



## Edge Native Steering Committee Minutes

May 14, 2020

### Attendees

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

### Minutes

#### Approved Minutes

Minutes of the April 30, 2020 Meeting were unanimously approved.

### Topics

#### Program Plan 2020

Kilton identified the plan was updated as discussed at the last meeting and has been open for edit for a while. The objective today is to vote to approve the Program Plan for 2020 is complete in order to finalize the working group's budget and subsequent fee structure.

Robert advised as this is his first meeting he has not had a chance to review the plan and thus is not in a position to vote to approve the plan.

Frederic identified the Plan as what the working group intends to achieve in the next 6-7 months based on discussions by the Committee and it will be the benchmark the Committee will use to monitor progress.

It was agreed to delay the vote of the Program Plan until the next meeting in order for Robert to have time to get acquainted with the content.

### **Conference Strategy**

A question was raised concerning conferences, webinars, etc. Good coverage in North America and Europe but what about Edge Computing in Asia. Is there any that should be attended to promote Edge Native. Gabriel will research and provide this information to the Steering Committee Mailing List (**TODO: Gabriel**)

### **Budget and Dues**

Committee planning to establish a fee structure by Q3 in order to have 2020 fees in place by July 1, 2020 with the intent all membership levels (Silver, Gold and Strategic) will have a fee association. Striving for a June 15, 2020 deadline.

It was noted it may be hard for members to allocate budget fees based on Covid 19.

Committee broke the budget down by scenarios (minimum, sustain and growth). In order to meet the objectives in the Program Plan it was decided the focus should be a medium budget. To exceed the current goals and growth would require the highest budget.

The Committee discussed whether or not the expenditures should be reflective of the remainder of the year or a full year and whether it would be best to prepare the budget for when things are normal again.

The Committee felt it was missing important marketing information to understand what level of investment is required (tangible information). What has worked for others to be successful such as LF Edge. A deep dive was seen as a requirement as marketing would be the biggest expense driver for the working group. As a result, it was planned that Kai will bring in a Bosch Marketing colleague who understands the numbers (based on availability) and it would be beneficial if Ioana could give a perspective of difference between the Linux Foundation and the Eclipse Foundation and to present on a typical marketing approach and what her duties are for the working group.

The Committee ended the call agreeing the marketing expenditure and strategy needs the most attention with respect to determining a budget as they are the real expenses for this working group.

**Meeting Adjourned.**