
ICANN72 | Virtual Annual General Meeting - North America Space
Wednesday, October 27, 2021 – 12:30 to 14:00 PDT

JOE CATAPANO: Thank you. Hello and welcome, everyone, to the first ever North America Space here at ICANN72. My name is Joe Catapano and I am the remote participation manager for the session.

Please note that this session is being recorded and follows the ICANN Expected Standards of Behavior. During this session, questions or comments submitted in the chat will only be read aloud if put in the proper form as noted in the chat. If you'd like to ask your question or make your comment verbally, please raise your hand. When called upon, kindly unmute your microphone and take the floor. Please state your name for the record and speak clearly at a reasonable pace. Mute your microphone when you are done speaking.

This session includes automated real-time transcription. Please note this transcript is not official or authoritative. To view the real-time transcription, click on the closed caption button in the Zoom toolbar.

With that, I will hand the floor over to Naela Sarras, Vice President for Stakeholder Engagement for the North America region at ICANN Org, who will moderate the session. Naela, over to you.

NAELA SARRAS: Thank you, Joe, and welcome, everyone. I am delighted to be here for, as what Joe mentioned, the first ever North America Space session. I am the Vice President for Stakeholder Engagement for the North

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

America region, as Joe just said. I am here with several of my colleagues to start this session for North America. I would like to especially thank our CEO and President, Göran Marby, for being here with us, and he will be speaking in a little bit to give a few remarks to welcome the session. I would also like to thank some of our Board members that are here with us today, namely, Avri Doria, Tripti Sinha, Becky Burr, and Sarah Deutsch. They also, as Board members from the North America region, are giving updates in this session. But I also just caught that there's other Board members that are here. Akinori, I see your comment. So thank you so much for attending. And thank you all, the rest of the attendance today. We're really delighted to have you.

This is the first time we hold this type of session and it really follows the footsteps of other ICANN regions. And it really emphasizes also what we've been trying to do, which is to emphasize the North America as a region in its own. The regional space is meant to be an avenue where the regional staff and community work together. As this is our first ever, we've kind of taken the liberty of designing what's going to go into this session. But we certainly hope to have a discussion at the end to work with you on how to evolve this session going forward in the future.

I would be remiss to say that I am saddened to be doing this with you remotely as your regional VP. I would have loved to have welcomed you all in Seattle, of course, to do this meeting. But future meetings, we hope we could do that. Joe, will you go to the next slide, please?

So in terms of agenda, as I said, we'll have Göran open the session with a few words of welcome. Then we'll go to our colleagues, the North American Board members to give an update to the region about things that are operational priorities and updates that they wish to communicate to the region.

Then I want to go a little bit into what we call the North America Engagement Plan. It's been posted. I want to give a little bit of a recap of what we've added in Engagement Plan and what we've done since then to execute against the plan.

Our colleague, Eduardo Díaz, the chair of NARALO, will also give us an update on what NARALO has been up to in terms of their activities. And then we'll switch gears a little bit and give an update.

We promised you to try and do topics of discussion that may be of interest to the community in this forum here. So we're going to have a discussion between two of our colleagues on where we're at with the next round of new gTLDs. And that will take us into the open mic session at the end where we hope to engage in discussion any questions and answers from the session but also into a discussion of how we are going to evolve the space going forward.

So without any further delay, I'd like to hand it over to Göran Marby, ICANN CEO and President, to open the session for us. Over to you, Göran.

GÖRAN MARBY:

I think it's time to change that picture now. I think it was taken in Marrakech five years ago or something. Anyway, my friends, thank you very much for taking the opportunity to have this meeting. And thank you, Naela, for inviting me.

I want to take a little bit of step back and remind that a couple of years ago, together with the Board, we came up with another regional structure that we had before. Some of you long timers remember when we called things hubs. After that, we upgraded the importance of the regions within ICANN to make sure that we have regional plans and regional engagement. And the last piece of that puzzle was actually by appointing Naela in her position and giving her a slightly bigger mandate about the coordination also internally when it comes to ICANN Org and their activities in a particular region. There are people, of course, who would say that everything we do is U.S. based and we are an American non-for-profit organization. With that said, I believe that what we see around the world is that there are more and more regional issues coming up.

Also, I think that this setting creates an opportunity for communication outside the tubes, so the bubbles that we sometimes have within ICANN. This is really for everybody who is active in the region to have a way to communicate with each other. I'm really happy about the set up, and I'm really happy to be a part of the first one.

The Regional Engagement Plan for me, which we do with the community, is something that I really want to emphasize the

importance for me and my team. It is really where we, together with the community of participants, community come up and actually look at things that we can do differently in the region. This is also a place for anyone to ask questions about things from a perspective of the region as well. So I'm really much looking forward to this one.

I want to also say, I agree with Naela. I don't know why this particular meeting I feel extra saddened by the fact that we can't meet, that after such a long time, I'm sitting in my home office without the ability to hug you and meet you and discuss with you and argue with you in person. And I don't know why, personally, this time it took a little bit of an extra toll on me.

Anyway, my friends, I will stop there and just say thank you very much for joining this meeting. I look forward to a fruitful discussion. Always nice to hear from your thoughts. Thank you.

NAELA SARRAS:

Thank you very much, Göran. Excellent. So from here, we'll go then next to our colleagues on the Board to get their update. And over to you, Tripti, I believe, right?

TRIPTI SINHA:

Thank you, Naela. Thank you very much for inviting us to this inaugural event. I share Göran's sentiment that it's kind of sad that we're meeting, yet again, online, but I'm sure this too will pass soon and we will meet in person.

So we've got very few minutes. And I thought I would share, as you asked, Naela, talk about the FY22 Board priorities. I'll just give a very high level view in three to four minutes and pass it on to my other colleagues from North America on the Board. And I'd like to point out that all your North American directors on the Board right now are women. So that's another thing that I'm very proud about.

So very quickly, the board of operational priorities are created in relation to our oversight role. We put them into five different areas of responsibilities which are based on topics, and we call these topic areas blocks. So you'll hear that term "block" a lot. We typically put priorities under these different blocks and they're assigned a shepherd. The shepherd is just a person on the Board who's responsible for ensuring that they're delivered on a timeline and we also looked at ways to measure them. So I'll go over each of these different blocks and what is currently at play for FY22.

So the first block is what we call the policy block, and this is all about the work that's going on in the community. In particular, I'll point a few things from the past year, which is, as you know, we do have liaisons who go serve in roles that go into the community working groups. And so we actually formalize that in a framework, in a document, to say when our liaisons created this, the community often makes a request of the Board, and sometimes the Board believes that it might be useful to have a liaison, just so that there is communication. So that was formalized, and Sarah Deutsch took the lead on that last year. That is now in a document that guides that behavior on the Board.

