Minutes: BC Members Survey Discussion Call
Friday, March 29th, 2013: 11 am EST (3 pm UTC)

Attendees:

Elisa Cooper	Jimson Olufuye	Bill Smith
Steve DelBianco	Ayesha Hassan	Gabriela Szlak
Chris Chaplow	Aparna Sridhar	Benedetta Rossi – BC
Marilyn Cade	Andrew Mack	Secretariat.
John Berard	Sarah Deutsch	
Caroline Greer	Jim Baskin	

1. **Improvements to Communications**
   - **E-mail from Executive Committee and Secretariat (Quality and Quantity)**
   - **Member Calls**
   - **Other Ideas**

Member Feedback:

Ayesha Hassan: Noted that in her opinion communication has already improved in the BC: emails are focused, with clear subject lines for members to follow train of discussion easily. This should be kept up. Suggestion: it would be helpful for new BC Members to share their views in terms of communication needs, which might differ from longstanding members' needs.

Bill Smith: Is interested in reminders about important issues, finds keeping track of what is going on within ICANN to be difficult. Bill would like to be able to subscribe to topics of interest for email alerts.

Steve DelBianco: in response to Bill's comment, mentioned that MyICANN does exactly what Bill requested, and it is possible to subscribe to specific topics of interest for email updates, and have the option of selecting the frequency of the updates. Steve asked Bill to try this toolkit tool, since the BC might be able to use it as part of the GNSO toolkit services in the future.

Marilyn Cade: Asked members who are using MyICANN for feedback to be sent to the BC Secretariat. ICANN staff is eager to receive feedback regarding this tool, and it is particularly important for the BC if the BC is looking at making it a specialized platform for members in the future. Marilyn's opinion is it needs refinement.

Andrew Mack: Agrees with Ayesha's comments, and added that as a new member of the BC he would find it useful to have issues placed into context, since a lot of the discussions are based on topics which have been ongoing within the BC & ICANN for a long time, and it is difficult for new members to understand the details.

Elisa Cooper: Proposes an orientation for new members following Andrew Mack's comment.

Jim Baskin: Noted that communications updates could be sorted directly from the mailing list options by allowing members who are interested in receiving daily updates or weekly updates to subscribe to them directly.

ACTION ITEM: Benedetta Rossi, BC Secretariat, to investigate mailing list options for potential subscription options.

Caroline Greer: Mentioned that other groups have Twitter accounts, and notes that Social Media might be an interesting way for external communications, for instance when the BC releases a new position paper it could be tweeted.

2. Focus and Effectiveness

- **Identification of Top Issues**

Ayesha Hassan: Proposes that BC Members could, other than focusing on issues that are being dealt with and addressed by ICANN, bring up issues that are of interest to businesses which are not being addressed.

Elisa Cooper: In response to Ayesha's comment, brought up examples of topics of interest to business which are not being addressed:
   a. Registry security – especially in regards to ccTLDs and security breaches.

Chris Chaplow: Registry Services requests is also a forgotten topic within ICANN.

- **Making the BC More Useful for Business**

Sarah Deutsch: Proposes for a BC working group to be created and devoted to documenting unintended consequences, frauds and abuses once the new gTLDs are rolled out.

ACTION ITEM: BC Members who are interested in creating a BC Working Group for an issue where they have particular expertise, please communicate it in the list, as proposed by Elisa Cooper, BC Chair. Members could work on updates and then share them with the broader list.

- **Improving Accountability and Transparency**

Sarah Deutsch: Would like to see more transparency regarding decision making within the Excomm, and communicated to the broader membership. According to Sarah, the Excomm should be a place where the organization is run with a very light hand but the default setting should to defer decisions to the membership on important issues.

Marilyn Cade: Proposed for Excomm list to be archived, which should solve the transparency issue that Sarah mentioned.

BC Secretariat note: As part of the GNSO Toolkit Services, Secretariat recently set up a new mailing list for the Excomm which is archived – the previous list was not. It is password protected and accessible to the Excomm.

