

UNITED STATES OF AMERICA

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DEPARTMENT OF COMMERCE

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U.S. TRAVEL AND TOURISM ADVISORY BOARD

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FRIDAY
NOVEMBER 5, 2021

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The Advisory Board met via Video
Teleconference at 2:00 p.m. EDT, Brad Dean, Vice
Chair, presiding.

PRESENT

BRAD DEAN, Chief Executive Officer, Discover
Puerto Rico, PR, Vice Chair
CAROLINE BETETA, President and CEO, Visit
California
ELLIOTT FERGUSON, President and CEO, Destination
DC
LIZ FITZSIMMONS, Managing Director, Maryland
Office of Tourism and Film
DAVID GILBERT, President and Chief Executive
Officer, Destination Cleveland and Greater
Cleveland Sports Commission
RUSSELL HEDGE, President and Chief Executive
Officer, Hostelling International USA
BILL HORNBuckle, CEO and President, MGM Resorts
DEBBIE JOHNSON, Director, Arizona Office of
Tourism

STEPHANIE JONES, President and Chief Executive
Officer, Cultural Heritage Economic Alliance

ROLF LUNDBERG, Vice President & Assistant General
Counsel and Head of External Affairs and
Global Public Policy, Choice Hotels
International

DUFFIELD MILKIE, Executive Vice President,
General Counsel, Secretary, Cedar Fair L.P.

WILL MOREY, Chief Executive Officer, Morey's
Piers

MARY MOTSENBOCKER, President and Chief Executive
Officer, International Tourism Marketing,
Inc.

VINAY PATEL, President and Chief Executive
Officer, Fairbrook Hotels, VA

CATHERINE PRATHER, President, National Tour
Association

OLGA RAMUDO, President and Chief Executive
Officer, Express Travel

DANIEL RICHARDS, Founder and Chief Executive
Officer, Global Rescue LLC

ADAM SACKS, President, Tourism Economics

MONICA SMITH, President and Chief Executive,

Southeast Tourism Society

DONALD TAYLOR, President, UNITE HERE

ROB TORRES, Managing Director, Travel, Google,

Inc.

RON VLASIC, Chief Operating Officer, Hostmark

Hospitality Group

ALSO PRESENT

GINA RAIMONDO, Secretary of Commerce
JENNIFER AGUINAGA, Deputy Director for Policy and
Planning, National Travel and Tourism
Office, and Travel and Tourism Advisory
Board Designated Federal Officer

ISABEL HILL, Director, National Travel and
Tourism Office

SARAH MORGENTHAU, Deputy Assistant Secretary for
Travel and Tourism

C-O-N-T-E-N-T-S

Call to Order and Roll Call. 5
by DFO Jennifer Aguinaga

Welcome. 8
by Vice Chair Brad Dean

Remarks.13
by DAS Sarah Morgenthau

Report on Vaccination Subcommittee17
by Rob Torres

Report on National Goals Subcommittee.25
by Adam Sacks

Discussion38

Public Comment51

Vote on Subcommittee Recommendations59

Nest Steps61

Adjourn.64

1 P-R-O-C-E-E-D-I-N-G-S

2 2:02 p.m.

3 DFO AGUINAGA: All right. Well, I
4 have a couple of minutes past the hour. So,
5 let's go ahead and get started. Good morning.
6 Good afternoon, everyone. And welcome to this
7 meeting of the Travel and Tourism Advisory Board.
8 As the Designated Federal Officer I now declare
9 this meeting officially open.

10 Just a few logistical notes before we
11 begin. Please be sure to keep your lines on mute
12 if you're not speaking. When there is an
13 opportunity for Board discussion please use the
14 raise your hand feature. Or if you're on the
15 phone, or that feature just isn't working, please
16 feel free to send me an email, or just unmute
17 your line and jump in if you need to.

18 As a reminder, the only sections where
19 members of the public to speak is during the
20 public comment portion of the agenda. And now I
21 will do a member roll call.

