

Sparkplug Steering Committee Calls

Agenda & Minutes

2025-November-06

Agenda Topics	Moderator	Minutes
Approve Minutes of the October 23, 2025, call	Frédéric	5
2026 Financial Plan	Frédéric	10
VOTE: Acknowledgement of the 2026 financial plan	Frédéric	5
Marketing: Webinar scheduling	Thea	10
Marketing: Sparkplug banner	Thea	20
Any other business	All	5

Attendees:

Frédéric Desbiens
Jeff Knepper
Benson Houglund
Thea Aldrich
Magnus McCune
Bryce Nakatani
Travis Cox
David Grussenmeyer

Approve Minutes of the October 23, 2025, call - minutes approved.

2026 Financial Plan - The plan was presented and reviewed in detail during the meeting. Questions about changes were answered. Some other topics were discussed surrounding the financial plan that require more group involvement and more members for feedback.

VOTE: Acknowledgement of the 2026 financial plan - voting will be postponed until more members are present. A request to formalize a plan to revisit areas for improvement was made during the meeting with the goal to review funding and time to work on a strategy moving forward. More members from the committee will be needed to take a vote.

Marketing: Webinar scheduling - Speaking opportunities and upcoming events were shared with the group. Website update provided - group editing may be possible at the end of December or January. Process for speaking reviewed. The group is invited to participate in the IoT and Embedded Survey Report. Other co-marketing opportunities shared including blog reposting/cross promotion. An email will be shared with the group about what is needed for webinars. Topics discussed and brainstormed during the meeting.

Marketing: Sparkplug banner - copy of the current banner is shared. It was recommended that the current banner be kept, and that two different versions be created based on the particular event. The group is encouraged to provide feedback on designs and bullet points.