

3Q-20 usTLD Stakeholder Meeting Agenda & Minutes



September 17th 2020



- I. Welcome
- II. Roll call and approval of June 2020 minutes
- III. Q3 Marketing Update
- IV. Administrator Update
- V. Policy & Security Updates
- VI. Upcoming Town Hall Agenda
- VII. Closing

II. Welcome

III. Roll call and approval of June 2020 minutes

- usTLD Stakeholder Council: Dustin Loup, Tom Barrett, Ray King, Michele Neylon, Bryan Britt, Doug Robinson, Karen Rose, Alex Deacon, Sam Sokol, Vernita Harris, Stacy Cheney
- Registry Services: Crystal Peterson, Kristin Johnson, Fernando Espana, Melissa Cohen
- Dustin moves to approve meeting minutes

IV. Q3 Marketing Update

- About.us site relaunch
 - o Review new site updates and first 30 day metrics
- Veteran Sponsorship
 - o Hosted Veteran pitch competition in July as lead sponsor. Confirmed date for live event and award ceremony November 16-18.
- Startup Weekend
 - o Ongoing sponsorship with several Q3 events hosted weekly. .US domains offered to participants as part of Registry sponsorship.
- Made in the .US
 - o July campaign in conjunction with registrar promos. Led to lift in sales and domain registrations.
- Creatively .US
 - o Campaign extended into September due to positive response. Rotated in fresh created and launched dedicated landing page.
- Content
 - o Two new blogs added to the website including .US use-case feature interview – BrewStat.us

V. Administrator Update

- Participation in INCB panel – July 16, 2020
 - o Part of a panel of speakers along with representative of PIR. Part of ongoing initiative with FDA to stop sale of illegal opioids online.
 - o Recap article posted to INCB.org website

VI. Policy & Security Updates

- Security sub-committee
 - o Dustin discussed draft document for privacy services plan. Reviewed existing privacy services plan to determine if any changes needed. Consensus around need for privacy and proxy services for the .US namespace.
 - Dustin asks for additional examples and case-studies for implications for privacy and security.

- Ray comments on concerns on charging for privacy service as not a standard in the industry. Not having privacy results in a poor customer experience.
 - Tom comments on implementation details asking on process and how requests are handled
 - Dustin asks for any additional thoughts and feedback be sent out in the next few weeks.
- KIDS.US
 - Goal is to determine if KIDS.US should be rejuvenated or is suspension should be continued. Crystal provide background to committee members in kick-off meeting. Dustin will share out meeting minutes for the remaining members.
 - Dustin says committee needs to review further but doesn't currently see an opportunity for rejuvenation.
 - Locality sub-committee
 - Bryan provides update on Locality tool. Bryan testing portal and overseeing rollout. Notes that initial review looks very valuable both for registrants and registrars. Allows access to WHOIS system. More updates coming soon.

VII. Upcoming Efforts

- Town Hall
 - Review agenda and timeline. Request for Council support/promotion.
 - Meeting Date: 12 November 2020
- VOTE.US
 - Q4 awareness campaign. Request for Council support/promotion

VIII. Closing

- Next Stakeholder Council Meeting: 10 December 2020, 12noon ET