DDI Alliance Executive Board Meeting
4 February 2021

Present: Bill Block, Maggie Levenstein, Jared Lyle, Steve McEachern, Barry Radler, Joachim Wackerow

Annual Meeting Dates

The Board discussed dates for the annual meetings of the Alliance. The Scientific Board expressed a preference to meet later in June.

It was proposed to hold the annual Scientific Community meeting on 15 June 2021 (Tuesday), with the annual Meeting of Members on 22 June (Tuesday).

Jared will confirm these dates with the Scientific Board and then inform the DDI community.

Scientific Board Update

The [minutes](#) of the first meeting of the Scientific Board were reviewed, including the election of the Chair and Vice-Chair. It was emphasized that the new scientific work plan should have a strong relationship to the new strategic plan.

Trademarking Individual Projects

During the October Executive Board meeting, the Board discussed options for protecting the newly supported Structured Data Transformation Language (SDTL). Jared enquired of the University of Michigan's Office of General Counsel (OGC), which verified that they work with an outside attorney who handles all trademarks for the University. OGC has this attorney on retainer for initial searches. If the Alliance would like to provide the intended trademark (and/or images), they can coordinate with the attorney to see if the trademark is viable. The lawyer will search the Patent and Trademark database to see if there are any other similar trademarks and, if there are other similar marks, if there would be confusion if we were to register a trademark.

The Board discussed the merits and drawbacks of adding new trademark protections and decided not to pursue them at this time.

Strategic Plan

Steve reviewed long term strategy and interim direction of the Alliance. He noted three broad areas for consideration:

- Organizational structures and revenue and expenditure streams
- Member needs and stakeholder management
- Technical direction and standards development

It was noted that the scientific work plan should help us achieve the strategic goals.

It was proposed that before the March meeting, Board members should revisit the existing [draft strategic plan](#), lay out a provisional set of ideas for each section (thinking in two year horizons), and disseminate them one week ahead of the meeting.

- Strategic Priority Area One: The DDI User Community (Maggie and Barry)
- Strategic Priority Area Two: The DDI Alliance as an Organisation (Steve and Bill)
- Strategic Priority Area Three: Standards and Work Products (Achim)