

2Q-20 usTLD Stakeholder Meeting Minutes



June 11th 2020

- I. Welcome
- II. Roll call and approval of March 2020 minutes
 - a. usTLD Stakeholder Council: Dustin Loup, Becky Burr, Tom Barrett, Doug Robinson, Alex Deacon, Ray King, Bartlett Cleland, Sam Sokol, , Karen Rose, Doug Robinson, Michele Neylon
 - b. Registry Services: Crystal Peterson, Kristin Johnson, Fernando Espana, Kathy Nielsen, Melissa Cohen
 - c. Public Participation: 2 unidentified participants
- III. Approval of March minutes: Dustin moves to approve, Tom seconds the motion. No one objects.
- IV. FH2020 Marketing Update
 - a. Space Apps COVID-19 Challenge – This is a first-ever activation from our long-standing partners at NASA’s Space Apps. .US participates in an annual Space Apps event every October, however in light of the global pandemic, the team at Space Apps rallied together with 4 different international space agencies to produce a “Space Apps COVID-19 Challenge” aimed at addressing issues stemming from the pandemic.
 - i. .US provided a FREE domain + website builder to attendees that was promoted via PPT slides throughout the event and dedicated email placement before, during and after the hackathon. Attendees were able to use the domain for launching their projects during the weekend or for personal use after the event.
 - b. Startup Weekend - .US is now a part of the ongoing Startup Weekend hackathon community. Startup Weekend is an ongoing initiative with events happening every weekend in cities across the world. The goal of SUW is to support the startup, entrepreneur, and coding local communities worldwide while launching new companies.
 - i. All attendees are offered .US domains to support launching their startup or for use after the event to bring their project or idea online.
 - c. .US Veteran Startup of the Year – Ongoing partnership launched beginning of 2020. Currently up to 40 Veteran-eligible competing for \$10K cash prize.
 - i. Deadline for submissions extended through July
 - ii. Live virtual event announced for 11/9-10
 - d. Small Business marketing efforts
 - i. Pandemic Response: Updated assets in Q2 to reflect changing circumstances for small businesses. Messaging and efforts were revised to focus on resources and ways to support the small business community.
 - ii. Updated the online toolkit checklists and promoted across social networks.
 - iii. Re-worked valuable content and made available through PDF format to distribute through retailer channels.

- e. Creatively .US – Launch of newest campaign went live beginning of June. Aimed at the creative audience –artists, graphic designers, photographers, painters and dancers, anyone that would use a domain and website for showcasing their work online. Building an online portfolio.
 - i. Platforms focus on Instagram only.
 - f. Content
 - i. Leaned heavily on content efforts in Q2 to develop resources to support the small business community.
 - ii. Overall Q2 website traffic up 10% from prior year and blog traffic drove a 10% higher conversion rate overall for U.S. traffic.
 - g. Comments from Stakeholders
 - i. Ray enquires about response to “Black Lives Matter” movement and any planned response from .US. Marketing team responds there is no formal planned response but that the team, company, and brand have historically and currently prioritized diversity and inclusion. Sam echoes sentiment on importance of inclusion.
- V. Administrator Update
- a. Registry services adhering to strict governance model to maintain independent processes from registrar and registry operations.
 - b. Tom asks about Bombora future plans. Crystal responds it will be carried over in the acquisition and confirms it’s not a commercial-facing registrar.
 - c. Alex asks about impact for .US contract. Crystal responds that transparency and code of conduct meets all requirements by ICANN and .US contractual obligations. Legal name is not changing so there is no re-signing required. The Registry team is remaining intact.
- VI. Policy Updates
- a. Security sub-committee
 - i. 2 Different review teams for policies governing .US security:
 - 1. Acceptable use policy – What’s in place and if there’s any opportunity to improve current policies
 - 2. .US Registry-based Service Plan – Recommendations sent to NTIA 2017 and how to reiterate support to help push through. Concerns around private information published publicly.
 - a. Michele offered to send survey produced on this topic with data on impressions from registrants.
 - b. Bartlett Cleland requested to join this committee.
 - b. Trusted Notifier Program
 - i. Working with NTIA to create safe online environments. Launching piolet program to curb illegal online sales activity. In partnership with NTIA and FDA to flag websites that may be abusing polices to sell opioids online illegally.
 - ii. Launched Monday June 8, 2020 and will be reviewed after 120 days for effectiveness and opportunity to continue.

iii. Ray King asks if this is connected to legit script efforts. Crystal responds that this program does not involve Legit Script.

c. Kids.us

i. Dot Kids Implementation and Efficiency Act of 2002

1. On December 4, 2002, President George W. Bush signed into law the Dot Kids Implementation and Efficiency Act of 2002 (Dot Kids Act).
2. The Act requires that the administrator of the .US ccTLD establish a kids.us domain to serve as a haven for material that promotes positive experiences for children and families using the Internet, provide a safe online environment for children, and help to prevent children from being exposed to harmful material on the Internet.
3. Public Law 107-317 / 41 U.S.C. 941

ii. Kids.us Suspension – 2012

1. On June 27, 2012, the NTIA made the determination that the kids.us domain was not serving its intended purpose and suspended the domain until such time as NTIA determines that the domain can be operated as intended. For further information, including a copy of the amendment, please see www.Kids.us.

iii. Kids.us Suspension within SOW – 2014

1. A Kids.us Education Advisory Committee was convened in 2014 to consider the suspension of the kids.us third-level namespace from the then current contract/SOW.
2. The Education Advisory Committee met between June and October 2014. During these meetings, the committee considered questions, including:
3. *Should the kids.us namespace be reinstated with its preexisting policy and operational framework?*
4. *What were the experiences of other providers of online educational content, particularly those that sought to operate “walled gardens”?*
5. *What changes in online trends and regulations could affect the kids.us namespace?*
6. The committee ultimately recommended that existing policy framework, as well as the internet climate today, made kids.us unworkable and that the namespace should remain suspended and be suspended from the usTLD contract. (*Modification #4, Nov 2015*)

iv. Kids.us Rejuvenation – 2020

1. Registry Services, LLC, under its current contract, has committed to engage the usTLD Stakeholder Council to again explore the potential for rejuvenation of the Kids.US space.
2. The following timeline is proposed to ensure that the usTLD Stakeholder Council has the resources it needs to reach an informed position with respect to the Kids.US namespace:

- a. Initial usTLD Stakeholder Council Engagement & Creation of Sub-Committee: June 11- July 15, 2020
 - b. Kids.US Subcommittee Reviews: July 15 – December 10, 2020
 - c. Implementation of Council Decision: December 10, 2020 – February 15, 2021
 - d. Kids.US Experts Panel: February – September 2021 (*if Council recommends*)
 - e. Final usTLD Stakeholder Council Action: September – December 2021
 3. Council participation request – kids.us sub-committee.
 - a. Tom Barrett interested in participating. Expressing concerns around original restrictions placed on the namespace. Beck confirms that yes, it would be the same governance laws.
 - b. Becky Burr confirms participation
 - c. Dustin Loup confirms participation
- VII. Upcoming IGF
 - a. Dustin provides link to register for event, highlights topics and discusses .US sponsorship.
- VIII. Closing