

# 4Q-19 usTLD Stakeholder Meeting Agenda & Minutes



*December 12<sup>th</sup> 2019*

- I. Intro & Roll Call
- II. Marketing Update
- III. Policy & Security Updates
  - a. ICANN Montreal Recap
  - b. Subcommittees Updates
- IV. 2020 Plans
  - a. 2020 Stakeholder Council Meeting schedule
    - i. March 19, 2020 at 11:00 am Eastern Time
    - ii. June 11, 2020 at 11:00 am Eastern Time
    - iii. September 17, 2020 at 11:00 am Eastern Time
    - iv. November 5, 2020 at 11:00 am Eastern Time – TOWN HALL
    - v. December 10, 2020 at 11:00 am Eastern Time
  - b. Member Updates
- V. AOB & Closing

- I. Welcome
- II. Roll call and approval of September 2019 minutes
  - a. usTLD Stakeholder Council: Dustin Loup, Karen Rose, William Bumpas, Becky Burr, Tom Barrett, Alex Deacon, Bartlett Cleland, Lauren Kapin
  - b. Neustar: Crystal Peterson, Kristin Johnson, Donna Austin, Fernando Espana, Melissa Cohen, Kathy Nielson
  - c. Approval of September minutes: Dustin moves to approve, Tom seconds the motion. No one objects.
- III. Q4-2019 Marketing Update
  - a. Veterans Campaign - Campaign looks to connect with military members as the online home of veteran-owned businesses.
    - i. Landing page, new ads and podcast advertising drove 170% increase in web traffic.
  - b. Content - Efforts to support SEO and website continue with four new articles added in Q4 including a use-case feature on “Diplo.US,” and a Vet-repreneur feature to complement the Veteran’s campaign.
    - i. Alex provided brewstat.us use-case example for future case-study use
  - c. Evergreen – Ongoing small business outreach on top performing platforms including Facebook, Instagram and Paid Search.
  - d. 2020 Highlights
    - i. Expand on micro-audience community outreach including blogging community and creative/artist community dedicated campaigns.
    - ii. Focus on digital literacy going into 2020 and developing thought leadership content pieces.
    - iii. Wedding campaign is relaunching in Q1 2020.
- IV. Policy & Security Updates
  - a. ICANN Montreal Recap
    - i. Donna provides recap on annual meeting.
    - ii. Announcement of Maarten Botterman replaces Cherine Chalaby as Chair of ICANN Board along with two new board members added:
      - 1. Mandla Msimang
      - 2. Ihab Osman
      - 3. Becky states Mandla and Ihab attended the Board workshop in Los Angeles in September
    - iii. DNS Abuse and consumer safeguards big focus at Montreal.
      - 1. Live discussion on positions
      - 2. Best practices on response to DNS Abuse
      - 3. Examples of ccTLDs with good practices in use
      - 4. Action item: Better inform community of actions taken to mitigate abuse
      - 5. From Lauren Kapin: The discussions in Montreal were very constructive. We appreciated the opportunity to have these

exchanges. I think the community would welcome more information on the existing good work already being done by registries (and registrars) to deal with DNS Abuse.

- iv. Geographic names in new TLD program
  - 1. Geographic names work track – delivers final recommendations to subsequent procedures PDP working group.

- b. Subcommittees

- i. Security – Dustin provides updates.
  - 1. One meeting this year with second planned for January 2020.
  - 2. Two tracks:
    - a. DNS Abuse
    - b. Implementation and adoption of secure protocols
  - 3. Report and review underway of current .US security policies for internal stakeholders.
  - 4. Possible external report effort to contribute to the ccTLD community.
    - a. Lauren Kapin: The ccTLDs discussed were .DK and .EU. The X community discussion is also available via ICANN website.
  - 5. Next steps – Dustin to schedule January meeting to discuss report findings.
- ii. Locality – Crystal delivers updates.
  - 1. Effort kicked off end of 2018 and last couple months have seen new progress on development.
  - 2. Testing underway of tool interface
  - 3. Goal: Delegated managers to manage their namespaces and for registrants to log in and manage their spaces all in one tool.

- V. 2020 Plans

- a. 2020 Meeting schedule

- i. Review and approval of proposed meetings:
  - 1. Q1 - March 19, 2020 at 11:00 am Eastern Time
  - 2. Q2 - June 11, 2020 at 11:00 am Eastern Time
  - 3. Q3 - September 17, 2020 at 11:00 am Eastern Time
  - 4. TOWN HALL - November 5, 2020 at 11:00 am Eastern Time
  - 5. Q4 -December 10, 2020 at 11:00 am Eastern Time
- ii. November 5 – Overlaps with IGF 11/2-11/6
  - 1. Propose 11/12
- iii. Alex Deacon notes that Thursday meetings will be a challenge for those following/participating in the ICANN EPDP calls.
  - 1. Becky Burr confirms when we hit daylight savings time, the calls are 10-12
  - 2. Propose moving meetings to noon.
- iv. Updated schedule:

1. Q1 - March 19, 2020 at 12:00 am Eastern Time
2. Q2 - June 11, 2020 at 12:00 am Eastern Time
3. Q3 - September 17, 2020 at 12:00 am Eastern Time
4. TOWN HALL - November 12, 2020 at 12:00 am Eastern Time
5. Q4 -December 10, 2020 at 12:00 am Eastern Time

b. Member updates

- i. James Bladel stepping down from committee and Ray King from Porkbun will be joining in 2020.
- ii. Karen Rose stepping down as Vice Chair but will remain on the Stakeholder council.
  1. Will have a proposal for replacement to present at Q1 March 2020 meeting.

VI. Closing