

2Q-19 usTLD Stakeholder Meeting Agenda & Minutes



June 13th 2019



- I. Intro & Roll Call
- II. Marketing Update
- III. Policy & Security Updates
 - a. ICANN Montreal Recap
 - b. Subcommittees Updates
- IV. 2020 Plans
 - a. 2020 Stakeholder Council Meeting schedule
 - i. March 19, 2020 at 11:00 am Eastern Time
 - ii. June 11, 2020 at 11:00 am Eastern Time
 - iii. September 17, 2020 at 11:00 am Eastern Time
 - iv. November 5, 2020 at 11:00 am Eastern Time – TOWN HALL
 - v. December 10, 2020 at 11:00 am Eastern Time
 - b. Member Updates
- I. AOB & Closing

- I. Welcome
- II. Roll call and approval of March 2019 minutes
 - a. usTLD Stakeholder Council: Dustin Phillips, Karen Rose, Bryan Britt, Susan Chalmers, Sam Sokol, Becky Burr, Bartlett Cleland, Doug Robinson, Tom Barrett
 - b. Neustar: Crystal Peterson, Kristin Johnson, Kathy Nielsen, Fernando Espana, Janki Chopra
 - c. Meeting minutes from March 21, 2019 meeting are approved
- III. FH2019 Marketing Update
 - a. Launched podcast advertising efforts in May with “Duct Tape Marketing” DJ read :60 second mid-roll spots. Duct Tape Marketing focuses on a small business audience with educational podcast series. Advertising included, tagged social posts, blog mentions, and logo in podcast notes.
 - b. Political activation efforts with Campaign with .US marketing campaign targeted political and civic use for .US websites.
 - i. Showing highest levels of engagement and conversion, outside of paid search, of all our campaigns to date.
 - ii. Continuing to run through July.
 - c. Wrapped up year with Story of .US video campaign feature “Cesion.us” – High school web and app developers, recently awarded funding for a self-developed app project – Zuriel.
 - d. Content driving website conversions and organic search to the about.us site. Total lift of 134% year over year.
- IV. BH2019 Plans, goals and objectives
 - a. Dustin introduced three main objectives:
 - i. Strengthen and promote work of Stakeholder Council – Increased communication and collaborating in-between quarterly calls.
 - 1. Highlight and promote work that Stakeholder Council is producing via blog post updates
 - ii. Governance structure and policies for increased growth of .US. Identify gaps, identify opportunities, and produce action plan to address.
 - iii. Identify high-visibility .US use-cases and produce blog features to promote use and awareness of .US civic organizations.
 - 1. First interview article with digitalequity.us - Posted in June
 - 2. Second article on IGF USA – Promote upcoming conference in July
 - 3. Diplo.us – Focuses on educational courses for digital, science and technical diplomacy
- V. Policy & Security Updates
- VI. Neustar participated in FDA’s online Opioid Summit in April 2019.
 - i. Objective to tackle the sale of online opioids
 - ii. Participated in panel to discuss industry responsibility and opportunities to better raise visibility and prevent online opioid sales.
 - iii. Case study - Scan of .US namespace to identify and takedown sites found to

- be abusing domain for sale of opioids. Identified and removed 6 different sites.
 - iv. Neustar continuing to evaluate policies around usage to ensure amendments are made as needed.
 - b. Security sub-committee to identify, action and provide recommendations to reduce domain abuse in .US namespace.
 - i. Next steps – Dustin reaching out to Council to form committee.
 - ii. Doug Robinson talks to reasons to address this now:
 - 1. Election security top-of-mind for current environment and is an immediate concern. Concerns of misdirection and misrepresentation of domains to mimic election boards, election sites, etc. to deliberately confuse voters. Mandates at the local level to move sites to .gov. Conversations happening at State and City level on best ways to protect voters for upcoming election period.
 - 2. Karen asks Susan if there are any intergovernmental efforts or task force from the NTIA to address election fraud. Susan not familiar with an ongoing dialogue related to elections however is currently addressing the same concerns related to upcoming Census.
- VII. Upcoming IGF USA participation
 - a. Third sponsorship in IGF USA
 - b. Dustin discusses presence.
 - i. Date is July 25, 2019
 - ii. .US official coffee break sponsor with coffee cups, signage and palm cards distributed.
 - iii. Conference to discuss: National privacy framework discussion, “Techlash” – The backlash against big tech platforms, competition, cybersecurity, digital inclusion, 5G, artificial intelligence
 - iv. Day 0 Youth Event - Half-day event prior to IGF USA with .US participation. Agenda driven by youth organizers.
- VIII. Locality sub-committee
 - a. MVP on track for end of June.
 - b. Brian delegated manager for committee and looking to add members as well as registrants.
 - i. Brian has contractual concerns to be addressed in separate follow-up.
- IX. Proposed meeting time/date for Town Hall in October
 - a. Crystal proposes dates for potential meeting. ICANN happening in November as well as end of year holidays so need to lock down an October date to promote during the July IGF sponsorship.
- X. Closing
- XI. Next meeting scheduled for 19 September 2019, 11am EDT