DOT.ASIA

DotAsia Board Community Projects Committee (BCC) Meeting Minutes

Date(s) & Time:	December 9, 2019 (Monday) 16:00 – 17:00 HKT
Location:	DotAsia Zoom Meeting Room: http://aji.asia/zoomboardcommunity
Attendees:	Edmon CHUNG Lianna GALSTYAN Satish BABU Atsushi ENDO (Guest Board Member) Rebecca CHAN (DotAsia Team) Freda CHEUNG (DotAsia Team) Apologies: Tommy MATSUMOTO

No.	Action Items:	Owner	Remarks
C2019.08.A01	Set review frequency of projects.	BCC	Will be discussed when the dashboard is prepared.
C2019.08.A02	Think about how to better engage the Advisory Council once the subcommittees start running smoothly.	BCC	Will be discussed in next BCC Meeting.
C2019.08.A03	Combine and summarize the Word and Excel file of Community Projects and identify a previous activity conducted that encourages DotAsia branding (Dashboard).	Edmon CHUNG	List of projects is still under preparation, dashboard will be discussed in end of Jan.
C2019.12.A01	Review the Core Values and Core Competence in the next BCC meeting.	BCC	

No.	Resolutions / Decisions:
2019.11.001	Board Community Projects Committee Meeting Minutes (August 19, 2019) 1) Approval of Board Community Projects Committee Meeting Minutes of August 19, 2019. Resolved unanimously.

Discussions:

1. Roll Call

1.1. Mr. Satish BABU continued to Chair of Board Community Project Committee meeting.

1.2. Roll call. Those present for all or part of the meeting are included in the Attendee section.

2. Community Project Dashboard

2.1. Suggested in Aug BCC Meeting. (C2019.08.A03)

2.2. List of projects and dashboard is under preparation and will be discussed in the end of Jan.

3. Approval of Last Board Community Projects Committee Meeting Minutes (August 19, 2019)

3.1. Last meeting minutes and action items updates were presented.

3.2. BCC Meeting Minutes 2019.08.19 approved unanimously. (2019.11.001)

4. DotAsia Community Projects Engagement

4.1. Some members view that DotAsia community projects are focused on Asian collaboration and technical advancement; however it is not directly related to supporting .Asia registrations.

4.2. It was recognized that the organization followed the vision and mission of DotAsia to contribute to the Asia Pacific community as a non-for-profit organization with the funds generated from .Asia registrations.

4.3. It was clarified that the ICANN agreement with DotAsia is focused on the registry. There is no social and community contribution commitment included in the agreement aside from the community definitions defined in the Sponsored Community.

5. Review of Core Values and Core Competence Approach of DotAsia

5.1. Edmon presented the existing DotAsia Core Value and Core Competence model as a mechanism to consider and prioritize projects. The existing model was developed by the DotAsia Team in 2015.

    5.1.1. Core Values include 3 components:
(1) Asia at Heart
(2) Economically Successful
(3) Community Driven

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<tr><td>5.1.1.1.</td><td>It was explained that the objective of the exercise is for DotAsia to better put into action the Vision statement and be an economically successful community driven organization exemplifying Asia collaboration.</td></tr>
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5.1.1.1. It was explained that the objective of the exercise is for DotAsia to better put into action the Vision statement and be an economically successful community driven organization exemplifying Asia collaboration.

5.1.1.2. A project priority is considered based on whether it touches some or all of the Core Values. If it touches on more aspects of the Core Values, the project will have higher priority. The scales for the current model have a slight weighting for economically successful, over Asia at heart, over community driven.

5.1.1.3. It was explained that Ajitora was introduced in 2016 with intention to bridge the .Asia registry (i.e. market development of .Asia registrations) and community side of DotAsia.

5.1.2. Core Competence are what DotAsia is known for (and what DotAsia wants to be known for) and it includes 3 components:
(1) Relationships & Networks (with ccTLDs, Internet organization in Asia and ICANN community)
(2) Pioneering Innovations (technical and policy oriented works with IDN, Sunrise and Landrush, etc.)
(3) Positioning & Communications (social media and branding works)

5.1.2.1. Similar to the Core Value, a project priority is calculated by the amount of overlap in Core Competence. More Core Competences in a project equate to higher the strategic priority.

5.1.3. A project form and matrix was developed to identify the strategic priority level of projects. The DotAsia team reviews new and ongoing projects periodically for project prioritization and fading out of projects.

5.2. It was suggested and agreed to discuss and review the Core Values and Core Competence model in the BCC then table to the Board for adoption. (C2019.12.A01)

5.3. It was suggested and agreed to make recommendations on project prioritization in BCC then report to the Board for adjustment.

6. Review DotAsia Branding Alignment (Community Projects with .Asia Market Development)

6.1. The model of Moment of Maximum Emotional Impact was presented to explain how DotAsia plans to feature the impact of message from social media to registrar and registrant.

6.2. A set of DotAsia's current and potential customer personas developed by the DotAsia team in 2018 was presented.

6.3. There were discussions on how to position DotAsia brand across all components of the organization e.g. through social media, community programs etc.

7. Agenda deferred to the next BCC Meeting

7.1.   Consider Appropriate Measures for Community Projects.

7.2.   Scaling of existing projects (NetMission.Asia/YIGF/APIGA/etc.).