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DURBAN – NARALO Monthly Meeting  
Tuesday, July 16, 2013 – 17:00 to 18:00  
ICANN – Durban, South Africa

MATT ASHTIANI: This is Matt Ashtiani for the record. Welcome to the NARALO Monthly Meeting. Please remember to state your name before speaking and to speak slowly and clearly when talking.

GARTH BRUEN: Thank you. This is Garth Bruen, Chair of NARALO. Do we have Darlene, Secretary, live on the line? If so, are you able to read the roll call and the Action Items? Before the Action Items we will actually... Unless you can see them we will have Matt give the remote calls. Darlene, are you there?

DARLENE THOMPSON: I'm here. Can you hear me?

GARTH BRUEN: Yes I can. Proceed.

DARLENE THOMPSON: Excellent. I'll let Matt do the roll call since Staff usually does that, but I've got the Action Items here in front of me.

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GARTH BRUEN: Okay. Then we'll take the roll call first. Matt, if you don't mind?

MATT ASHTIANI: Hi. This is Matt Ashtiani, for the record. In the room we have Alan Greenberg, Darma Dailey, Evan Leibovitch, Garth Bruen, Glenn McKnight and from Staff we have Heidi Ullrich, Gisella Gruber, Carlos Reyes, Silvia Vivanco. Eduardo Diaz is here, as well, and online, we have Annalisa Roger, Darlene Thompson, Gordon Chilcott, Peter Knight, Ron Sherwood, and that's everyone.

GARTH BRUEN: Okay. Before we go into the Action Items, I just want to have a quick introduction from the NARALO Members who are actually at the table, and for the benefit of our guest, Chris, maybe we can just give a statement about what your ALS does, and we'll start with Glenn. Thank you.

GLENN MCKNIGHT: Hi, Chris. Glenn McKnight, and my foundation is the Foundation for Building Sustainable Communities. We do a lot of digital literacy programs, and a big focus this year is DIY for girls, providing partnership with IEEE and Girl Guides and the Hacker Lab.

GARTH BRUEN: Garth Bruen. My ALS, Knujon, handles abuse issues for Internet end-users free of charge and consults with them on policy issues that affect them.

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DARMA DAILEY: Darma Dailey. My ALS was started by Open Source programmers that work with Community networks.

EVAN LEIBOVITCH: Evan Leibovitch. Canadian Association for Open Source.

ALAN GREENBERG: Alan Greenberg. Unaffiliated Member.

GARTH BRUEN: And I believe Eduardo... I saw Puerto Rico, and he should be joining us shortly. Darlene, are you ready to read the old Action Items?

DARLENE THOMPSON: Yes. The Action Items from last meeting with Staff. Please advise of the status of the ISOC CA ALS application. Staff: On a March 18<sup>th</sup>, 2013, ALAC briefing call on RAA changes, staff – that would be Margie Milam and Sam Eisner – were asked to identify ICANN’s economic advisors and provide the economic study document that was the basis for changes to RAA 3.3.6 and 3.3.7. Will At-Large Staff please forward this request again? And finally, Staff, please advise on the status of the request to supply ICANN’s “Whistle-blower” Policy, and that’s all.

GARTH BRUEN: Thank you, Darlene. I know that the first Action Item has been resolved. ISOC is now an ALS, and I believe the third Action Item also may be

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resolved. According to Alan Greenberg, that document was posted, but do we have any updates on the second Action Item? Thank you.

HEIDI ULLRICH: This is Heidi Ullrich, for the record. I have been in touch with Sam Eisner about that. My understanding is it was supposed to be posted last week. I have not heard that yet, so I'll do another follow-up today on that.

GARTH BRUEN: Thank you, Staff. This is Garth Bruen again, chair of NARALO. The third Action Item reads as election results. That is a slight mis-type. Because of our last-minute change to the election schedule, it got a little confused, but we do have an election status, and I'm going to ask Matt from Staff to advise on how many of our active ALSs have participated in the voting so far.

MATT ASHTIANI: Hi. This is Matt Ashtiani, for the record. So far, we have had 14 participants, and there are nine more to go with one person casting their vote tomorrow.

