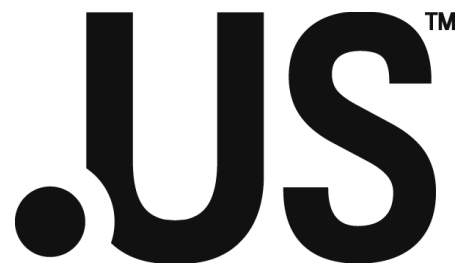


**1Q-26 usTLD Stakeholder Meeting Agenda & Minutes  
February 5, 2026 | 12pm Eastern Daylight Time**



*February 5<sup>th</sup> 2026*

I. Welcome

II. Roll call and approval of December 2025 minutes

**Attendees:**

- **Stakeholder Council:** Dustin Loop, Ray King, Doug Robinson, Michele Neylon, Shane Layman
- **Registry Services:** Crystal Peterson, Kristin Johnson, Fernando España, Melissa Cohen, Leigh Aragon

**DLoup:** Motions to approve 4Q meeting minutes by RKing. Seconded by DRobinson. No objections. Minutes approved.

**DLoup:** Moves to Stakeholder updates.

III. Stakeholder & Administrator Updates

**CPeterson:** Provided updates on operational focus due to federal pre-solicitation, including a pause on forward-looking topics and working group activities (innovation governance security committee). Premium tiered pricing deliberations and comment periods are also paused.

*DNS Abuses & Mitigation*

- 53% year-over-year decrease in abuse, with ongoing platform updates to improve reporting and analysis.
- Proactive blocking experiments using machine learning have been successful, with 10,000 domains now blocked based on abuse patterns.
- Platform functionality updates to further define Associated Domains v. Initial reported domains (in progress)
- Internal analysis continues to refine metrics for registration to abusive use, type of abuse, and others
- Compromised domains continue to represent <5% of abusive activity – Procedures revamped to make faster decisions for action for malicious domains

*Nexus Compliance*

- Delivered 8,000+ domain deletions in Q4 2025, driven by a significant increase in associated domain removals from October through December. Currently approving over 100 NEXUS cases per week.
- Q4 Monthly deletion volumes increased steadily without introducing operational risk, demonstrating that strong governance can effectively scale enforcement activity.

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- With clear rules, execution cadence, and accountability established, 2026 is positioned to respond rapidly to inquiries and case communications.

### *Upcoming Industry Events*

- Attendance planned for CCNSO and ICANN in India, as well as other registry association meetings throughout the year.
  - The 2026 meeting schedule was reviewed and approved, avoiding major industry events.

## IV. Q1 Marketing Update

**KJohnson:** Shared that paid advertising on Facebook and Instagram continues to be effective, with a new strategy to boost organic posts for better reach and engagement.

- Social and Content Efforts
  - Engagement rates increased to 37% in January, with a 200% increase in views.
  - Blog: A Beginner's Guide to Using Google Search Console
  - User features:
    - Babyandco.us
    - Dearborndenim.us
    - Orange.us
- Paid Advertising
  - Q1, marketing efforts centered on applying key learnings from 2025 to refine and optimize performance. Building on a proven media mix.
  - Platforms:
    - Performance Max
    - Paid Search / AI Max
    - Facebook
    - Instagram
  - Website traffic is up 30% since the start of the year, with paid media and social advertising driving most conversions.
  - Top-performing ad headlines emphasize local pride and American roots.

## V. AOB & Closing

**DRobinson:** Provided an update on .gov domain adoption among local governments, noting slow progress and legislative efforts in several states, with ongoing opposition due to perceived migration costs.

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**MNeylon:** raised concerns about proposed changes to RFC 1480 in the IETF, which governs .US locality structure. CPeterson confirmed the issue is being monitored and that the team aims to prevent the RFC from being made historic without a replacement.