2Q-26 usTLD Stakeholder Meeting Agenda & Minutes
May 14, 2026 | 12pm Eastern Daylight Time

May 14th 2026

I. Roll call

Attendees:

- **Stakeholder Council:** Dustin Loop, Ray King, Doug Robinson, Lauren Price, Brian Britt, Michele Neylon, Shane Layman
- **Registry Services:** Crystal Peterson, Kristin Johnson, Fernando España, Melissa Cohen, Leigh Aragon
- **NTIA:** Stacey Cheney, Michael Litwak

II. Approval of Q1-2026 Minutes and discussion focus

DLoup: Motions to approve 1Q meeting minutes by RKing. Seconded by DRobinson. No objections. Minutes approved.

DLoup: Moves to Stakeholder updates.

CPeterson: Noted that due to the current stage of the .US program, discussion would focus on operational updates and current-state activities.

III. 2Q Marketing Updates

KJohnson:

Customer Story and Photo Shoot Program

- Highlighted a March customer photo shoot conducted in Los Angeles.
- Featured ForsytheFarms.us, a small quail farm owned by Josh near Los Angeles.
- Shared that the project included:
  - Professional photography
  - Videography
  - One-on-one customer interview
- Final assets and interview content will be published on About.US in the coming months.
- Noted these customer showcases benefit both:
  - Small businesses by providing high-quality marketing assets.
  - The .US brand by creating authentic marketing content.

Social Media and Content Performance

- Reported strong results from the 2026 social media strategy focused on storytelling and customer success stories.

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- Performance represents roughly five times the engagement seen in 2025.
- Added 75 new followers during Q2.
- Surpassed 3,500 followers year-to-date.
- Featured successful customer story content, including a previously highlighted Austin bakery customer juliemyrtille.us

AI Search and Educational Content

- Discussed growing importance of AI-powered search platforms such as:
  - ChatGPT
  - Claude
  - Gemini
- Explained that .US content strategy now includes optimization for large language model (LLM) discovery.
- Highlighted a recently published educational guide:
  - "How to Optimize Your Small Business Website for LLM Search"
- Goal is to help small businesses maintain online visibility as user search behaviors evolve.

Paid Advertising Results

- Shared continued success from digital advertising campaigns.
- Top-performing campaigns include:
  - Performance Max
  - Paid Search
  - AI Max
- Strategy emphasizes bottom-of-funnel conversion activities.
- Defined conversion as: Website visitor searches for a domain and clicks through to a registrar website.
- Top-performing ad headlines:
  - "Register a .US Domain"
  - "Get Online with a .US Domain"
  - "A Truly American Domain"
  - "American Craftsmanship Deserves a .US Domain"

Registrar Co-Marketing Campaigns

- Highlighted successful co-marketing initiatives with:
  - Porkbun
  - NameSilo
  - Dynadot
- Clarified these are separate from pricing promotions and are focused on brand awareness.
- Noted a successful Olympics-themed campaign with Porkbun that led to a second campaign launching in late April.

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IV. Operational updates and current-state stakeholder feedback

CPeterson:

DNS Abuse Mitigation and Associated Domains Checks

- Updated the council on trust and safety initiatives.
- Highlighted increased use of associated domains checks to identify and mitigate abuse patterns.
- Reported strong collaboration between registry and registrar partners.
- Noted many abuse cases are resolved through registrar-led actions, including client holds, before registry intervention is necessary.

Nexus Compliance Enforcement

- Reported ongoing compliance reviews related to .US Nexus requirements.
- Compliance Operations continues to investigate newly created domains to verify eligibility requirements.
- Associated domains checks are being used to improve investigation effectiveness and maintain namespace integrity.

Abuse Blocking Service (ABS)

- Provided an update on the Abuse Blocking Service.
- Explained focus on proactive prevention rather than reactive mitigation.
- Team is leveraging:
    - Pattern recognition
    - Threat intelligence
    - AI-assisted analysis
- Shared early outcomes from the Abuse Blocking Service.
- Reported that many blocked registrations displayed patterns consistent with known malicious activity.
- Described the results as highly encouraging and industry-leading.

ccNSO and DNS Abuse Standing Committee Updates

CPeterson: Highlighted .US participation in the ccNSO community.

FEspaña: Confirmed involvement in the DNS Abuse Standing Committee (DASC).

CPeterson: Noted active contribution by ccTLD representatives to industry policy discussions around associated domains checks.

- Emphasized the importance of ensuring ccTLD perspectives are reflected in broader DNS abuse policy development efforts.

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V. Open Q&A (non-procurement topics)

CPeterson:

- Announced she will be transitioning out of her role supporting the .US program.
- Expressed gratitude for the partnership and collaboration with council members.
- Introduced: Leigh Aragon and Jason Loyer
    - Shared that both will assume leadership responsibilities for the .US program.
- Confirmed Kristin Johnson will continue serving as Secretariat for the Stakeholder Council to ensure continuity.

DLoup:

- Thanked Crystal for her contributions and leadership.
- Expressed enthusiasm about working with Leigh Aragon and Jason Loyer moving forward.

VI. AOB & Closing

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