

Eclipse AsciiDoc Working Group Steering Committee Agenda & Minutes

2021-November-16

Agenda Topics	Moderator	Minutes
Welcome, roll call, & quorum	Dan	5
Change of representative for Couchbase (review of change process)	Simon	5
Update on AsciiDoc brand identity and asciidoc.org relaunch initiatives https://gitlab.eclipse.org/eclipse-wg/asciidoc-wg/asciidoc-wg/-/issues/4 https://gitlab.eclipse.org/eclipse-wg/asciidoc-wg/asciidoc.org/-/issues/1	Dan	10
Review and finalize program plan for 2022	Dan / Sharon	30
Open floor	Dan	5
Schedule next meeting	Dan	5

Attendance

Steering Committee Representatives:

Dan Allen (OpenDevise)
Simon Dew (Couchbase)
Jason Porter (Red Hat)
Alexander Schwartz (Committer Representative + proxy for Guillaume Grossetie)
Jay Bryant (VMware)

Jared Morgan (Committer Representative)

Other Attendees

Abel Salgado Romero (VMware)
Amarantha Kulkarni (independent contributor)
Paul Buck (Eclipse Foundation)
Ray Offiah (Couchbase)
Matthew Peveler (independent contributor)
Sharon Corbett (Eclipse Foundation)

Absent:

Guillaume Grossetie (via proxy)

Action Items

- Interested in [Mattermost channel](#) for logo/site design review
 - Amarantha Kulkarni
 - Jason Porter (I don't think I was ever added)
 - Jay Bryant
 - Ray Offiah
 - Shanda Giacomoni (EF)

Change of representative for Couchbase (review of change process)

Amarantha Kulkarni has left Couchbase. She will be continuing to participate in the working group as an independent contributor. Simon Dew will be taking over as Couchbase's representative and Ray Offiah will serve as his alternate.

Update on AsciiDoc brand identity and asciidoc.org relaunch initiatives

Dan Allen said that brand management is a key part of the working group, and we need to make sure to account for that in future program plans.

We've contracted Ura Design to help with the process. This will help us a lot in crafting the design of the website. At the time of this meeting, we're in the second round of logos and icons; there's a discussion at

<https://gitlab.eclipse.org/eclipse-wg/asciidoc-wg/asciidoc-wg/-/issues/4>. There's a [Mattermost channel](#) for discussing the icons with Ura Designs. Let Dan know if you want to be added to that channel. (Anyone can request to join). Before the end of the year there will be an email vote to decide the final icon. Sharon reminded the committee that we'll have to trademark the icon. Dan confirmed that Ura Design is aware of this requirement.

This logo will help us in the design of the website. We have existing wireframes for the website that are mostly approved; these wireframes are going to be used for the design. The website's focus is on helping people that are new to AsciiDoc understand AsciiDoc and where the AsciiDoc working group fits into the picture. The website work is tracked at - <https://gitlab.eclipse.org/eclipse-wg/asciidoc-wg/asciidoc.org/-/issues/1>

These efforts all work together to help us develop our brand guidelines.

Review and finalize program plan for 2022

As of this meeting, the [program plan for 2022](#) has been put forth as a proposal. It outlines the goals for the working group for the next year. We aren't anticipating changing the scope or budget. The preamble is primarily the same as the previous plan, but we've added brand identity to the mission and updated the open source implementation to include its name (Eclipse Austin).

The working group began by reviewing the presentation from page 6, the roadmap. There are three areas of focus:

1. Identity
2. Growth
3. Compliance

There was a good discussion related to the importance of education as part of the group's program. There are a lot of ways we could add information to the website, including more detailed case studies either from working group members or outside organizations. It'll be important to bring some focus to what we want to do. Amarantha suggested a video demonstration or walk-through be part of that effort. There was also a discussion about the creation of a good standardized style as part of the working group effort can help with awareness of adoption; to offer a default, identifiable style, comparable to how easy it is to identify "Read the Docs" theme.

Regarding the compliance portion of the roadmap; Dan said that we need to set some dates for particular pieces of work based on the Eclipse milestone builds. As we've seen, setting the goal

of having a draft of the specification done as a whole is a very difficult task, perhaps even more difficult than we anticipated. It's important for us to create clear lines between the specification and the tooling, something that's hard to do currently. Dan believes we need to set intermediate goals that show progress so that we can get to completion. We can't treat this as a monolithic task; we need to break it down. Once we complete the first step, it's easier to identify and work on the next step.

The program plan can be voted out before the budget is ready. A plan was made to have an electronic vote on the program plan.

Open Floor

Dan and Sharon discussed the initial commit and updates based on fixes he's made in another repository; he will reconcile the changes.

Next Meeting

November 30th

Meeting adjourned!