MAC Meeting Minutes 2/6/2019

Attendees:
Brandon Wick, Heather Kirksey, Greg Bell, Jill Lovato, Trishan de Lanerolle, Maddison Long, James Kelly, Tara Condon, Mike Da Silva, Susan White, Stefan Kobza, Monika Karoliova, May Chen, Vincent Danno, Stefan Kindt, Jacob Smith, Dinesh DiGiglio, Bryan Madden, Pano Xinos, Stephanie Owyoung.

January Board Meeting Readout
Heather gave a readout of the January board meeting. DDF/Plugfest went well, cross-project harmonization around key initiatives (e.g. OVP) apparent. New joint report under development, target date March 1. Board gave general blessing to the high-level marketing plan to be discussed today, looking for more reasoning behind events plan. OVP integration work with ONAP contines. Looking to launch/announce in Q2.

MAC Chair Election
Nominations due February 6th. Election will be started and will culminate Feb 13th.

2019 Events
The draft 2019 events calendar was shown. There was a suggestion to raise visibility on the strategy for each by adding a notes section to the chart. Also add our "key messages" for each event to ensure the community is all on the same page. For reference, we should also look at the 2018 calendar. Marketing Working Groups to synch with TSCs to ensure dev perspective is included. ***Action: LF Team to expand Events Calendar and share back on next MAC Call.***

There was a discussion on the LFN Booth at ONS. Final layout still under development, but likely room for 8-10 community-driven demos. ***Reminder: Demo ideas are due Feb 13th***. Email: brandon@linuxfoundation.org.

At KubeCon Europe and North America, LFN will have a booth and mini-summit. Community member will be encouraged to volunteer in the booth. MAC to determine on next call how to best program the Mini-summit. There was a suggestion to ask members to bring forth their networking/cloud native horizontal use cases, and show how they are are working across the LFN/CNCF communities, their NFV strategies, etc. ***Action: LF Staff to get an email out to MAC mailing list to get it started.***

There was a discussion on OSN Days. Initial suggestion was for a tour in Europe, and a tour somewhere in India/PAC/China TBD. Because events calendar light in Asia, we definitely want a presence in Asia, but it will depend on site host availability. The OSN Days in China went well last year and there is an interest in doing it again. The China Working Group can help with this again.

TelecomTV Opportunity

In the past, budget for TelecomTV presence/videos has come from the projects of LF Events. This is not in the budget this year so we need to explore member funding/sponsorships. If we can get 3+ members, LFN can manage the process. There was a suggestion to explore other models with TelecomTV as well -- remote TV round tables between events. More evergreen, wholistic, cheaper, and not fixed to any particular event. **LFN staff to learn more and present back.**

5G World Opportunity

There are 2 speaking opportunities for service provider members at 5G world. Please flag jlovato@linuxfoundation.org ASAP if interested.

LFN Marketing Plan Review

Heather presented the 2019 LFN Marketing Plan. There was a suggestion to explore a common use case for the edge and ask members for how they are serving enterprise customers, where LFN projects get consumed, etc. For events, it was clarified that OSN Days have a developer focus (and some are more business focused depending on the site host). It was clarified that the the OPV is driven by the CVC (Compliance and Verification Committee). Around metrics, there was suggestion to ask for more member support with influencer engagements. The overall marketing plan is now in place and will be our guiding principle for the year.

Meeting Calendar

Propose to maintain monthly meeting cadence in 2019 subject to input and workload. Suggest keeping this date/time (first Wednesday of each month).

For ONS, in early April. It was suggested that we have a F2F marketing workshop instead of a traditional call. ***Action: LFN Staff to send out a doodle poll to figure out who is going to be there***.