Then there's what's the global public interest framework? We hear this term a lot in our community. It's like, "Hey, let's try to define this," and Avri took the lead on that. And now we have a framework in place. It's going to be applied in various bodies of work like the SSAD ODP and other areas.

Currently, for FY22, the focus is on DNS abuse and that, as you know, has been a topic since Montreal has gained traction, it's got a lot of attention, it's important. Becky and Sarah took the lead in bringing that to a very good point in the Board, where now we have a caucus that's been established, and the caucus will have co-chairs, and FY22 that will have a lot of focus on it. So that's in block one, the policy block. Those are our priorities for FY22. There are others as well, but I'm just highlighting a few.

Block two is all about ICANN Org oversight. As you know, that is one of our roles as Board members. And this is about ensuring that the Org continues to be a well-oiled machine that it is, and the CEO has massive responsibility from operating a 400-person organization to a very large budget and a very large community that he caters to. We want to make sure that everything's running well and that he puts in place the right tools to cater to these needs. So there's the DAAR project from last year, and then there's ITI. So he ensures that that is done. And we also look at things like the Operating Budget and the Operational Plan, and the five-year plan, and so forth. So that's where we come in. We also prioritize some of the recommendations that are being implemented, in particular, Work Stream 2. For FY22, we're

ensuring that the Board receives timely information, the briefings are effective so we, in our roles, can be effective. So that's block two.

Moving on to block three, it's all about the strategy and forward thinking. We have a Strategic Plan in place. We ensure that the plan is implemented. The Org owns the tactical implementation of that. So we make sure that's happening. And also making sure that the plan is current because it'll have to be redone in a few years, and so we keep our finger on the pulse of what's happening, and making sure that our next Strategic Plan will include those changes. And for FY22, we're looking to progress the effectiveness of the multistakeholder model, which is, as you know, currently being looked at, and [inaudible] and Matthew Shears are looking to see how we can evolve that and make it a more effective model.

Block four is about governance and fiduciary responsibilities. This is primarily our oversight role in ensuring that we're imparting a duty of care and fiduciary responsibilities. So we want to make sure that the Board is operating effectively, and so we are doing a good job and we do self evaluations. We get input from the community somewhere, including the ATRT3 recommendations. We did a legitimacy study some years ago, we have information on that. So we make sure that all that is included and we continue to be more effective as a Board.

Moving on to block five, this is the last one. This is about community engagement and external relationships, and engaging with the ICANN community, which is core in this area. So here we're looking, as you just heard, how do we continue to put in place a good infrastructure

for communications, whether that be online or hybrid, and how do we return to meeting in person. Also, we continue to maintain a respectful environment for interaction. Sarah Deutsch has been leading the Anti-Harassment Working Group, and this is all about making sure that this is a respectful environment where people feel heard and can communicate in a healthy manner.

Another FY22 effort in this area is about making sure that there is strong focus on IDN and Universal Access Initiative, and so that will continue. This is a very quick—I'm sorry for talking as quickly as I did—broad overview of our FY22 priorities. And with that said, I want to turn it over to Avri. She'll talk a little bit more about some other activities. Avri, over to you.

AVRI DORIA:

Thank you. Thank you, Tripti. I'll talk very quickly. Actually, I shouldn't talk quickly, but I'll talk briefly on a few things. One of them is—and Tripti mentioned it—the ODP that's being done on SubPro. That is something that the Board just recently approved. The motion to do it came out of the SubPro caucus. Now, the SubPro caucus is part of the group, part of the Board, and any Board member can join that wishes, and any can observe that doesn't wish to join, that basically has been following the PDP through, has submitted comments and questions along the way and is now basically working through all of the comments, all of the advice and such with the ODP as not a companion but in companionship that is basically going to be going through all the formal thinking of how do we build this? How would it

go? What will it cost? There's a whole long list of questions that they will be answering too that [map two] points within the GNSO recommendations that will be weighed off both by the caucus and the ODP. We talk among each other frequently, I think almost weekly, except for when there's an ICANN meeting. Basically, there's great coordination there on those activities. And there'll be activities where we'll be reaching out for comments and views at various points along the way, especially when we come to questions.

Now, one of the things that Tripti also mentioned that I want to touch on briefly is the global public interest framework. That is something that is being used in both the ODP for SubPro and the ODP for SSAD that Becky may be talking about next. That was basically in lieu of the definition we could never quite come to that we had many good definitions but none that had a consensus within the community. We've basically created this framework that is basically rooted in the articles of incorporation and in the Bylaws, specifically in our mission, in our commitments, in our values and basically try to route it.

Now, this is something that we're trying out this year, this is something that we really very much hope for community to sort of give us feedback on as we report on how it's going, as we have reports on how it was used, and what its conclusions were and such. We will be coming back to the community to get opinions so that the end of this year of pilot, we can actually try to say this works, this doesn't work, and how we move forward with it. I'll stop now. And I guess I'll pass it to Becky for her side of the coin. Thanks.

BECKY BURR:

Thanks very much, Avri. Greetings to all of my fellow North Americans and everybody else who's here. It's great. Thank you for inviting us to participate. It's always good to be involved in the RALOs and I'm very happy to be participating here with North America.

I think Avri and I were sort of assigned the Board resolutions by importance. I just want to talk about a couple of things. First of all, I'm sure everyone knows that in June, the Board approved the GNSO recommendation regarding EPDP Phase 2 and SSAD. I'm sure everyone knows just how ambivalent everybody in the community feels about on these issues one way or another. But the recommendations that came out of the SSAD, which were unanimously adopted by the GNSO Council, and therefore, come to the Board with a strong recommendation for adoption, which we did adopt. But we also recognize, of course, that the recommendations are complex, that building the SSAD is something that we need to carefully understand what's involved, think through the issues before the Board makes a final decision to accept the GNSO recommendations regarding that we really need to understand what's involved. We obviously have heard from the community on various abuse about it but our job is really to understand what is involved in bringing those recommendations to fruition and whether they are consistent with the global public interest.

So the very first Operational Design Phase exercise has been started with respect to the SSAD that is ongoing, and that will be preparing

information that the Board very much needs in order to understand what the implications are for adopting the GNSO recommendations and moving forward from there. So while our final action on the GNSO recommendations themselves are some way down the road, we have that ODP has been kicked off, there are lots of briefing materials on the status on that and the Board is being kept up to date on the scoping document and how things are working out with timing and the like. So that is a big piece of the Board's work.