GARTH BRUEN: Okay. Thank you. This is Garth again. Just as a quick question out there and out there to the remote participants, has anybody had a technical problem with the voting? Has anybody on the list been expecting an

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email and not received one about their poll access? No? Okay. So, you're telling me that there's only one person left who hasn't voted?

MATT ASHTIANI: Sorry. This is Matt, for the record. Out of the nine people who still need to vote, Alan will cast his vote tomorrow. For the...

GARTH BRUEN: This is Garth Bruen. To meet quorum, you're saying?

MATT ASHTIANI: No. For the unaffiliated Members. They have their own poll, and Alan casts the vote for all the unaffiliated Members, so once that poll closes, at 2:00 AM here in Durban, I'll give the results to Alan, and Alan can then cast his vote.

GARTH BRUEN: Okay. So that refers to Alan's vote. As far as the other ALSs go...?

MATT ASHTIANI: Hi. This is Matt, for the record. They've all been contacted. I've resent everybody's voting credentials, as well, and if anybody is having trouble, you can email me your vote confidentially. I can cast it on your behalf.

GARTH BRUEN: Garth Bruen, again. So that 14 number you gave earlier, those were 14 active ALS votes?

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MATT ASHTIANI: I think you asked me for the number of people that have voted. Fourteen people have voted.

GARTH BRUEN: Fourteen ALSs have voted?

MATT ASHTIANI: Correct. Fourteen ALSs.

GARTH BRUEN: Okay. Thank you. Garth Bruen. Are there any other outstanding issues from our election in the cycle, and this is a question for Staff and for At-Large Members? Is there anything that is outstanding? I know that there have been some issues. [00:17:06 - 00:17:35 no discussion] Okay. Moving on to Agenda Item 4. Our recruitment efforts.

We have been meeting on and off via teleconference – our recruitment subcommittee – and we have a basic plan, but one thing that has been somewhat of a stumbling block is our outdated application form, and we have been discussing updating this form, because, currently, it is a Word document, and it's 2013, the last time I checked, and there's a lot of other options available for submitting data electronically. I generated a test PDF form, and I think that there were actually some problems with the form.

I think that some people are not able to access it. I think some people had difficulties with it depending on their version of Adobe, and I have

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been looking at an alternative of using a Google form, and I have to ask Staff if this would be a problem, using a Google form application.

MATT ASHTIANI: Hi. This is Matt, for the record. I was multi-tasking, so I think you asked if it was possible to have an ALS application form as a Google form?

GARTH BRUEN: Yes.

MATT ASHTIANI: That would require all the RALOs to use one, as well, because we have one form on the website for everyone, so...

GARTH BRUEN: Okay. We've been discussing this on and off for some time. Yes, Heidi.

HEIDI ULLRICH: You have others. Would you like to take...?

GARTH BRUEN: Oh I'm sorry. I didn't see the hand. Alan, please?

ALAN GREENBERG: Thank you. We clearly could not have one Google form for everyone, because there are parts of the world that can't get to Google, at times, or often. However, I see no reason why we can't have three versions of

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the form. One you print out, one you complete via PDF online, and one Google, if that's what people want. We could even use Morse code.

GARTH BRUEN: Thank you, Alan. I think that's partly my point – it's Garth – is that if the end product is the same, and it's the same form, same documentation, and it's usable for Staff, I do not see why it would be a problem. I just want to test it and then move it forward. Obviously, this is something that affects all regions, so we should bring this up in an ALAC meeting, but we're certainly happy to be the test pilot for it.

MATT ASHTIANI: This is Matt, for the record. I actually created a Staff account on Google about two years ago, so that would be possible, and we could receive it, but just so you know.

GARTH BRUEN: Okay. I just want to test it and do something with it. Okay. Thank you. All right. So that is my concern. This is Garth. Is that we would ramp up a recruitment effort with letters, emails and phone calls and direct people to a Word document. I would rather not do that. I would rather have as much success as possible for our recruitment efforts, and that includes making the application process easier, so that's why I'm anxious to actually get this off the ground before we start an active recruitment effort. Moving on to... Yes? Please.



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HEIDI ULLRICH: This is Heidi, for the record. I've just heard from Staff that the economic studies for the RAA should be published by the end of this week.

GARTH BRUEN: And is that just news, or is that relevant to what we're talking about?