22 (Telephone interference)

1 DFO AGUINAGA: So, please just unmute
2 your line when I call your name. Brad Dean.

3 VICE CHAIR DEAN: Present.

4 DFO AGUINAGA: Caroline Beteta. Bran
5 Chesky, Christine Duffy.

6 MS. HILL: Caroline just joined.

7 DFO AGUINAGA: Thank you. Christine
8 Duffy, Elliott Ferguson.

9 MR. FERGUSON: Here.

10 DFO AGUINAGA: Thank you. Liz
11 Fitzsimmons.

12 MS. FITZSIMMONS: Yes.

13 DFO AGUINAGA: Thank you. David
14 Gilbert.

15 MR. GILBERT: Here.

16 DFO AGUINAGA: Thanks. Russ Hedge.

17 MR. HEDGE: Here.

18 DFO AGUINAGA: Thanks. Bill
19 Hornbuckle.

20 MR. HORNBUCKLE: Here.

21 DFO AGUINAGA: Thank you. Debbie
22 Johnson.

1 MS. JOHNSON: Here.

2 DFO AGUINAGA: Stephanie Jones.

3 MS. JONES: Present.

4 DFO AGUINAGA: Thanks, Stephanie.

5 Peter Kern. Rolf Lundberg.

6 MR. LUNDBERG: I'm here, Jenn.

7 DFO AGUINAGA: Thank you. Glenda

8 McNeal.

9 MS. HILL: I believe she wasn't going
10 to be able to make it.

11 DFO AGUINAGA: Duff Milkey.

12 MR. MILKEY: Here.

13 DFO AGUINAGA: Will Morey.

14 MR. MOREY: Here.

15 DFO AGUINAGA: Mary Motsenbocker.

16 MS. MOTSENBOCKER: Here.

17 DFO AGUINAGA: Chris Musetta, Vinay
18 Patel. I thought I saw Vinay. So, I -- See what
19 happens. Catherine Prather.

20 MS. PRATHER: Here.

21 DFO AGUINAGA: Trish Primrose I know
22 wasn't going to be able to make it. Brian Quinn.

1 Olga Ramudo.

2 MS. RAMUDO: Here.

3 DFO AGUINAGA: Stephen Revetria, Dan
4 Richards, Adam Sacks.

5 MR. SACKS: Here.

6 DFO AGUINAGA: Monica Smith.

7 MS. SMITH: Here.

8 DFO AGUINAGA: D. Taylor.

9 MR. TAYLOR: Here.

10 DFO AGUINAGA: Thanks. Rob Torres.

11 MR. TORRES: Here.

12 DFO AGUINAGA: Thanks. Ron Vlastic.

13 MR. VLASIC: Here.

14 DFO AGUINAGA: And Greg Webb.

15 MS. HILL: And Dan Richards did join.

16 DFO AGUINAGA: Okay, thank you. And

17 I was going to say, if anyone joins late, or

18 something happens with your phone line, just give

19 me an email and we'll record you. And with that,

20 I turn it over to Board Vice Chair, Brad Dean.

21 VICE CHAIR DEAN: Thank you, Jennifer.

22 And good morning, or good afternoon to my

1 colleagues on the U.S. Travel and Tourism
2 Advisory Board, wherever mood may it find you
3 today. And welcome to the members of the public
4 who are joining this important meeting of the
5 TTAB.

6 Thank you for making time in this very
7 busy schedules for this meeting. But I'm sure we
8 can all agree this is an extraordinary time for
9 our industry. We've all read about the Great
10 Depression. We all lived through the Great
11 Recession. And today we're all leading the Great
12 Recovery of travel and tourism.

13 So much has changed in our industry
14 in, just since the last TTAB meeting. So, with
15 that in mind I take this opportunity to thank
16 each of you who were able to stay in the last
17 TTAB meeting with Secretary Raimondo.

18 It was a meeting that was filled with
19 very candid and productive discussion. And we
20 were able to engage not only the Secretary, and
21 the Deputy Assistant Secretary, but also key
22 leadership from the CDC. And since then we have

1 seen significant progress.

2 And on behalf of the TTAB I want to
3 take this opportunity to convey to Deputy
4 Assistant Secretary Morgenthau, to Isabel Hill,
5 and the entire team at the National Travel and
6 Tourism Office our deepest appreciation for the
7 exceptional work and leadership that they've
8 delivered in helping accelerate this recovery
9 that's underway.