Another very important part of the Board's work and this comes not only out of ATRT3, although it does come out of there, but also comes from a realization that we all had about the time that the Competition and Consumer Trust Review recommendations came down, which is that there is an enormous amount of work on all of our plates. And I think between the CCT Review, the Security, Stability and Resilience 2 (SSR2), and the Accountability and Transparency Review (ATRT3), there's something like 241 recommendations, many of which are intertwined and related to each other. The Board has been carefully monitoring and making progress on accepting or rejecting those recommendations or asking for additional information, trying to be as clear as we can with respect to where those recommendations are in the process and how we've moved forward on that. But in addition to that, and in significant part because of the amount of work that those represent, we also understood the critical need to begin a process for better prioritization of the entire work of the community and, in particular, Board's work in implementing community recommendations and community policy development.

So that prioritization process, which depends very much on input from the community, has been in development by the Planning department and Xavier's team, he has been reaching out to different parts of the community to get input on that. And the design on that is still ongoing but we will shortly be seeing a pilot launch on that. I hope that's something that you'll all pay attention to. It's something that is very important to the Board as well. So I would say both the SSAD ODP and the prioritization work, which goes hand in hand with the Board's review of the various recommendations from the community, have been a significant source of work for the Board.

I just want to say, I'm sure you guys all know this, but there is a list of 2021 Board meetings on the ICANN website. There's also a list of 2020 Board meetings, all of the minutes, all of the approved resolutions, all of the rationales for those things are all there and available for anybody to review. So I'm going to hand this over to Sarah, I think, for another big piece of work.

SARAH DEUTSCH:

Thanks, Becky. Yeah. I'm going to highlight the issue of DNS abuse, which Becky has also been involved in. As Tripti mentioned, one of our Board operational priorities this year or coming year will be DNS abuse. Our role as the Board is really to support the community and Org in developing a DNS abuse framework. So we're going to be actually creating kind of a matrix of sort that maps out the various types of abuse to the responsible players and figuring out this ecosystem as the community knows this is very complex.

So we've done a number of deep-dive sessions and we're going to have a DNS Abuse caucus that Tripti also mentioned has been set up. And Jim Galvin, also from North America, who's on this call, will be co-chairing that with me. But one of the things we recently did that many of you may have listened in to is that there was actually a kind of experiment of sorts, where during our Board workshop, we held a DNS Abuse session with a panel of experts, and it was a really interesting discussion. I think we've gotten some good feedback at least, thus far, on the substantive discussion. There was some very robust, respectful diversity of views that were exchanged. And a lot of the information is going to be extremely helpful to the Board in figuring out how to do our work going forward.

Some of the things that Board is thinking about were actually overlapping with some of the discussion points on that panel. So, for example, how do we define DNS abuse? This is just a rabbit hole. We could go down for a century or so, but it was very helpful for the Board to hear the experts' opine on that. And also, something the Board will decide and discuss is what is actually in ICANN's remit for us to do and who is responsible? So inside ICANN, at least I think of it as a three-legged stool, where we have separate roles for the Board, for Org, and for the community. Outside of ICANN, there are a lot of interesting developments going on in DNS abuse. You have a lot of initiatives, including those focused on developing voluntary best practices. There could be legislative or regulatory developments that are also being followed. So, just a lot going on there.

So the key issue, I guess, and takeaway is that we are taking the issue of DNS abuse very seriously. We're going to develop this matrix to help support the Org and the community, and figure out different responsibilities within our remit, and do what we can, and certainly our part as the Board to help curb DNS abuse. So I will stop there. Back to you, Naela. Thank you.

NAELA SARRAS:

Thank you so much. Really interesting updates. A lot there was packed in that update. If anything, I have action items here that it puts the onus on us as staff in the Global Stakeholder Engagement to make sure that our community is plugged in and engaged for many of these efforts that you've highlighted, and where there's input or action needed, that they are aware that that is the case. Very helpful. Thank you, especially the prioritization work. I've been hearing a lot about it during this week as well.

So thank you, my colleagues on the Board, for coming and doing this update. You've also mentioned that James Galvin was here. So thank you for attending. And then our chairman, Mr. Maarten Botterman, is also on the call. So, thank you again for your support and for attending this first ever North America Space session.

Okay. So now let us move to our next topic. The next topic is going to be the North America Engagement Plan update. Joe, if I can have you please bring up those slides. All right. So in this slide, in this update here, I'm going to give an update on the session on the Engagement Plan that we created.

So similar to other ICANN regions, we have also created our own Engagement Plan. We finalized it this year, I believe, published it around July. It represents what we have been looking at as the reemphasized role for the North America region. I'm going to go over quickly the plan, where it gets its priorities from, and the activities we've done to start implementing the plan. So the North America Engagement Plan basically goes hand in hand with the ICANN Strategic Plan, the FY21 through FY25 Strategic Plan that we're currently under.

In terms of differences between the Strategic Plan and the Regional Engagement Plan, the Strategic Plan is basically the vision for the organization for ICANN. And it takes that vision and translates it into what we call the objectives. I'm sure many of you are aware and familiar with the ICANN Strategic Plan. There's different objectives that really represent what are we trying to achieve and how do we get there. The Regional Engagement Plan, what it does is it takes these objectives and drills down a little bit on the what. So knowing what we want to get, now how do we actually go about setting priorities to get us there.

In order to get us there, we set up what we call the Advisory Panel. That was a number of community volunteers that worked with us over several meetings to look at the Engagement Plan, to look at the ICANN Strategic Plan and define these engagement activities. Let me go through each one that is highlighted in the Engagement Plan and what we're doing towards it. So next slide, please, Joe.

The first thing that we realized in creating the Engagement Plan is that we really don't have basic things that we wanted set up in place, what we call the overall communication goals that go with the plan. We've already developed and executed many of these things that implement some basic communication goals for our region. We've created a regular cadence for updates to the region. These happened through webinars, briefings, readouts, etc. We created an opt-in mailing list so we can share information with our region when particular interest to the region is out for public comment, for example, or an upcoming webinar, that's when we utilize the mailing list. We are trying to grow that mailing list so we encourage you to join it if you're not already there.

We're working in tandem with our comms person who's also on this call. We do regular contributions to the North America monthly newsletters. She is helping us evolve even more to make it something that has a hook or something that has a theme for the North America Engagement Plan so you know what to expect.

