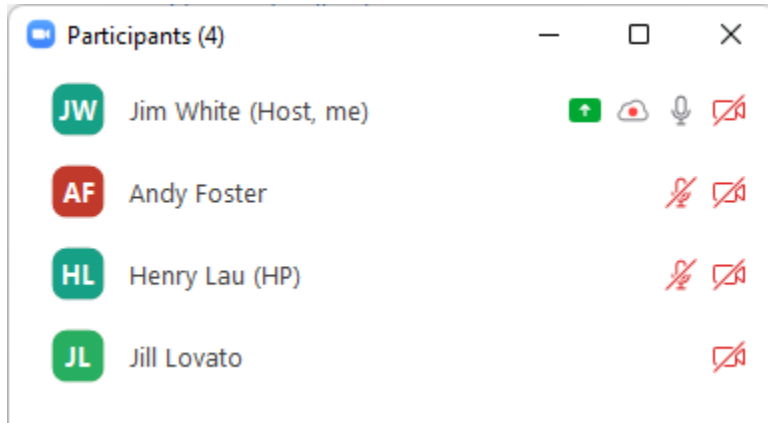


6/6/22

Attendees:



*Others may have joined after attendance was captured.*

Agenda

- Work items today

NEW

- Release blog on Levski Planning, EdgeX Awards
  - Draft review
  - <https://docs.google.com/document/d/14Kq8VgNRIDojc5FI30XQWISSniLs5VlyODIhLPAAIkg/edit?usp=sharing>
  - Need to check with recipients on use of their picture for the blog post.
  - Input was to keep it one post for now but let everyone review.
  - Jim to coordinate with Jill next week once reviews are in to get it posted.
- Tech talks have started
  - Lenny's talk tomorrow

OLD

- Hackathon?
  - Still to be determined by July 1<sup>st</sup> Drop Dead date
  - Waiting for additional input on world's return/reception to hackathon events (whether in person or live).
  - Dan (Intel) received a quote from an organization promoting/running virtual Hackathons for consideration. Will be distributed to the work group for a review.
  - Henry was made aware of Edge Hackathon by Akraino – 3 month event – register by June 29
    - In person wrap up in Oct in Silicon Valley

- <https://europe.edgecomputingworld.com/call-for-edge-developers/>
    - What would focus EdgeX event look like? What would be the focus topic – more relevant / useful
    - Keep July 1 as decision point
  - Web site spend - where and when
    - \$4500
      - Decision /priority of spend:
        - Security Audit issues
        - SEO – when number comes in from Gavin; also apply the English SEO changes to China site where possible
        - Do some of SEO through contribution by IOTech
        - Other tasks – take a wait and see as we may need some funds for Hackathon, etc.
    - ~~China web site content update~~
      - ~~\$1100~~
    - Address Security Audit issues (initial cost estimate already in hand)
      - \$300
    - SEO audit/review – Gavin to reach out to a couple of organizations for a quote to do the work
      - WG to look at keywords to be used for optimization
      - Waiting for #'s to come back from Gavin
      - IOTech to do some work to lower cost and contribute improvements to SEO (could be applied to China site as well)
    - ~~China SEO~~
      - ~~\$8-15K/year~~
    - Contact DB for outbound marketing – Jim to check with LF on feasibility. This is 3<sup>rd</sup> priority and we'll look to get a quote once the other work is costed.
  - EdgeX Ready
    - Rodney working on:
      - Wiki updates
      - Proposal for badge for individual
    - Rodney out this week – no update
  - Is the Outreach WG still necessary? Do we fold it into TSC activities?
    - Not a lot of feedback. “Whatever provides the path of least resistance”
    - No one yet willing to run the WG with elections coming in June
    - Recommendation to TSC – downgrade Outreach to a role and not a TSC position, but continue to meet bi-weekly (or monthly) going forward to address these and other marketing issues.