3Q-22 usTLD Stakeholder Meeting Agenda
September 08, 2022 | 12pm Eastern Daylight Time

September 8th 2022

II.   Welcome

III. Roll call and approval of June 2022 minutes

    A.   Attendees: Ray King, Jared Hosid, Becky Burr, Doug Robinson, Dustin Loup, Judy Song-Marshall, Sam Sokol, Tom Barrett, Fernando Espana, Crystal Peterson, Kristin Johnson, Melissa Cohen

    B.   Crystal: We have a quorum

    C.   Dustin moves to approve June 2022 minutes. Sam Sokol seconds.

IV.   Q3 Marketing Update

    A.   July 4 Promos

        1.   Overview: new ads created for Independence Day

        2.   Platforms: Facebook, Instagram, SEM

        3.   Q3 Highlights:

            a)   *Traffic up 33% YoY*

            b)   *Pageviews increased 50% with a 25% decrease in bounce rate*

            c)   *Youtube video campaign showing strong CTR and viewer engagement*

            d)   *Paid search continues to drive bottom-of-funnel conversions*

B.   Brand Ambassadors

1.   Americanmademotorcycles.us – Design shop that customizes motrocycles

2.   Truckingnews.us – Operated by American Freight Trucking to provide news and resources for truckers

3.   Bocaloca.us – Keto butter that's been featured on news networks and garnered a fan following for it's delicious taste

4.   Battlemaps.us – Veteran owned and family operated business passionate about showcasing antique charts and historical maps from around the world

5.   Abystyle.us – Merch ecommerce site featuring fantasy, anime and sci-fi custom products

6.   Blueskyconsulting.us – B2B consulting company for employee training and engagement

V.   Startup Weekend

A.   Overview: lead partner of startup weekend provides domain names to startup founders at thousands of hackathon events around the world.

B.   In-person events continue to reinvigorate local communities

C.   July highlights:

1.   20 events

2.   10 countries

3.   19 cities

4.   1405 impressions

VI.   Conrad Challenge

A.   Overview: 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.

VII.   Content

A.   Three new articles posted in Q3

1.   How the .US domain disrupted the internet for entrepreneurs

2.   Why Americans love small businesses now more than ever

3.   16 key legal requirements for launching a small business

  B. Highlights:

    1. Average session duration is 51 seconds for blog traffic

    2. 12% of blog users are returning visitors with double engagement rates for key metrics including average 4 pages per session and 3 minutes and 20 seconds on site.

VIII. IGFUSA

  A. Dates July 21, 2022

  B. Total attendees were 1480

  C. Cold brew, kombucha, IGFUSA was in person after years of being virtual.

  D. We had about 200 in person and the rest were virtual.

  E. Branding included:

    1. Mention in closing remarks

    2. Logo displayed on break slide and on signage throughout venue

    3. Logo on event agenda website

    4. Logo in emails before and after the conference log on coffee break materials

IX. Administrator, Policy & Security Updates

  A. Accountable WHOIS in the usTLD Namespace

    1. Not many updates with covid waning and travel picking up, there has been less activity from our administrator.

    2. We are in continued discussions with the NTIAA to move forward with the accountable WHOIS in the usTLD namespace.

    3. We are waiting on feedback and will be scheduling a meeting after ICANN which is this month

X. Town Hall

  A. November 3, 2022 at 12pm ET

  B. About.us/townhall

  C. Agenda
    1. State of the domain
    2. Marketing
    3. US brand use-case feature
    4. Admin updates
    5. Stakeholder council updates
    6. Q&A
  D. Dustin spoke to new proposed section of Town Hall to feature .US user.
  E. Ray King: This date is the same date as an ICANN meeting so we might need to change the date
  F. Crystal: This is true, we'll get back to the team with an updated date

XI. AOB & Closing

  A. Doug Robinson gives update on .gov adoption and impact.
  B. Dustin follows up on definitions for "local government" and what that includes (i.e. water districts, fire districts, regional planning districts, etc.)