We are doing regular updates on the implementation of this plan, such as this update, and then we'll be working also with our comms person. I keep referring to as the comms person, this is Alexandra Dans, on how we make those updates available on a regular basis on the website. Next slide, please, Joe.

So the first strategic objective—and this is lifted straight out of the ICANN Strategic Plan—is security. Security objective looks to strengthen the security of the Domain Name System and the DNS Root

Server System. That's how it's defined. It includes coordination to improve shared responsibility for the DNS system, as well as for the Root Server System, both in a technical fashion but also in terms of governance perspective as it evolves. Then identifying and mitigating threats to the DNS system. So that's all lumped under the security strategic goal in the ICANN Strategic Plan. Next slide, please.

So here we looked at what's going to be our engagement areas and target outcomes that we want for that objective. What we've set up includes engagement with partners, both within ICANN Org such as the OCTO office, for example, as well as other community partners to share information and raise awareness about ICANN's role in technical stature. It also includes sharing information and providing awareness about the Root Server System and the work that's currently underway to create a governance model for the work for the Root Server System. ICANN is also an operator of one of the 13 identity root servers. So we do engage with community members who are interested in hosting a root server instance and working with the Engineering Team and doing that.

In terms of targets, we are aiming to achieve greater participation from ICANN community members in technical projects as well as better communication of the data produced by those technical projects. By technical projects here, I think I should refer to—some of them are DAAR and the ITHI, etc. Next slide please, Joe.

Deliverables up-to-date here, we're trying to capture events that we have done in support of that objective. These feed straight into our

key performance indicators that we've set ourselves to see how well we're doing against what we've set out to do. I won't go through the events but I can summarize to you that the engagement events listed here include both events organized by our team, as well as participating also an external events. We do try to measure a number of participants, and then the number of events that we're putting on to support that. For this one, we've highlighted here that we've executed six events reaching approximately 234 people. Next objective, please, Joe.

The next objective here is ICANN's governance which is defined to be the objective to improve the effectiveness of the ICANN's multistakeholder model of governance. This includes strengthening the bottom-up multistakeholder model and also supporting the participation in the model itself. Next slide, please, Joe.

In terms of engagement areas and target outcomes for this strategic objective, we will be strengthening the outreach to stakeholders to encourage participation in things like working groups and policy development processes throughout the different ICANN structures. We want to provide information and facilitate participation into these efforts. Our target outcome's objective is to work with colleagues in the organization to support the participation of PDP working groups, as well as engagement with technical or professional associations and other entities interested in ICANN.

The year-to-date deliverables—next slide, please, Joe—include setting up exactly what we're doing here. So the North America Engagement

Plan, the North America space, the webinar series that we've launched this year, so that we can have regular touch points with the community to provide updates, as well as several other events that are listed here on this slide.

Third objective, we're focusing on an Engagement Plan—next slide, please, Joe—is the unique identifier system. So this one, again, is described in the Strategic Plan as fostering competition, consumer choice, and innovation in the Internet space. This includes basically evolving the identifier system, things like new gTLDs, next round of gTLDs, and then the Universal Acceptance of those TLDs so that regardless of how long they are as a label or what script they're expressed in, they are actually recognized and used by systems on the Internet. We're also here looking at evolving things like IPv6 and ensuring adoption and promotion of that. Next slide, please, Joe.

The engagement areas and target outcomes here are to support participation, again, in things that provide a unique identifier system. Working with the OCTO team to bring awareness about new technologies and possible impact of those technologies, and also partnering with community members on things like Universal Acceptance, what do we need to do as a technical community to help with Universal Acceptance issues.

The target outcomes for those objective, again, focus on developing partnerships to promote Universal Acceptance and identifying why is it that there is lack of acceptance of these TLDs and what's preventing these TLDs from being fully workable the minute they hit the root

zone. Because what I've been saying is putting things in the root zone is really turning out not to be the issue. That's the easy part. It's getting it to be usable is what's harder. Next slide, please, Joe.

We have the deliverables that we've been doing on this strategic objective to date. We've had three events focusing on the unique identifier system hosted by ICANN. We give you the size of the audience there. We've been doing a lot of partnership recently with universities and we'd like to grow that a little bit more. I think going to the source of where these people are trained to be engineers and the future of Internet governance students. I think hitting them there probably has, hopefully, a good long-term outcome. Next slide, please, Joe.

Then we have the geopolitical issues. That's the fourth and the final objective that this plan focuses on from the ICANN Strategic Plan. This one looks at addressing geopolitical issues impacting ICANN's mission to ensure a single and globally interoperable Internet. Of course, this objective includes identifying and addressing global challenges and opportunities of issues and continuing to build awareness. We've heard a lot on this during this meeting. So going to the next slide, please, Joe.

Some of our engagement areas and target outcomes here are to share more information and raise awareness on the legislative processes and other discussions that could impact what ICANN does and how the work of ICANN impact other areas as well, then working with other partners that can help ICANN address some of these legislative or

regulatory issues. The target outcomes are to collaborate with the regional governments as the North America region, and then as well as with our own government engagement team to provide information, to provide briefings where asked and where needed.

In terms of our deliverables on this one, next slide, please. Here's a list of events that were conducted against this objective. We've had four events focused on geopolitical issues, and then we list them here in this slide. Next slide, please, Joe.

We have the ICANN Strategic Plan, we've created a Regional Engagement Plan against it, then we need to report on this plan. So our goal is to engage in these sessions and provide updates against the plan on a regular basis. We also need to keep the plan refreshed. So we will be visiting that annually to refresh it.

That's what I have so far on the Regional Engagement Plan. So this includes my update on the North American Regional Engagement Plan. I'm not going to take questions here at this point we do. We did reserve quite a bit of time at the end for questions. I'd like to stop here and serve any comments or questions to the open mic period at the end of this session. From here, I'd like to hand it to Eduardo Diaz, chair of the North American Regional At-Large Organization, NARALO, who's going to give us an update about what NARALO is doing. Over to you, Eduardo.

EDUARDO DÍAZ:

Thank you so much Naela. Can I have the first slide, please? My name is Eduardo Diaz, as Naela introduced me. I'm the current chair of the North American Regional Organization, or in short NARALO. Today, I plan to introduce our organization, explain what we do and how it fits into the overall At-Large Structure. In the region, the presentation will examine the different types of NARALO memberships and what they bring into the discussion of ICANN. Finally, the NARALO strategy for Fiscal Year 2022 is presented, as well as our collaboration efforts with the North American Global Stakeholder Engagement group as Naela. Next slide, please.