Elisa Cooper: In response to Sarah's request, Elisa mentioned she is favorable to the Excomm emails being shared with members, either real-time or in a password protected archive, depending on what members prefer.

Chris Chaplow: Is favorable to an accessible archive for members, but would not like real-time email distributions to members from the Excomm list. The list is often used for brainstorming, with very high traffic, and Chris often brainstorms with the Excomm when he does not want to disturb the entire membership for a thought process. Archives would be more effective and useful.

Marilyn Cade: The Excomm does not take positions on policy, but communicates mainly about administrative issues. It would therefore be important to assess how much administrative information the members are willing to receive, if we are looking at real time emails from the Excomm list.

ACTION ITEM: Excomm list to be archived and accessible to members for transparency issues. Excomm and membership to find a way of doing so in the least disruptive way possible.

Aparna Sridhar: As a new member of the BC it would be useful to find a way of announcing who each member is and what interests they represent.
- Elisa Cooper: Proposes for members to mention their name and company name on BC calls, and their interests.
- Bill Smith: In response to Elisa, states that it would be hard for members to do so, especially for consultants, and that it would take up a lot of time from the call. Bill proposes to have a dedicated space on the BC website for members to write a few lines about who they are, what they represent, and what their interests are, for all members to access.
- John Berard: Proposes to adopt a Statement of Interest approach to solve this issue, to upload onto the website or the Confluence tool (BC Wiki), for all members to have an up to date idea of who everyone is, without slowing down member calls.

ACTION ITEM: Meet the BC document needs to be updated.

ACTION ITEM: Statement of Interest approach to be adopted within the BC as proposed by John Berard.

Gabriela Szlak: Mentioned that it would be useful for the BC to have materials dedicated for new members or potential new members, which could be emailed or posted to members stating: Why join the Business Constituency? What is the Business Constituency? How much time will the member have to dedicate to this?

- **Other Improvements**

Chris Chaplow: Proposes to open a section on the BC Website as a document repository, so members who have documents to share can have them uploaded to the BC Website for all members to view and access.

3. **Charter Changes**

- **Term Limits**

Sarah Deutsch: BC Charter needs term limits to encourage to grow new leadership and for members to take on new roles.

- **Nomcom Appointments**

Sarah Deutsch: It's critical to have elections rather than appointments for the Nominating Committee and for other key roles within ICANN that if there are more than two people who want to serve. This is important for transparency, and it is a decision that should be made by the full membership. This year, when the Executive Committee appointed the Nominating Committee representatives for the BC, it raised a lot of questions, and the Excomm had to release statements regarding whether they had conflicts of interests, and whether they could attest that they're not going to seek a board seat. An election would avoid these types of issues or questions being raised.

- **Other Changes**

Marilyn Cade: Supports concept of the BC making changes to the Charter, but raises the point that members should be aware that the process for submitting changes to the Charter has recently changed. Once voted within the BC, changes are now submitted to public comment, and following comments the Board needs to approve them. This is particularly important for the Nominating Committee seats the BC has; no other group has two seats on the Nominating Committee, and this might be reason for complaint or objection from other parties.

Chris Chaplow: Drafted a list of administrative and practical changes to the Charter which he will post to the BC mailing list to improve the effectiveness and clarity of the Charter. These changes include updates regarding finance, billing, membership eligibility, finance committee terms, etc.

4. **<u>Outreach</u>**

   - **Webinars**

Elisa Cooper: Based on survey results only one member opposed to Outreach done via Webinars. Elisa proposes to host an outreach Webinar post-Beijing.

ACTION ITEM: Topic not addressed on call. If members have views regarding outreach, please post them to the BC list.

5. **<u>Other topics</u>**

ACTION ITEM: Members to submit comments to the BC list to state whether the minutes of BC calls that Benedetta Rossi, BC Secretariat, has been drafting and publishing are useful, as well as any further comments following this call.