10 And we can certainly cite many
11 milestones of progress. And we all eagerly await
12 the soon to be opening, reopening of our borders
13 to international travelers.

14 But we also know that a lot of work
15 remains to be done.

16 So, on that point I want to applaud
17 the Members of the TTAB who have worked so
18 diligently over the past few weeks, and continue
19 to work in some instances on some very big areas
20 of opportunity.

21 You know, the TTAB has a history of
22 tackling big issues, and deliberating big ideas.

1 But in my time serving on this Board I can't
2 recall a more ambitious set of recommendation
3 that are currently in consideration. So, thank
4 you for tackling these major issues and
5 opportunities with vision, enthusiasm, and robust
6 discussion.

7 And in particular I want to thank
8 Trisha Primrose, Russ Hedge, Adam Sacks, and
9 Caroline Beteta for leading the force from
10 committees.

11 I also want to thank each of you for
12 responding so quickly to today's charge.
13 Normally we aim to distribute the draft letter
14 well in advance of our meetings.

15 But as these topics we're addressing
16 are massive in many respects, and require
17 extensive analysis, study, and broad inclusive
18 discussions, and also because of the time and
19 nature of the efforts of the Secretary and her
20 team, that they're leaving. We pushed our
21 deadlines a bit.

22 But thankfully the quality of thought

1 that's led to two very sound and solid letters
2 detailing some very meaningful recommendations,
3 that in true TTAB fashion are summarized
4 precisely with substance and supporting content.

5 So, today our opportunity is to ask
6 the questions of our colleagues who have invested
7 significant time in developing these
8 recommendations, and then finalize both letters,
9 which I believe will even, hopefully exceed the
10 Secretary's expectations.

11 We plan to work through these two
12 letters today, and then reconvene soon to discuss
13 the remaining two Subcommittee recommendations.

14 So now, to kick off our discussion
15 today I'm pleased to introduce AD, Deputy
16 Assistant Secretary for Travel and Tourism, Sara
17 Morganthau.

18 She has truly embraced the phrase, hit
19 the ground running, attended our first TTAB
20 meeting in mid September. A week later she was
21 walking the floor at IPW. And just a couple of
22 weeks ago attended Brand USA's travel week, where

1 she made the big announcement about the reopening
2 of our borders.

3 So, Madame Deputy Assistant Secretary,
4 we admire the enthusiasm and passion you're
5 bringing to this role. And we welcome your
6 comments.

7 DAS MORGENTHAU: Thanks, Brad. I
8 appreciate your kind words. And thanks really to
9 all of you for joining the Board Meeting today.
10 I know how busy you all are in your day jobs. So
11 please, know how grateful we are for your service
12 to this nation.

13 Secretary Raimondo routinely talks
14 about the work that all of you are doing, sharing
15 it with the White House as a clear example of how
16 public private collaboration works well to
17 address problems that the Government alone cannot
18 resolve.

19 The Travel and Tourism sector is at a
20 critical moment, faced with adversity, but also a
21 great deal of excitement as we near sight of the
22 end of the tunnel.

1 On October 25th the Biden
2 Administration issued a Presidential Confirmation
3 addressing the details for reopening the United
4 States for fully vaccinated travelers on November
5 8th, just a couple of days away.

6 We're taking down a geographic based
7 system and replacing it with a global system
8 based on individual risk. This policy will make
9 it safer to travel, and will mitigate the
10 potential spread of COVID-19.

11 Under this new system, which applies
12 to all non-citizen, non-immigrant travelers from
13 all countries, fully vaccinated travelers with a
14 negative COVID test taken within three days of
15 departure can enter the United States.

16 Travelers will also be required to
17 provide contact information. This will allow
18 airlines to better coordinate with public health
19 agencies to share information when needed to keep
20 the public safe and informed, and to strengthen
21 the ability to rapidly identify and contact
22 people who may have been exposed.

1 There will be limited exceptions to
2 this vaccination requirements for certain
3 visitors, including children under the age of 18.
4 The CDC has clarified that children who are
5 vaccinated do not need to quarantine and self
6 isolate.

7 However, they do need to do a test, or
8 have their parents attest, or guardian that they
9 will take a test three to five days after
10 arrival, and quarantine only if positive.

