Steering Committee Monthly Meeting

Discussion Meeting

Wednesday, July 27 2022
12-13:OO PT / 20:00-21:00 UTC

Antitrust Policy & Member Participation

› Attendees are reminded to adhere to the meeting agenda and not participate in activities prohibited under antitrust and competition laws*

› Only members of Trust Over IP who have signed the necessary agreements and charters are permitted to participate in this activity beyond an observer role

* Examples of types of actions that are prohibited at Linux Foundation meetings and in connection with Linux Foundation activities are described in the Linux Foundation Antitrust Policy available at http://www.linuxfoundation.org/antitrust-policy

Agenda

- Agenda Review (2 min)
- Announcements and New Business (3 min)
- **Agenda/Content** - ToIP Mini-Summit/**ToIP Summit 2022**
- **Marketing Plan** - ToIP Mini-Summit/T**oIP Summit 2022**
- Membership Fee Change Roll-out
- Open Discussion

Steering Committee Members

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Announcements & New Business

1. Necessary website updates have begun. Some are now Live!

2. ISWG wants to dissolve, discussion are underway for creating a new Working Group of Data Topics and moving around some Task Forces. Proposal will be delivered at the August 10th Plenary.

3. All Members Meetings:
   August 17th All Members meeting - no guest speaker -
   Do we want to cancel?
   Sept 21st All Members Meeting - Judith on Vacation,
   Working Group Updates Meeting or Cancel?

Dublin Ireland - Sept 12th-16th

Topic for This Discussion Meeting

- **LF Open Source Summit Sept 13th-16th**

- **ToIP Mini Summit date**
  Wednesday 14th during Open Source Summit

- **Hyperledger Global Forum Sept 12th-13th, 14th workshops**
  ToIP to be a community partner

Dublin Ireland - Sept 12th-16th

- **Agenda!**

# Dublin Ireland - Sept 12th-16th

- **Marketing Plan!**

New Membership Fees Roll-out

- Update current membership contract (legal & membership ops)
- Membership Ops update pricing in SFDC
- Membership Ops update Autojoin contract to reflect changes
- Notify members of membership tier changes, 90 day notification
- October 1 send out note to current members regarding renewal requirement to sign new contract via Autojoin link
- Update new Autojoin link on website
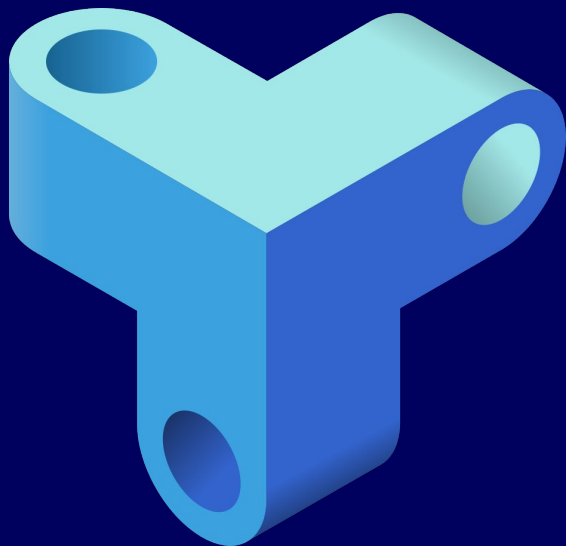
Open Discussion

Key Thoughts from Last Discussion Meeting Advocacy

- Our need to provide support for Advocacy of the importance the Stack, the Stack, the Stack.

  It's not enough just to create the Stack and the supporting specifications, white-papers, recommendations and implementation plans.

  We must also provide tools that help with Advocacy of the importance of the vision and explain the Stack in terms lobbyist can use with policymakers and influencers.

Key Thoughts from Last Discussion Meeting Guidance

- Our need to provide Guidance to our Working Groups.

  Once we decide on our focused goals for deliverable creation, to match this to the correct working groups and provide guidance to the working groups on how the pieces they are creating fit into the larger puzzle, to achieve our 2022 goals.

  Also, to then create a feedback loop:
  - To evaluate the health of the Working Groups
  - To note and fill skills gap in the Working Groups

Key Thoughts from Last Discussion Meeting Growth

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- Our need to bring the right new membership organizations to the table.
  - Organizations that are already doing work in our space.
  - Organizations we need due to the power of their presence.
  - Look for strategic groupings to invite.
  - Look at our current membership as a source to upgrade membership.

- It was suggested that we might create a little Steering Committee Sales team that would recruit specific targeted organizations.

2022 Proposed Goals - Deliverable and Advocacy

- Tech Architecture Stack Specification
- Layer Two (spanning layer) Specific Specification
  - **Explainer Documents for specific audiences** of above
  - ISO ready documents

- Layer Specific Governance Stack Specifications
  - **Explainer Documents for specific audiences** of the above
  - ISO ready documents

- Layer 1 Utility Framework for Evaluation
- Layer 1 Utility Directory – expanded
- Decentralized Identity Architecture and Regulatory Compliance

2022 Proposed Goals - Advocacy

- Create a Governments Forum
- Create materials for why Governments need to work together
- Create materials for non-technical audiences

2022 Proposed Goals - Growth

- Create a Growth Strategy Team Focus on:
  - Project and/or Membership Fee Changes
  - Desired 2023 Budget
    - what do we need for what we want to do
  - Develop pitch materials to enroll existing and new members into ToIP Fee Structures.
  - Create "roadshow plan" for attracting new members

- Foundation Membership Health
  - Set-up Steering Committee/Working Group check-up discussion meetings.

- Cross Member collaboration opportunities – such as interop sessions

Working Group News