Before talking about this slide, I would like to explain what the difference between ALAC is, that is the At-Large Advisory Committee and At-Large. Many people in ICANN, maybe some of you but many people in ICANN use the words At-Large, ALAC, and At-Large Organization as they were the same thing, but sure enough, they are not the same. When we use the words At-Large all by itself, all along we mean all the members that are part of the At-Large, in other words, the At-Large community. When the word ALAC is used, we mean the 50 members that make up the At-Large Advisory Committee. When we use the words At-Large Organization, we mean both the At-Large community and ALAC.

In this slide, you see the At-Large logo on the left and a colored world map to the right. The At-Large community is divided in five regions and each region has a different color assigned to them. In the logo on the left, the spikes represent the different regions. For example, NARALO is the yellow one, LACRALO is the green one. LACRALO is the

Latin American and Caribbean islands, by the way. EURALO, which is the European RALO, is blue. APRALO, the Asia Pacific RALO is red. And finally, the AFRALO, which is the African Regional At-Large Organization, which is orange. Continue with the logo. The violet color arc below the spikes represent the At-Large, or as I mentioned before, the whole community. Under the arc is obviously the ICANN logo supporting the community, and below the words of At-Large to distinguish the logo as being representative of the At-Large Organization. You can now see in the colored map to the right, the five regions with a corresponding color. We're on the right on the top, which includes U.S., Puerto Rico, Canada, and U.S. territories. Next slide please.

The At-Large Organization cares about the end user in ICANN policy process and other discussions related to the domain system in general. It is not correct to assume that they At-Large represents the billions of people who use the Internet every day. So put in another way, At-Large brings to ICANN the interest of the end users through the participation of its members in the ICANN affairs. RALO membership is a bit divided in At-Large Structures and individual members. At-Large Structures or ALSes, which is what we call it, ALSes, consist of organizations with affiliate members such as universities, NGOs, and others.

For example, I belong to the Puerto Rico Internet Society, which has approximately 400 members. My At-Large Structures appoint me to be the representative in ICANN in At-Large. When I look at my ALSes, my At-Large Structure, I keep my members informed about ICANN work.

On the other hand, when I look at ICANN, I bring the interest of my members into the ICANN work. Individual members are those persons who do not represent any At-Large Structure in a RALO and act as an individual. In terms of governance, each At-Large Structure has one vote and the individual as a group has one vote. In our case, NARALO membership consists of 23 At-Large Structures, and 31 individuals scattered throughout the United States, Canada, Puerto Rico, and other U.S. territory. Next slide, please.

Now, let's switch gears and focus in the NARALO Strategy for Outreach and Engagement for Fiscal Year 2022. I am adding into the chat the link to the document for those interested in seeing this strategy. Give me one second so I can do this very briefly. I will put that information here for everyone to see if they are interested.

The purpose of the plan is to maintain and increase the participation of its members in the monthly calls of the region. We want to continue to encourage the participation of our members in the At-Large Consolidated Policy Working Groups. That's the group within At-Large that works in developing policy for the whole At-Large Organization, and the finance and budget meetings of the OFBWG, which is the Operations, Finance and Budget meetings. It's another part that we do operational things with budgets and finance. So we have a group that those policy—and I'm talking about NARALO here. I'm talking about At-Large. Those policy and then another group is doing that has to do with the operations in ICANN finance and the budgets.

The last purpose is that we want to increase our member base in the region. The strategy is a two-pillar approach. One is capacity building, and the other is use the NARALO social media channels. We have converted or changed our monthly calls from being a space that we usually talk more about our administrative and procedural matters in the region. And now we're changing to one focus, on educating our members on ICANN work. With this approach, we have been able to maintain our membership participation in these monthly calls during Fiscal Year '21. So we're planning to keep the same approach of having this educational focus on our monthly goals this fiscal year.

We have created and started using our social media channels more. This is the second pillar. The approach is to live stream or recast meetings and events that are mostly related to ICANN's work on an ongoing basis. The idea behind this is to encourage our members to watch these broadcasts in the free time, easy to access, too, so you don't have to dig them from somewhere, and then to encourage membership to share these events or meetings with their own social networks. We believe that by doing so, ICANN's footprint could reach people outside of the ICANN model, not us that we are here today. Furthermore, we also believe that we can motivate our membership to be more involved in ICANN work, like I said before, by making information more easily accessible through NARALO social channels, rather than by digging it from the web. There's a big difference there. Next slide, please.

Yes, NARALO strategy was built in close collaboration with the North American GSE. Thank you, Naela, for inviting us to help you in

developing the regional plan. As a result of this, we're 100% aligned with your efforts and we're here to support each other in supporting this direction. I want to say that, as an example of this, we have already been coordinating a training series on Universal Acceptance that is going to start in January 2022. The series consists of four training sessions ranging from the basic to the very technical details on how to code your systems to process non-legacy or atypical domain names. By the way, it's my recommendation that some of you join this training. In addition, it is free. More information will be sent out shortly before the end of the year.

With this slide, I end my presentation. But don't forget that later on today we have a NARALO beer social, which starts at 6:00 PM, Seattle local time, which is 9:00 PM in Puerto Rico. For those of you don't know, buy one beer of each type, like a pilsner, ale, i.e., [power] dark, which [without imported], because we're going to have a degustation of beer. And we will talk about how they are made, the way are made. I know Glenn is going to put the link for more information on how to enjoy this event more in the chat. Please, Glenn. Thanks for listening. With this, I finish my presentation. Thank you.

MAARTEN BOTTERMAN: If I might say, it sounds delicious but it will be 3:00 AM here so I'm going to skip that one.

EDUARDO DÍAZ: You might drink coffee.

MAARTEN BOTTERMAN: This is one of the bad things of not being in the same time zone.

EDUARDO DÍAZ: Yeah. That's one thing with the time zone. Thank you.

NAELA SARRAS: Thank you, Eduardo. Maarten, I can't imagine that in Netherlands they don't drink beer at 3:00 AM. I'm not sure about that.

MAARTEN BOTTERMAN: It's been a while since I was drinking beer at 3:00 AM.

NAELA SARRAS: Looking forward to the event, Eduardo. One that I think we'll all enjoy today. Thank you for your update. Always happy to work with NARALO. It's been a great partnership so far. So now we're going to switch things a little bit by way of updates and come into more of a discussion.

So we're lucky enough that we have two of our colleagues that are very well immersed in the SubPro ODP, which Avri already talked about a little bit earlier in Board updates. So this is the process that we're talking about called the Subsequent Procedures Operational Design Phase. It's essentially talking about what do we need to do to introduce new gTLDs into the root zone and how.