HEIDI ULLRICH: That's following up on the earlier Action Item for Staff to follow up. The RAA; the economic studies...?

GARTH BRUEN: Oh. Yes.

HEIDI ULLRICH: ... And I just followed up with Staff, and they said, this week.

GARTH BRUEN: This week...

HEIDI ULLRICH: It'll be published.

GARTH BRUEN: When we're on a plane on Friday?

HEIDI ULLRICH: It'll be there when you get home.

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GARTH BRUEN: Okay. All right. Action Item #5. Are there any questions from...? I see something blinking on the screen. Is there a question from a remote participant? I see Annalisa blinking on the screen. Is there a question from Annalisa? No?

MATT ASHTIANI: This is Matt, for the record. She private-messaged me, so it's my account, so you can...

GARTH BRUEN: Thank you. Okay. All right. Action Item #5. Outstanding Issues. I want to check with our Membership while we're all here. Does anybody have anything which they feel is not resolved within the region or any other Item within ICANN that they feel they need to bring to the table now? No? Everybody's happy. Fantastic. Action Item #6. New Business. Does anybody within the region have any issue which they would like to propose to the Group or bring to anybody's attention? No? Yes? Glenn, please.

GLENN MCKNIGHT: I'm sorry. I was trying to find something. Glenn McKnight, for the record. We had this discussion of the Google form months ago, and I remember making one, so for the sake of Matt, if he's looking at the form, I can email it to you, but I just posted it in the form, and that's using the actual Google form, and I took the questions from the ALS form.

GARTH BRUEN: Fantastic. Okay. Thank you. Evan, please.

EVAN LEIBOVITCH: I don't know how much this would count as new business, but one of the things that at least I've been hearing through the course of this week is that various working Groups, be they ALAC working Groups, GNSO working Groups that are open to ALAC At-Large participation, it's a misnomer to say that these are ALAC working Groups. They're At-Large working Groups that happen to be organized by the ALAC. There's a number of things on the go right now, but they happen to be going on on a global level.

Just because our Members may not have something that is specifically regional in nature doesn't mean that our Members don't have a keen interest in some of the global issues that face ICANN. A number of people in Durban have been going to a number of the working Groups – getting involved in a number of things – and this is simply a call to Members of NARALO who are not ALAC Members; whether it's ALS reps or even ALS Members, you don't need to be a rep for an ALS to participate.

Being part of an ALS or being an individual Member is sufficient to allow somebody to go on to a working Group. There's a couple of things that GNSO is going to start to work on. There's a policy versus implementation thing that they're going on to. We have our analysis of the public interest commitments component of the New gTLD program that is going to really require our vigilance, and so I simply want to

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extend an invitation to anybody hearing this, don't expect that it's just going to be ALAC and regional leaders.

We really need ALS participants. We need people who are not at the top of our own little pyramid to get involved in this. In order for the bottom-up process to work, we need as many as we can get involved. You don't need to be a leader of a RALO or even an ALS to get involved, so it's simply a reminder of that. Thanks.

GARTH BRUEN:

Thank you, Evan. I think that that's an excellent point. This is Garth, again, and as far as our remote participants go, if you have been participating in a meeting remotely, we'd like to see your evaluation of it within the meeting report that Staff has created and Olivier has requested, so you've been spending just as much time as we have, yet remotely, so help us fill out that list of meeting reports. Some other new business is that – in case folks didn't know in the remote end – that ATLAS II, the At-Large Summit, has been approved, and it will be in London in the fall. Is there a specific week or date for that yet?

HEIDI ULLRICH:

This is Heidi Ullrich. The Summit, when approved officially, will be held at the same time as the London meeting in June. I believe those dates are the... I think it's mid-June. The 22<sup>nd</sup> through the 25<sup>th</sup>, and again, the plan currently would be to have one representative from each ALS arrive on Friday. The actual Summit meetings would start Saturday, and it would be Saturday and Sunday. Monday through Wednesday, they would be asked to go participate in other At-Large or ICANN meetings.

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Then on Thursday, it would be a half-day plenary session again, and then that would be the end of the Summit. And just one more addition... Each RALO will be asked to have their General Assembly over that weekend, so most likely, it might be Sunday, but I think, given the room availability, it might be Saturday afternoon that the RALOs will hold the General Assemblies.

