

# 3Q-19 usTLD Stakeholder Meeting Agenda & Minutes



*September 19<sup>th</sup> 2019*



- I. Intro & Roll Call
- II. Marketing Update
- III. Policy & Security Updates
- IV. Upgrades for the usTLD Locality Space
- V. Upcoming Town Hall in October
- VI. AOB & Closing

- I. Welcome
- II. Roll call and approval of June 2019 minutes
  - a. usTLD Stakeholder Council: Dustin Phillips, Karen Rose, Bryan Britt, William Bumpas, Becky Burr, Doug Robinson, Tom Barrett
- III. Neustar: Crystal Peterson, Kristin Johnson, Fernando Espana, Janki Chopra
- IV. Q3-2019 Marketing Update
  - a. Google launches domain marketing program in September 2019. .US coordinated efforts include custom .US landing page and dedicated SEM paid advertising funds for .US promotion and registration.
  - b. .US Sponsorship of 20th Anniversary events, publications and digital efforts
    - i. Branded give-aways to include in commemorative gift bags distributed throughout the year – We produced .US branded multi-use charging cables.
  - c. IGF Annual Forum took place on July, 25, 2019. .US was official coffee break sponsor for the event. Sponsorship included:
    - i. .US flyers distributed at Internet Policy Table
    - ii. Promotion of .US Town Hall registrations
    - iii. .US logo and branding throughout the event
  - d. Content foundational effort to drive SEO and social strategy. Five new articles posted in Q3 with search showing a 27% increase in organic traffic.
  - e. Social efforts ongoing throughout the year are driving high engagement and conversion traffic. Optimizations in Q3 with increased efforts for evergreen promotion.
- V. Policy & Security Updates
  - a. Dustin discussed Security sub-committee meeting date and time.
    - i. Date confirmed for September 27, 2019
    - ii. Additional members requesting participation:
      - 1. Becky Burr
      - 2. William Bumpas
- VI. usTLD Locality Space Updates
  - a. Locality Management - Crystal provides update on timeline and changes. Working on incorporating feedback from Brian.
  - b. Platform development based on feedback from registrants trying to get in touch with their delegated manager. Requesting a log-in platform to access domain data.
  - c. Tool will be available to delegated managers and their customers.
  - d. DNS Management Tool
- VII. Will function as a one stop shop for domain managers and delegated managers to manage DNS records.
  - a. Looking into options for SSL certificate support specific for locality space.
    - i. Brian explains some of the difficulties for SSL in locality space and why support is needed.

- ii. Tom Barrett asks about SSL approach and domain validated free SSL certs. How does this tie into WHOIS?
      - 1. Crystal explains second level and third level zone challenges.
    - iii. Brian discuss benefits of the tool and how it will be used by managers.
- VIII. Review Town Hall Date/Time and Outreach efforts
  - a. Kristin discusses promotion plan and asks for Stakeholder support in outreach and promotion. Will make social assets and promo materials available.
  - b. Shared high-level agenda and opened up to Stakeholder for additional request or topics to address – nothing additional suggested.
- IX. Closing
  - a. Becky shares news on abuse media coverage on registries from GAC  
<https://gac.icann.org/contentMigrated/gac-statement-on-dns-abuse> and  
<http://domainincite.com/author/piscitellochapin>