For that, we have two staff members. Karen Lentz is the Vice President for Policy Research and Stakeholder Programs, and Sally Newell Cohen, who's our Senior Vice President for Global Communications at ICANN. I will ask them to have a discussion to explain where we are in the process, what is the ODP trying to do, and what can the community expect in terms of how to give input and how to stay updated on this process, given it's new to all of us. Karen and Sally, over to you.

SALLY NEWELL COHEN:

Great. Thank you, Naela. Hello, everyone. Thanks so much for having us. With the Board just directing ICANN Org last month to conduct the ODP, we know that it's a new concept but it's not necessarily new work. What Karen and I talked about at Naela's suggestion is to go through a Q&A of some of the questions that we're hearing most frequently this week and some of the opportunities to clarify.

I'm going to start with Karen. The first question is, what is the purpose of the Operational Design Phase and what are the benefits of providing this assessment to the Board before it makes its decision on the recommendations?

KAREN LENTZ:

Sure. The Operational Design Phase is looking at the number of recommendations that were developed by the community for future rounds. The short answer as to the purpose of the Operational Design Phase is to provide the board with information to help make a

decision on those recommendations. A lot of the questions have to do with understanding the operational impact. So if we were to proceed with implementing those recommendations, what would it cost? What resources would we need to operate it? What sort of mechanisms would we need for support and communications and all of the things that would go into operating around under those recommendations?

I think, one benefit of having this Operational Design Phase at the point where we are now is that we're able to share—the ODP gives us a framework for sharing the work in progress. So I think there's better information and there's better awareness for all of us as we work through some of the implications and details of what how the recommendations would work in practice.

SALLY NEWELL COHEN:

Thank you. One of the questions that we do get is since ICANN has already conducted a large scale new gTLD application round, why is the ODP necessary this time, and what's different?

KAREN LENTZ:

Sure. We are fortunate in a way that we have some experience here. We have accepted new gTLD applications before and have some experience with that. Part of the objective of the Operational Design Phase is to be able to apply the experience. You see a lot of the lessons learned actually reflected in the final report that was done by the working group where issues are discussed and then there are some

suggestions put forward for how to address that going forward. We want to be able to apply the experience that we've gained.

Another part of it is that we are not necessarily in this ODP just looking at how to do around but how to put in place a structure that can stay in place, that can create a foundation for all of the work that the Org, the community, and the Board will do over the coming years as far as continuing to evolve the namespace and what procedures and tools are needed to do that. So the ODP is not just looking at putting those things in place and answering the questions for a single round but is looking more long term.

SALLY NEWELL COHEN:

Great. Thank you. It's multiple rounds. It's long term. And one of the things I think that leads us to is scoping. So the Board—we spent quite some time together scoping what this would look like and there are specific areas. So can you walk through those 12 different areas of scoping to give kind of a flavor and a sense of what is the complexity and magnitude of the topics?

KAREN LENTZ:

Sure. So there are 12 scoping areas, probably the one if you've looked at the document. I'll add the link in a minute. One of the areas that has a lot of questions in it is the actual application handling itself. So look at some questions around the technical evaluation and the financial evaluation of applications. Both of those areas have recommendations for taking a somewhat different approach than

existed in the past. And so there are a lot of questions about working all of that out.

One of the things Avri mentioned is the global public interest framework, which is a tool that we've been piloting and trying out to understand how we can look at public interest through that lens at the recommendations. They're also scoping questions around governance, around resources, around systems and tools, around other issues or other work that's happening in the ICANN community that could have a relationship or a dependency with some of the recommendations in the Subsequent Procedures work. So that's the scope that we're working with in the ODP.

SALLY NEWELL COHEN:

I would add one of them that is part of the scope is risks. Right risks are an important part of this as well to be clear eyed before we begin, if you will. So there are a lot of areas to scope and there's a tremendous amount of effort that goes around this. So I know that there's a plan for how Org is approaching that. But if you could kind of walk through and tell us how we're envisioning this for the team to approach it?

KAREN LENTZ:

Yes, that's a good question. So, one of the things that I'll mention in terms of the approach is to pre-organize. With the number of recommendations and the number of questions, this is a lot of work to tackle. And so we've organized the project into nine different work

tracks. There's one on, for example, communications, there's one on the actual policy implementation, there's one on finances. And so we're trying to organize, put in place the structure that will allow us to communicate and understand the difference how the different areas of the work are related. And so that's one of the things that we're doing now. I don't know if anybody mentioned but we're in a phase right now that we're calling internal project organization, which means we haven't formally started the operational design work itself. But we are in the process—one of the things we're doing that I talked about is the pre-organization as far as the project plans.

Another part of the approach—and this is something that we've been envisioning from the beginning—is how to build in communications and engagement. As I mentioned, I think one of the benefits of having this ODP framework is the ability to share work in progress and test assumptions and get questions to help us all to think through things further. So when we do sort of formally kick off the ODP work, that's one of the things that I want to have is a very clear schedule as far as in cadence for when and how updates are going to occur and where there are opportunities for inputting engagement. So that's another thing that we're thinking through right now.

And then as far as the output of the Operational Design Phase, it is essentially a report that is titled the Operational Design Assessment. But one of the things that I envision to be a key part of this is the end-to-end model for how applications are actually handled. And so that is a foundational part of pretty much all of the other discussions. So if we can start off at the center of it is the model showing the phases and

different states that an application can be in based on the recommendations. Then you can have this sort of macro understanding and also be able to zoom in on any particular part of the process. Take string similarity, for example, details as far as the recommendations on that and how that might be handled. So that's sort of how I envision the output to look.

SALLY NEWELL COHEN:

Okay. Good. I can add a little bit to this, too, because one of the work tracks is communications. So one of the things that we're doing as that group is looking at the immediate vehicles to communicate and provide updates, but also to think long term. And one of the things that we did recently is open an RFP to select a PR agency to help us with that communication. And it's not just for the immediate but it's for the long term so that we can have a plan in place as we're going toward implementation. So those are great examples, Karen.

It kind of brings us to—there's been a lot of questions about the duration of the ODP. And if you could talk just a little bit about how the work, much of the work we're going to be doing through the ODP will translate and move us forward in implementation.

KAREN LENTZ:

Sure. The timeframe that's envisioned in the Board resolution was a request to complete the Operational Design Phase work within 10 months. And that is preceded by the phase we're in now in terms of project organization, and then once we have the output, the Board

will, of course, take some time to review and understand and discuss that. But the actual ODP itself, based on the resolution targeting 10 months, which even that is ambitious, I think. But definitely we're spending time to organize and get as far as head as we can to be able to meet that.

