadsheet and provided updates accordingly. Don identified a staff member of Inductive that has the role of University Engagement Manager who has access to over 30 universities which would be a great opportunity to evangelize Sparkplug for adoption. Todd identified that this would be really useful because it's not proprietary, and is open sourced, therefore value add for colleges. This could really be beneficial for adoption. The committee agreed for Don to invite David to a call and the meeting will start the call with the pipeline/membership discussion first in order to allow the invited guest(s) to drop off.

Frederic reminded to keep thinking of virtual conferences to engage community interest as well as Community Day at EclipseCon this year in October (recorded in advance). Arlen will send information on community sessions out to everyone. Wes should be the contact to EclipseCon. Everyone has access to the spreadsheet and should feel comfortable to add notes, make additions, etc.

Meeting Adjourned.