

**1Q-21 usTLD Stakeholder Meeting Agenda & Minutes**  
**March 18, 2021 | 12pm Eastern Daylight Time**



*March 18<sup>th</sup> 2021*



- I. Welcome
- II. Roll call and approval of December 2020 minutes
- III. Q1 Marketing Update
- IV. Policy & Security Updates
- V. 2021 Meeting Schedule and Key Dates
- VI. AOB & Closing

## 1Q-21 usTLD Stakeholder Meeting Agenda

- I. Welcome
- II. Roll call and approval of December 2020 minutes
  - a. Attendees: Becky Burr, Tom Barrett, Alex Deacon, Doug Robinson, Karen Rose, Ray King, Bryan Britt, Barlett Cleland, Laureen Kapin, Dustin Loup, Crystal Peterson, Kristin Johnson, Melissa Cohen, Stacy Cheney, Susan Chalmers
  - b. Dustin makes a motion to approve minutes. Karen Rose seconds
- III. Q1 Marketing Update
  - a. Conrad Challenge
    - i. A STEM focused annual, multi-phase innovation and entrepreneurship competition for high school students to participate in designing the future by solving global and local challenges in sustainability.
  - b. Startup Weekend
    - i. First quarter activity to be centered around virtual events, while communities are looking at returning to in-person activity once vaccination becomes more widespread and local governmental protocols are more conducive towards large gatherings.
  - c. SMB Activation
    - i. Developed and launched new creative assets based on ad responsiveness and marketing performance. Doubled down on SMB market to support and engage with this audience and bring them online.
  - d. Content on about.us
    - i. Four new articles posted in Q1.
    - ii. 50% of all organic traffic from blog site visits and Organic traffic up 19% YoY
    - iii. “How To Identify A Trustworthy Website” was top 5 most viewed page on the website in Q1
  - e. Juneteenth.us
    - i. Dustin gives overview of Press Conference opportunity and positioning for .US through the juneteenth.us campaign initiative to make Juneteenth a federal holiday. Dustin was able to speak at press conference on 2/25 and bolstered .US branding and positioning.
- IV. Policy & Security Updates
  - a. Security sub-committee

### i. Privacy Plan Recommendation

1. Crystal reviews open comment period and confirms no comments have been submitted since open date February 26.
2. Laureen asks for privacy plan comment link and Dustin sends via chat: <https://www.about.us/policies/ustld-stakeholder-council/ustld-privacy-recommendation>
3. Alex asks what type of outreach we have done for the Open Comment Period on the Privacy Plan.
4. Crystal confirms that Alex and others can forward the privacy link and/or send through social channels to ensure people interested in commenting can.
5. Dustin comments that the close date for the comment period falls on a Sunday and requests to extend through Monday
6. Crystal confirms and comments received through Monday will be included.

### ii. KIDS.US

1. Crystal discusses KIDS.US is still under review with actions pending.

## V. 2021 Meeting Schedule and Key Dates

- a. ccNSO Meetings
- b. Confirmed 2021 Meeting Schedule

## VI. AOB & Closing

- a. Bryan Britt asks about status of Locality tool update. Crystal confirms that MVP went live and will follow-up offline for next steps.
- b. Doug Robinson provides update on .gov domain and .gov act that passed. Management of namespace transition happens in April 2021. Requesting low or no cost domain availability to state and local governments. The mandate is specifically targeting election fraud and positioning .gov as a trusted source of information.
- c. Crystal refers to .US localities serving not only governments but schools and other community online spaces which may be impacted. Doug expects majority of schools to remain on .US locality namespace.
- d. Crystal discusses possible opportunity to serve U.S. government from a usTLD specific zone to meet increased security needs.



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- e. Ray talks about .US Nexus requirement and positioning it as a positive in terms of verification of a U.S. oriented entity.
- f. Bryan Britt requests to be included in ongoing conversations.