SALLY NEWELL COHEN:

Hand in hand with that goes the budget for this. It's one of the things I know that we've been asked about. And it's a good opportunity now to talk about it a little bit. Along with the decision that the Board had made to direct ICANN to conduct an ODP, it also approved the budget between \$7 million and \$9 million. So if you could talk just a little bit about how that money is being used and will benefit in the future.

KAREN LENTZ:

Sure. One of the things on use of funds is that the undertaking, the Operational Design Phase is going to take a lot of resources, and we don't want to take resources away from the existing responsibilities and operations of the organization. And so the Board did approve spending of, as you said, \$7 million to \$9 million. That is work that is basically going towards a future round. In other words, I don't want to leave the impression that the Operational Design Phase work is sort of isolated and theoretical on paper. It's all work that actually goes to implementation and planning for the next round. And so that sort of explains the resources. One other piece of that beyond the staff time is the potential procurement activity. So if there's a need for expertise in some areas or additional bandwidth in some areas, that budget helps

to cover that as well. So this is considered part of the development cost for the program.

SALLY NEWELL COHEN: The program overall. Good. Thank you. Now I'm going to ask you a couple of really specific questions that we've gotten. One of them is we've had requests to publish an interim Applicant Guidebook. Can you just chat a little bit about the practicality or the impracticality of doing that at this point?

KAREN LENTZ: Sure. I think the present position that we're in, we know we have a lot of work to do and there's an interest in participating and helping to move the work forward, which is great. We're also at a point where the phase that we're in now is to do some operational work and to provide information to the Board to make a decision. So there hasn't been a decision made at this point for us to go ahead and be issuing documentation. But I will add—I'll add a "but" to that—which is that I think the Operational Design Phase doesn't come out with an Applicant Guidebook at the end of it but it does come out with content, the content that you need to put in the Applicant Guidebook. The hard part of the guidebook is not really writing it down, it's deciding. It's figuring out the rules and the procedures and what it means and how it will work and how the pieces work together. And so, in my mind, the Operational Design Phase very much goes to supporting that so that if we come out at the end with the foundations of the process and having the areas of difficulty and complexity sort of

worked through and shared and discussed, I think we'll be in a much better place to move forward after should the Board make a decision to proceed with the implementation.

SALLY NEWELL COHEN: Okay. It's the fine details, if you will. A question for you. How can the community be involved in this process with us? Is there a mechanism? Or when would an IRT be appropriate?

KAREN LENTZ: So that's two questions, I think, as far as when the community can be involved. As I said, I really want to be able to have a formal kickoff where we can share specifics on when and how the cadence for updates in our interactions will happen. But for sure, you can find all of the information on the Subsequent Procedures ODP page. And then when we get to sharing information, I think it will be incredibly valuable, especially around testing the assumptions that are made. That's one of the things that's under way and something that we've shared in the past as far as making sure that people have a common understanding of what's in the recommendations. So that will be a big part of it, as well as other sort of considerations as far as how something is designed for efficiency or would it work better like this or are there sorts of feedback like that? So that's something that we're looking forward to.

To the second question you asked on the IRT. So the IRT is an Implementation Review Team, which is something we typically have

when we as the Org are directed to go ahead and implement some consensus policy recommendations. So that I think won't really change either. When we get to that point, we will convene an IRT as is likely to be needed. But I think it will also be at an advantage for having done the work in the ODP because the IRT will start out with questions where we can highlight work that's been thinking that's already taken place to sort of focus the work on what are the questions that need input from the IRT? Particularly one of the things that the IRT does is to ensure that the implementation outcomes are consistent with the policy recommendations. And there's also a liaison during the Operational Design Phase itself to the GNSO so that should any of those questions arise, we have a channel to work those out before we get to implementation. So I think if we get to that point where we're convening an Implementation Review Team, it will be a different experience from what we've had in the past because there's so much information. Thanks.

SALLY NEWELL COHEN:

Great. Thank you, Karen. Just a reminder that we'll be putting periodic updates out through webinars, and we'll also be posting updates to the SubPro page on the ICANN Org website. And then in the meantime, you can also ask questions or send comments through our e-mail and we'll post that for you. But it's subpro-odp@icann.org. So that's a place, too.

Karen, thank you for this. I'm going to turn back to Naela because I know that you wanted to make sure that there was time for other

questions and I'm conscious of the amount of time we have. So, Naela, back to you.

NAELA SARRAS:

Thank you, Sally and Karen. This was extremely informative for me and I took some notes here. Again, action items for us as the Global Stakeholder Engagement Team for opportunities where we need to engage and make sure that our community is aware of where information is when it becomes available in terms of that communications effort that Karen mentioned.

So this brings us to the end of the ODP update. I will turn it over to you, Alex, if we have any questions. I'm sorry. I'll get some water. So, Alex, do we have any questions?

ALEXANDRA DANS:

Naela, we have a question from Jonathan Zuck in the chat but it's been answered by Avri. So I don't know, Jonathan, if you need another clarification or the answer is enough. We also have a comment earlier. That question was from Rubens Kuhl. We have a comment earlier when you were presenting, Naela, the North America Engagement Plan. The comment was, "The At-Large community would love to have more integrated into this outreach events, for sure." So that was the comment. Thank you.

NAELA SARRAS:

Thank you so much, Alex. That was Alex Dans. That's our partner in the comms team. She's the dynamite behind all of our communications. So thank you, Alex, for all that you do for us. And I wanted the community to see who you are. On the At-Large being incorporated into all of our communications, yes, for sure. We have been engaging in some projects that I know Eduardo went over. But yes, any ideas for how to better communicate, we're all ears. And yes, I completely agree. I couldn't agree more.

From here, what we wanted to do is just let this be an open mic/Q&A time. What I really, really would like is, given that this is our first session and this is the first time we do a space, I wanted to know what ideas maybe the community wants to bring for how we evolve the space. Should it be something that we do like this, where we think of timely topics as staff and we put them together? Or I know from other communities, for example, I watched the LAC space yesterday and it's actually taking over almost completely run by the LAC community. And so they decide their topics that they want to go over. How do we get up at a process where we decide what topics to go over during these sessions?