GARTH BRUEN:

Thank you, Heidi. This is Garth. So for those of you who were at the Toronto Regional Summit or even at the Mexico City Summit, this is an excellent opportunity. It's something that you should look forward to and start thinking about now, not just in terms of preparing travel-wise but think about an Agenda that you want to bring as an ALS. Think about things that concern you and your Members and think about how we can bring that forward. Okay.

EVAN LEIBOVITCH:

Garth, the specific dates are June 22<sup>nd</sup> to 26<sup>th</sup>. I don't know if that was mentioned.

GARTH BRUEN:

Thank you, Evan. So I think I mistakenly said the fall earlier. It is in June. That's the spring for most people who know what the seasons are. All right. Next, Agenda Item #7. We have with us today Chris Mondini, VP of Stakeholder Engagement, North America and Business Engagement. We met with Chris in a small Group – that wasn't broadcast or transcribed – on Saturday, and he's joining us in our public meeting

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today and Chris, I'd like for you to introduce yourself and tell the folks at home about yourself.

CHRISTOPHER MONDINI:

Hi. This is Chris Mondini, and I'm very pleased to be here. Thank you very much for the invitation and the opportunity, and I would like this to be a discussion. For people on the phone and the broader Group today, I thought that what I would do is touch on some of the things that I had a chance to touch on earlier. My title is vice president, Stakeholder Engagement for North America and, also, global Business Engagement. Global business.

I think it will be refined a little bit, somewhat, but it reflects kind of a hodgepodge of the various roles I've had since I've been at ICANN, and I'll come back to that in a minute. In terms of my background and in terms of what has me very excited and inspired at this stage of my work with ICANN, having been in about 18 months, I'm a person that really likes to work with a diversity of Stakeholders and diversity in Groups that are either multi-cultural, diverse from geographic or linguistic or cultural perspectives or diverse in terms of the disciplines and the backgrounds and the educations and the interests of Groups.

This is the thing that, for me, personally, coupled with learning – the opportunity to learn – is sort of my nirvana in terms of what I'm working on, and my background, I think, reflects that. I've passed through a number of different kind of sectors. I had an education in economics and international relations. I did five years in the US Department of State as a Foreign Service officer. I was recruited to go to Deloitte. I was

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a consultant in a number of geographies working for Deloitte in the IT sector.

In that guise, I was able to come to South Africa a number of times, which I just think it's great that I'm able to be here again, because I love it here, and my last Deloitte's role was in the Bay Area, and I actually had enough bandwidth to become much more involved in the not-for-profit social sector.

I worked in an Organization called the Full Circle Fund which, actually, I helped found a Giving Circle and worked with grassroots Organizations, either in areas of improving economic development for families or environmental educational concerns for underserved communities, and I'm very grateful to have been able to contribute both of the grassroots – just volunteering – level and in providing advice and support in working with the leaders in that sector, so the opportunity to work at ICANN – I started out in the chief of Staff role, as I said, about 20 months ago, and in that role, you kind of have to know everything, at least at some level, and you get to experience all of the work ICANN at some level, so I did a lot of travel.

The government interactions we have sitting in on the meetings with ministers and going to the important multilateral events, but when Fadi took me on as his chief of Staff, and before we had a vice president for Africa, I had the distinct honor and pleasure to work with leaders in the African region on the embryonic Africa strategy working Group and be exposed to that.

Then, you may have heard, Fadi likes to have roundtables, so I helped to organize a series of roundtables, and they continue, but they were with registries and registrars and the CEOs to talk at a high level – not about policy and the details of what’s on the ICANN Agendas at these meetings and the ongoing policy process – but really at a more strategic level, and I told Fadi, when I joined him in his office, I said that I hoped that, given my experience as a consultant and as a diplomat, that I could have a more externally-facing role at some point, and, true to form, that happened very quickly for me.

In January, I was given a new portfolio business engagement for ICANN, and that portfolio is business with a capital B at a high level and more of a broadening at the outreach level for business people that have never heard of ICANN and how it might affect them, so we’ve made some efforts. I would say we’ve just really started, in that regard, but I have great experiences, or so far, in this tenure in that role talking to new audiences, and in those audiences, whether it’s a presentation or a Google hangout or what have you, one of the really inspiring stories is the concept of At-Large, and somebody accused me of seeking out audiences that are easily inspired.

