

4Q-20 usTLD Stakeholder Meeting Agenda & Minutes



December 10th 2020



- I. Welcome
- II. Roll call and approval of September 2020 minutes
- III. Q4 Marketing Update
- IV. Policy & Security Updates
- V. 2021 Meeting Schedule
- VI. AOB & Closing

II. Welcome

III. Roll call and approval of September 2020 minutes

- usTLD Stakeholder Council: Dustin Loup, Bryan Britt, Alex Deacon, Becky Burr, Doug Robinson, Karen Rose, Tom Barrett, Michele Neylon, Stacy Cheney, Susan Chalmers, Bartlett Cleland, Laureen Kapin
- Registry Services: Crystal Peterson, Kristin Johnson, Fernando Espana, Melissa Cohen
- Dustin moves to approve meeting minutes

IV. Q4 Marketing Update

- Veterans Efforts
 - o .US Veteran Startup of the Year:
 - Exclusive sponsorship for .US Veteran Startup category
 - Dedicated domain offer promoted to startup and Veteran community
 - Two video sizzle reels developed and promoted
 - Ongoing PR
 - o Annual event: est.us/Summit2020
 - November - Winning Veteran startup received \$10K non-dilutive cash prize
 - 82 – Veteran Startup Applications (20% of all applicants)
- Startup Weekend
 - o Lead partner of Startup Weekend, providing domain names to startup founders at thousands of hackathon events around the world.
 - o Ongoing focus to support entrepreneurial communities amidst the challenges of the pandemic
 - o 2020 highlights include just under 300 total events throughout the year with reach in more than 100 U.S. cities. .US domains were offered to all 20K+ attendees and our Techstars community supported Veteran efforts by cross-posting and sharing the Veteran entrepreneur article written for .US.
- Influencers
 - o Outreach to YouTube influencers focused on supporting small businesses, freelancers and entrepreneurs. Domain offer exclusive to influencer to build and promote project to audience of followers.
 - o 12 Total Influencers: Tech experts, freelancers and entrepreneurial coaches.
 - o Ongoing referral traffic and ambassador connections.
- Content
 - o Four new articles posted in Q4:
 - 7 Easy Gift Ideas that Support U.S. Small Businesses
 - Local Marketing Ideas: 3 Proven Tactics Small Businesses Must Follow Amid Covid-19
 - Upcoming 2020 .US Town Hall Live Webcast

- Newly Launched Vote.US Website Empowers Americans to Vote with Confidence
- Organic traffic up 3% YoY (with mid-year site redesign)
- 2021 Highlights
 - The year of small businesses.
 - Focus on “Made in the .US” campaign theme
 - Supporting resources, content and expanded mediums to connect with SMBs
 - Optimize assets and leverage partner networks for brand amplification.
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V. Policy & Security Updates

- Security sub-committee
 - Dustin reviews Privacy Service Plan and looks to Stakeholder Council for approval to move to public comment period.
 - Dustin moves to approve
 - Alex confirms what content will be sent to public and asks about unanswered FAQs.
 - Dustin explains these are brainstorming questions only to pose possible public commentary and not part of the published public document. Tom says the FAQs are meant to highlight how the implementation may work.
 - Alex asks if they should review or comment on the pre-existing Registry Services proposal. Dustin and Crystal clarify that the PDF plan has already been presented and only looking for feedback on the review by the security sub-committee.
 - **Dustin:** That is still in the process of consideration. It has already been submitted and has gone through public comment back when it was originally drafted and submitted. There may be input on what is that plan but what we want from the public comment is comment on the added rationale and support from a security and safety perspective that is highlighted in this review instead of recommendations or inviting opportunities on a proposal that has already been submitted and is in the process of being considered.
 - **Crystal:** Yes, actual plan itself had already been drafted and submitted to the DoC. Within the last round of response, within our current contract, that plan has been presented so what we are looking for is to the council to leave comment on the review on the security statement on the security around .US and the privacy services plan is one of the pieces that came up for review.
 - **Dustin:** Any additional comments or questions before we move to push to public comment?
 - *Silence*
 - **Dustin:** I would like to move that we approve this for public comment and ask for support.

- Dustin moves to approve
 - Tom Barrett seconds
 - Bryan Britt seconds
 - No objections
- *One approved and moved to push this through.*
- *No objections.*
- **Dustin:** This has been approved. We will work with Registry Services to draft the public comment language that Alex drilled down on the language in the google docs before we release for public comment. Alex supports moving plan forward to public comment.
- Approve to move to public comment
- KIDS.US update – Dustin provides historical overview including intention and complications of namespace. Question of whether to reinstate the space, without any changes to the policies. Committee to evaluate if it was a workable plan to reinstate and committee deemed that the implementation framework remained unworkable. Committee is drafting report to put out for public comment.
 - Michele Neylon clarifies that the laws governing the namespace would require U.S. statues by congress. Crystal and Becky Burr both confirm this is the case.
 - Crystal explains that the space must be reviewed every time the contract is renewed.
 - Alex, “Sounds like we should continue with the suspension - based on previous decisions/debate/logic.”
 - **Tom:** I think that the sub-committee is recommending it isn't workable under current law. We should let them know. The fact that we can't have links outside of the .US zone or links to any URL that hasn't been through a content vetting process. That is the unworkable part. Unless that content has changed, that is the unworkable part.
 - Dustin moves to keep namespace in suspension and opens floor for objections. No objections from Council voiced.
- Locality Tool
 - Crystal announces tool will be released at end of December as MVT (minimum viable tool).
 - Bryan Britt has been testing tool for about a month and very pleased with functionality and opportunity is presents.

VI. 2021 Meeting Schedule

- Q1 - March 18, 2021 at 12:00 pm Eastern Time
 - Q2 June 10, 2021 at 12:00 pm Eastern Time
 - Q3 September 16, 2021 at 12:00 pm Eastern Time
 - TOWN HALL November 3, 2021 at 12:00 pm Eastern Time
 - Q4 December 9, 2021 at 12:00 pm Eastern Time
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- Dustin moves motion to approve meeting schedule. It's seconded by Council member.



VII. Closing

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