I don't want to put anyone on the spot. If there are any volunteers that want to help us think through this, either here or by e-mailing the Engagement Team. Alex, could you put our e-mail address for this as the North America GSE Engagement Team? You can always e-mail us your questions. But perhaps while some people are thinking about some input, let me look at the chat because I see—did you capture my academic outreach ideas? Glenn, is that in the chat from today? I can't

tell if it's a yes or no. Glenn, could you go ahead and speak up, please, and let me know if you're talking about ... Yes. Okay. I am capturing the whole chat to go through because, frankly, it's hard to go through the chat when you're also trying to moderate the session. So for sure, I will make sure that we have that captured. Joe, a reminder to please do that. Our e-mail address as a group that looks after the North American region is na_gse@icann.org. Please e-mail us anytime you have questions or suggestions.

JUDITH HELLERSTEIN:

Naela, when you were discussing your academic outreach, you talked about Göran talking to SIPA. But one of the things we've had before is that when you're going in an area where there's an ICANN ALS is to work with the [inaudible] group. So in New York, it's the ISOC New York. And so a good idea is to get them to bring it out to their other members. I don't think that was done when he read the Q&A and we could have had join in there, and others could have done it. As well as when you're doing it in Colorado, you have one in the ALS, the ISOC Colorado chapter like Karen Mulberry, and maybe reach out to her to get her ALS members involved in a lot of these technical issues.

NAELA SARRAS:

Judith, I couldn't agree with you more. You're right on. Yes and yes and yes. Once we are out of the operating under the COVID conditions, you bet you will see us doing this outreach. Because taking someone with—like Göran to New York to do an event, you're right. We want to take advantage as much as possible with him being out there. But

currently, as staff, we are not traveling. We are not doing any in-person events. So it's really hard for us to put on other events and create some momentum around these events only simply because we're not doing them in person. But I do agree with you. Once we are allowed to operate under post COVID normal conditions, whatever that is, we will do more of that for sure. Thank you for reminding us of that.

JOE CATAPANO: Naela, our fellow, Andrey, has had his hand up for a while. We might want to give him an opportunity.

NAELA SARRAS: Absolutely. Oh, wow. We have a long line. So, Andrey, go ahead. Andrey, you're on mute.

ANDREY SHCHERBOVICH: Unmuted. Yes, sorry. First of all, the question for clarification. Is Montreal meeting was the last in-person meeting of ICANN before pandemic?

NAELA SARRAS: Yes, it was 2019. Around this time, October timeframe.

ANDREY SHCHERBOVICH: Okay. [Inaudible] here in Montreal. That's interesting. And the question is—I'm just repeating this in every session that we should create in-person meetings as soon as possible. But how about a

suggestion? Maybe is that possible to create North American regional meeting which could be in person, of course? Or the ICANN community doesn't have such a practice?

NAELA SARRAS:

No, not necessarily. There are some meetings that happen regionally. We could look at if we have something that anchors the meeting a topic, yes, we could look at organizing something like that because that does certainly happen in other regions like the DNS forum. I don't know if you're familiar with it. But there are DNS fora that are organized in other parts where it's kind of like a mini ICANN meeting for the region. But again, Andrey, I'll just say that we are thinking of these opportunities going forward, for sure. But we're not in a position to start planning those meetings yet.

I see your hand up. I see we have a few minutes left and several hands. So, Greg, we'll go to you next. Greg, if you're speaking, you're on mute. I don't hear Greg.

GREG SHATAN:

Hi. Sorry about that. Multitasking. This is the same time as the GNSO Council meeting so I was listening to both at the same time and got caught short. In any case, I'm speaking in my role as the President of ISOC New York, which is an At-Large Structure. I'm also on the At-Large Advisory Committee. And I did want to say that we have in the past successfully coordinated with both Columbia SIPA and with the North American Engagement Team to have post ICANN read-outs. Joe

Catapano and I and Chris Mondini have had tag team, we've had sometimes had them at SIPA. We've had them and other things. So this is just a burp, I guess. We'd like to find out more about the Marby appearance because I missed the actual discussion of that, again, due to the fact that multitasking is actually a myth. We'd like to see what we can coordinate for the future and just look forward to ISOC New York being a part of that and supporting as we have done in the past. But certainly, they want to indicate that we've had far more successes in coordination, even just specifically amongst present company than we have had had failures. Obviously, the pandemic, they say the brain fog is an after effect of COVID but it seems to be almost universal even if you don't have COVID. Thanks.

NAELA SARRAS:

Thank you, Greg. And thanks for the suggestion. We'll certainly follow up. I'll take you up on that. So I'm taking that as a suggestion. Going to the next person because we have a couple of minutes left. So go ahead, Jonathan.

JONATHAN ZUCK:

Thanks. Jonathan Zuck from the ALAC here for the record. I'll turn on my camera and be participatory here. I was going to just respond to your question about the space itself. I feel like I'm new to the concept and not familiar enough with the Latin American space. But it seems to me that doing something that's more North America focused would make sense. Like some of the presentations we got might have been replaced by a kind of a roadmap for the meeting. Like, if you're

interested in this, attend this session, if you're interested in this, attend this session, instead of asking these folks to give the same ODP presentation in five different fora or something, and that we might have spent the entire session on the Engagement Plan, for example, or things that were more specific to North America. It's just my impression. This is literally the first time I've ever participated. I've participated in conversations about the outreach plan with you and Joe, for sure. But as far as this space and what this is meant to be may be trying to make the majority of the time discussion and more about North America in particular.

NAELA SARRAS:

Very helpful in both. Thank you, Jonathan. I'll take that as an invitation to perhaps do some outreach ahead of time and say, what should we do in this upcoming session? And what would be interesting topics to talk about? Thank you for addressing that question.

Alyssa, I'm going to jump to you next.

ALYSSA QUINN:

Yeah. I will echo that a little bit and add that when you're going through the Regional Plans and how they linked to the Strategic Plan, you talked about legislative and regulatory monitoring, I would love to see something like that. Like, here's what's going on in North America. And you and I and Joe talked a little bit about this previously, too. So certainly, from a Canadian perspective, we'd love to contribute and help for many of that input. That would be my contribution.

NAELA SARRAS:

Excellent. Thank you so much. I'm totally taking this as an invitation to do more outreach in the future to design this. I couldn't ask for better input. So thank you so much.

Okay. We are at time. I didn't think it would be at time so quickly. It's been a real pleasure to have this first session with you. Thank you all for your participation. I've enjoyed it. I hope it was helpful. We will do more outreach in the future as we design future sessions, for sure. For now, I wanted to wish you a great rest of the meeting.

Thank you to all the panelists that spoke today, Board members, Göran, Eduardo, Karen, and Sally. I hope to see you at the NARALO Beer Appreciation Night event later today. Enjoy the rest of your meeting. Meeting is adjourned. Thank you all.

[END OF TRANSCRIPTION]