I was at an entrepreneurship conference recently. I was speaking to a bunch of graduate students in Turkey, at one point, but I’m pleased to be connected with At-Large at this stage, in this format, right now, just because I felt like you’ve been one of my talking points, but honestly, I haven’t had the benefit of the detailed interactions with you. Really, six weeks ago, I was named in this North America regional engagement role, and it’s really in recognition that as much as we would like our



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engagement leaders, and we do develop them and measure them and my colleagues were all kind of rewarded and reviewed on being balanced among the Stakeholder Groups.

Again, this is the broad Stakeholder Groups: users, business, private sector, technical Community. The really big categories. Many of my colleagues have more of a government relations background, and in North America, in particular, quite frankly, government relations takes a lot of bandwidth, so in recognition of that, I was given the opportunity to really help engage with, listen to, understand the broader array of Stakeholders in North America, and, again, given what I told you about my background, I'm very excited about that, so I'm on a bit of a listening tour.

What we talked about over the weekend, I have no clue. It's true of every ICANN meeting. I have no idea what day it is and no idea what day we spoke, but we were able to have a chat about the goals; both NARALO and for individual goals, and some of those goals may be around recruitments, enlargements, and then even there, what I'd love to learn and love to work with you to understand is how we can align what the measures of success are, so if you're talking about something like recruitment and success – something that's about numbers – or is it something that's about diversity, or is it something that's about quality of experience?

I thought one of the most enlightening parts – and I've had this conversation throughout the few days that we've been here – one of the enlightening moments for me was hearing the importance of the quality of the experience of participating, and so for you, as leaders, and for

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your broader Members in the broader Group, I would like to hear more stories about that. About what has worked. What will work in the future, so if it's quality of your experience-engaging, if it's the diversity of people that we have engaging, if it's the quantity of people we have engaging, I would love to talk about that.

I want to just mention a couple of things, in closing, that Fadi raised on Monday, and I was really pleased that he did. I really share his view that there's an interdependency among all of us, among all the Stakeholder Groups and all of the constituencies and all of the parties that come and devote time and resource to this effort, and Organizationally, you may have heard Fadi on Monday mention that we're setting ourselves up to conceptually think differently about what needs to be very operations-focused and very execution-focused and very fast and very business-like in terms of approach and what needs to be qualitative and deliberate and considered and respectful and empathetic in terms of policy development and our interactions.

I think we really are in this era where we should all be beginning to feel that. I hope that you'll tell me if you're beginning to feel that. Your participation At-Large, we are only as good as the quality of each of our Stakeholder Groups, and so for At-Large, in terms of the necessity to have diverse voices in ICANN, the legitimacy of this Multi-Stakeholder model that we're very proud of, that's what you bring to the table, so I'm, as I said, very new, very optimistic.

I'm trying to figure out sort of bandwidth issues and what's the right amount of time and effort and space and travel and interaction, and you need to let me know what works for you, as well, but even at this

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meeting, where I'm wearing all these different hats and meeting with all these Stakeholder Groups, it's a little bit like I'd want you to understand that there's a consistency of message here, and I think it's one of those things that if you spend only time in only one Group, and you don't get the opportunity to kind of be among some of the other Groups, that the empathy thing is harder, but I want to work with everybody on figuring that out broadly, in addition to the other goals I talked of.

Sorry. Rambled a bit at the end there but very pleased to be here, and I'm happy to answer your questions.

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Thank you, Christopher. You describe yourself as, at least potentially, being viewed as somebody who was seeking an audience that was easily inspired. I don't know if I would describe us as that. I would describe us more as being not easily discouraged, because these people just won't go away. All these people keep showing up everywhere. You see them everywhere at ICANN. One of the projects that we started in NARALO we call the ALS Showcase, and we profile a particular Organization within our region.

