

1Q-20 usTLD Stakeholder Meeting Agenda & Minutes



March 19th 2020



- I. Welcome
- II. Roll call and approval of March 2020 minutes
- III. FH2020 Marketing Update
- IV. Administrator Update
- V. Policy Updates
- VI. Upcoming IGF
- VII. Closing

- I. Welcome
- II. Roll call and approval of September 2019 minutes
 - a. usTLD Stakeholder Council: Dustin Loup, Becky Burr, Tom Barrett, Bryan Britt, DougRobinson, Alex Deacon, Stacy Cheney, Ray King, Bartlett Cleland, Sam Sokol, Laureen Kapin, William Bumpas, Karen Rose
 - b. usTLD Administrator: Crystal Peterson, Kristin Johnson, Fernando Espana, Jasmine Begg, Kathy Nielsen
 - c. Approval of December minutes: Dustin moves to approve, Tom seconds the motion. No one objects. December meeting minutes are approved as final.
- III. Q1-2020 Marketing Update
 - a. .US Veteran Startup of the Year - As part of the 8th Annual Startup of the Year Summit produced by Established, at least ten of the Top 100 Semifinalists will also compete for the .US Veteran Startup of the Year \$10K non-dilutive cash prize sponsored by .US.
 - b. Rural Innovation – New partnership announced with The Rural Innovation Network rolling out new co-working hubs in rural locations across the U.S. Focus on bringing high-speed technology, education and learning opportunities to local communities.
 - c. Small Business – Ongoing small business outreach on top performing platforms including Facebook, Instagram and Paid Search.
 - i. Sam asked how efforts are evolving given global pandemic situation. Team discussed revised messaging and showing support for SMB community.
 - d. Content - Efforts to support SEO and website continue with six new articles added in Q1.
 - e. Featured third party partner promotion driving traffic to about.us blog.
 - i. Dustin asked about relevancy for increased digital literacy content and resources at this time. Taking effort offline to consolidate available content for repurposing to .US community.
 - f. Website update efforts
 - i. Revising stakeholder council section.
 - ii. Request for headshots and bio from council by end of March.
- IV. Policy & Security Updates
 - a. Security Subcommittee
 - i. Security – Dustin provides updates.
 - 1. Two meetings held so far
 - 2. Two tracks:
 - a. DNS Abuse – Moving forward with this as a topic of focus
 - b. Implementation and adoption of secure protocols – decided this is better handled by other operations
 - ii. Neustar provided reporting on abuse and Spamhaus numbers which looked very positive.
 - 1. Requested follow-up reporting to dive deeper in certain areas.
 - 2. Plan to resurface work and policy proposal to the Administrator around privacy/proxy registrations as possible further focus for sub-committee.
 - 3. Request for members to complete doodle poll for sub-committee follow-up.
 - 4. Laureen requested to be added to subcommittee team.



V. V. Closing

- a. Crystal surfaced upcoming VP replacement for Stakeholder Council.
- b. Karen Rose joined meeting late.
- c. Next meeting scheduled June 11, 2020 at 12:00pm ET