11 Developing the new travel policy has
12 truly been an all hands on deck whole of
13 Government effort on the part of the
14 Administration. But also relied heavily on our
15 industry partners, especially the patients, who
16 are patient, resilient, and provided us concrete
17 recommendations to implement this new policy.

18 Finally, we've relied on your
19 recommendations to get to this point. Your
20 recommendations from your March 4th letter to
21 Secretary Raimondo specifically called for a new
22 travel system, such as the one that we are about

1 to implement.

2 So, thank you again for all your hard
3 work. And I look forward to hearing your new
4 recommendations.

5 VICE CHAIR DEAN: Thank you very much,
6 Madame Deputy Assistant Secretary. And please,
7 express our appreciation to Secretary Raimondo
8 for the work the Department of Commerce and NTTO
9 are doing for our industry.

10 So now we move into the next agenda
11 item. And it will be reviewing the presentation,
12 and discussing these from the two Subcommittees.
13 The two Subcommittees we're reviewing today are
14 the Vaccination Subcommittee and the National
15 Goals Subcommittee.

16 So, in the absence of our Subcommittee
17 Chair, Trish Primrose, Rob Torres, our TTAB
18 colleague, will be presenting the recommendations
19 of the Vaccination Subcommittee. These were
20 summarized in the letter that was sent out
21 earlier this week. So, Rob, we'll turn the floor
22 over to you.

1 MR. TORRES: Excellent. Thanks, Brad.
2 And hello to everyone. First of all, I
3 definitely want to thank Trish and her Marriott
4 team, mostly Carol and Jane. They've done a
5 phenomenal job in really helping us with these
6 recommendations. And as well as my fellow
7 Subcommittee Members, Bill, Brian, Steve, and
8 Greg. It was truly a group effort pulling this
9 together.

10 But prior to developing the three
11 recommendations that you received in the draft
12 and will, I'll do my bet to provide a
13 summarization, we were able to meet with some key
14 leaders at the CDC, as well as from the Business
15 Round Table and Ad Council.

16 These are the people who are
17 responsible for the Move the Needle campaign that
18 we launched last spring. They were very helpful
19 in helping us understand what has worked, what
20 hadn't worked, and really provided some input on
21 these recommendations that you received.

22 You know, as you know, our

1 Subcommittee was tasked with providing
2 recommendations for how we can increase COVID
3 vaccination rates through private sector and
4 Government partnerships.

5 And while over 78 percent of people
6 age 12 and up have received at least one shot,
7 there's still so much work to do to increasing
8 levels to get the pandemic under control.

9 And in fact, we know that the segment
10 of population that either uncertain or skeptical
11 about getting vaccination has dropped to about
12 eight percent.

13 Young adults ages 18 to 29 make up a
14 large portion of this segment, and as well as
15 children ages 12 to 17, where only 49 percent
16 have been vaccinated. Plus, this is -- this
17 eight percent is on target population for our
18 recommendation.

19 Now, as I said, I'm going to do my
20 best to summarize our three recommendations. I
21 certainly won't read through all of it. Members
22 of the study will be here as well to jump in and

1 add any comments that they might want.

2 Our first recommendation is to
3 leverage existing public service ad campaigns to
4 target vaccine hesitant but convincible adults,
5 and parents of unvaccinated children. This is
6 that eight percent that I talked about.

7 And we really want to encourage the
8 CDC, HHS, and the Ad Council to work together
9 with leaders of the private sector to develop an
10 ad campaign focused on this target audience.

11 I mean, those at the Move the Needle
12 campaign did a great job of getting us to where
13 we are now. And we think a new campaign focused
14 on this new audience would really help us get us
15 over the hump.

16 The campaign should leverage
17 celebrities who are most popular with this
18 demographic, and pair them with trusted medical
19 professionals from targeted communities.

20 And while the campaign we believe
21 could and should be national in scope, we would
22 recommend tendering the message both regionally

1 and locally whenever possible. We need to make
2 sure we're utilizing platforms where this
3 audience is engaged, Twitter, the Tik Toks, the
4 Instagrams, et cetera.

5 These more focused messages should
6 provide clear science based information on the
7 benefits of vaccination.

8 For our recommendation number 2, we
9 believe that we should foster public private
10 partnerships to host targeted vaccine drives
11 aimed at boosting vaccination rates among
12 communities of color, rural populations, and
13 other under served areas.

