

Sparkplug Steering Committee Call

May 5, 2022

Agenda

Agenda Topics	Moderator	Minutes
Approve Minutes of the April 21, 2022 call	Frédéric	5
ARC Forum 2022: Thursday Session	All	10
ARC Forum 2022: Wednesday Community Meeting	All	15
Sparkplug Compatibility Program — Website content	Frédéric	30

Attendees:

Frederic Desbiens (Eclipse Foundation)
Kristine Zukose (Inductive Automation)
Benson Houghland (Opto22)
Arlen Nipper (Cirrus Link)
Ian Skerrett (HiveMQ)
Jeff Knepper (Canary Labs)
David Grussenmeyer (Inductive Automation)
Hassan Jaber (Eclipse Foundation)
Jackie Eldridge (Inductive Automation)
Don Pearson (Inductive Automation)
Todd Anslinger (Chevron)

Absent:

Minutes:

Objection to approving the last meeting minutes: None
Resolved, the Minutes of the April 21st, 2022 Steering Committee Minutes were unanimously approved.

ARC Forum 2022

The members had a ton of discussion and planning for the ARC Forum event coming up in June. As well as brainstorming comarketing and promotion ideas. Jeff will work with Hassan to get the proper trademark image to use so he can order the sticker swag to pass out. Kristine and Frederic will be taking the lead on meeting with the ARC team to coordinate the sessions. Arlen mentioned it would be good to have a QR code you can scan at the booths that will take you to the Sparkplug website, instead of passing out fliers. Hassan is working on t-shirt or polo designs and will share the final designs to choose from once he gets the proofs. The consensus from the group is that they prefer a polo over a t- shirt.

Kristine and Arlen will be taking the lead to see how they can get Frederic a ticket to attend ARC as Eclipse doesn't quite fit the ticket categories available.

PR/Co Marketing Update from Frederic

Frederic met internally with the foundation and they just don't feel that it's a great idea to have a press release in June at ARC when the program won't be completed until July. The members feel that it would be better to start talking about this now and get the word out to gain more memberships and knowledge around it. Hassan will take the feedback to Mike and let the members know what comes out of that follow up conversation.

Sparkplug Compatibility Update

Frederic shared a slide deck with the members to go over website content before Hassan and Frederic meet with their webteam the following week. The group reviewed the slides together and made suggestions and provided feedback.

Ian made a suggestion to look into redesigning the Sparkplug logo. The group decided to add it as a future action item but to leave it as is for now.

Meeting adjourned!