Once a month, we have a presentation or a video or some sort of important discussion that that person leads, and this is a way of bringing all of our ideas to the table. Now Fadi – on Sunday night at our meeting – he wanted to see this kind of activity from all the ALSs in all the regions, and he wanted to feature it, and he's even mentioned putting some funding towards this, so I think if there's a way that we can make this happen and really make sure that what was just a spur-of-the-

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moment thought from Fadi during our leadership meeting, actually happens, because I think that this has been a useful tool.

He was specifically inspired by stories that Sarah [00:43:45] brought, that Sylvia brought, so this is all very, very important, so maybe we can put that down as an Action Item with you. Something to start with.

GARTH BRUEN: To follow up with Fadi's request to have an At-Large-wide web precedence of all the ALSs. Yes, Heidi.

HEIDI ULLRICH: This is Heidi Ullrich. I'm happy to report that we've already started moving ahead with this, and that already four ALSs have been filmed, and we'll be scheduling further filming throughout the week and then throughout the next several ICANN meetings.

GARTH BRUEN: Okay. That was easy. [applause] This is Garth again. Since that issue's been resolved, does anybody else have any questions for Chris while we're here? Evan, please.

EVAN LEIBOVITCH: Hi, Chris. I appreciate what you were saying about the quality of the experience. That does matter a lot, but I would also want to add into that the quality of the results, and I'm going to qualify this compared to what I said a few days earlier, in that when we talk about what we accomplish here, to me, one of the best outreach tools is a sense of

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accomplishment. Not just showing up and being patted on the head but, also, having a feeling and an awareness that we're accomplishing something.

This is a lot better now than it has been. The engagement between ALAC and the Board this morning was probably as good an evidence of that as one could possibly get, so being able to do things like highlight policy wins. Things where ICANN did something the way it does it, because At-Large is here. That kind of thing. If it's possible to document that, if it's possible to show it. We influenced an outcome. Something happened to better serve the public interest because of something that NARALO raised or that ALAC raised or that somebody within the so-called public interest constituencies of ICANN brought forward, but the quality of results goes in two directions.

The other one, I'm also very happy to say, is being dealt with very well, and that is having a better-informed bottom of the pyramid, and so, when I look and I see these handbooks of the Beginner's Guide to Engagement in ALAC. The Beginner's Guide to Engagement – Matt, you have every reason to smile – this has been a really, really good accomplishment between that and policy-specific things that we can do at a beginners level, personally, I can't stress enough how important it is having an informed At-Large results in better quality coming up, better engaged people coming up and contributes to that quality of experience, so when I talk about the quality of results, I mean in both ways.

If I remember correctly, the dual objectives of having At-Large is having policy come up from the end-user Community into ICANN and having good quality information coming from ICANN into the end-user

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Community, so you measure the results at both ends. I'm happy to say that, in my view, things are improving. There are certain distances to go in some of them, but there's certainly enough hope to keep people here as much as Garth says they are.

There's an awful lot of person-hours put in. In fact, one of the metrics we've been asking for is not necessarily just how many comments do you churn out, but how many person-hours are actually taken to do what we do? And sometimes, a whole lot of hours are put in for things that, at the end result, turn out to have depressingly small results, but at least they're there, they're measurable, and that's improving, but this many people are being involved and are producing this level of quality, so as you're talking about the quality of the experience, I would also add to that that being here for the sake of being here is not all of what it's about.

The easiest sell that I can make to bring somebody in as a new ALS or a new Member into At-Large is being able to say we get things done here. I'll leave it at that.

GARTH BRUEN:

Thank you, Evan. In North America, we're famous for our maple trees which we make maple syrup from, and, of course, the maple leaf appears on the Canadian flag, and Americans love pancakes and waffles, but anybody who's ever been to a sugar shack knows how many multiple gallons of actual sap it takes to make a tasty bottle of maple syrup, and they have to reduce it and reduce it and reduce it until they

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get the fine product, and this is what we bring to the table, and it's along the lines of what Evan was talking about.

We put in a lot of hours, we put in a lot of sap, to make a very tiny bottle of something that's really, really good, [laughs] and unless anybody else has any comments they want to bring forward, I'm going to call this meeting to a close. Going once, is somebody on the line? Anybody, Matt? No? Going twice. Thank you very much for attending this NARALO meeting, and I'll see you on the call next time. Thank you.  
[applause]

**[END OF TRANSCRIPT]**