14 Another portion of this eight percent
15 we found is adults who have all good intention of
16 getting the vaccine, but face a variety of
17 barriers to getting the shot, transportation
18 challenges, childcare challenges, work
19 challenges, can't get off work.

20 We need to make it easier for them to
21 get their shots. Thus, we are encouraging the
22 Department of Commerce to work with local

1 Government, CDC, HHS, and the Department of Labor
2 to look at partnering, or developing a
3 partnership that would solve some of these
4 barriers, such as on site vaccination, mobile
5 units, providing low costs childcare, so that
6 these individuals can go and get vaccinated.

7 And again, these efforts we believe
8 should be tailored to individual community needs.
9 And beyond offering vaccines in the workplace,
10 employers need to consider offering schedule
11 flexibility for their employees and their
12 dependents, to make it easier and simpler for
13 them to be able to go get their shots.

14 And then lastly, our Recommendation
15 number 3 is to really launch an outreach campaign
16 encouraging states to repurpose any unused
17 federal COVID-19 relief funding for COVID-19
18 vaccination efforts and incentives.

19 As everyone on this call knows, you
20 know, Federal Government assisted programs such
21 as the CARES Act and the American Rescue Plan
22 provided critical support to companies and states

1 in the early days of the pandemic.

2 And in July the Department of the
3 Treasury announced that any unused assistance
4 could be used for COVID-19 vaccination programs,
5 such as some of the lotteries that some of the
6 states and cities have implemented, or direct
7 incentive programs.

8 Unfortunately, what we've seen is, we
9 don't think that message has been broadly
10 publicized. And we would encourage the
11 Department of Commerce to develop an outreach
12 program in partnership with the Department of
13 Treasury, encouraging states to use any surplus
14 they may have for targeted vaccination efforts.

15 We have seen, like I said, these
16 incentive programs be successful for some of the
17 states that have implemented them.

18 And that's a quick summary of our
19 three recommendations. Hopefully that makes
20 sense. And like I said, I don't know if we're
21 going to have questioning not, or how we're going
22 to do this. But happy to answer any questions.

1 And again, hopefully all of the Subcommittee
2 Members are on the call as well that can help
3 support.

4 VICE CHAIR DEAN: Super. Thank you,
5 Rob. And thank you to the Members of the
6 Vaccination Subcommittee for the extensive work
7 that's gone into developing these
8 recommendations.

9 We're now going to open up the floor
10 for discussion amongst the TTAB Members only. If
11 you're participating in the meeting via video it
12 would be ideal if you want to speak to use the
13 raise your hand function.

14 I'm not sure about your computer. On
15 my computer it's on the top center of the screen.
16 If you can't find that, or if you're joining by
17 phone, just chime in at the end of another
18 Member's comments. And again, if you're not
19 speaking, please mute out. We do want to move --

20 (Audio interference)

21 VICE CHAIR DEAN: -- to also public
22 input. So, we would ask that we keep our

1 comments brief and on point to this particular
2 topic.

3 And for the members of the public who
4 have joined us, this portion of the meeting is
5 just for the TTAB Members discussion. We will
6 have public input later on in this meeting. So,
7 with that said, we'll open up the floor for
8 discussion amongst the TTAB Members.

9 Jennifer, I'm going to rely on you to
10 watch the screen for the hands raised. Because I
11 can't see everybody.

12 DFO AGUINAGA: Yes, I'm watching.
13 Nothing yet.

14 VICE CHAIR DEAN: Okay. Any TTAB
15 Members with questions or comments at this point?
16 If not, we'll move on. But I just want to give
17 ample opportunity for anyone to share their
18 thoughts or get questions answered. And those on
19 the phone just please unmute, and chime in if you
20 feel compelled.

21 Okay. I'm hearing nothing and seeing
22 nothing. So, I think that speaks very well of

1 the work that Rob, you and Trisha, and the
2 Vaccination Subcommittee have done. We'll be
3 voting on this in short order.

4 But thank you again for the work
5 that's gone into developing these
6 recommendations. And thank you, Rob, for
7 presenting to the TTAB today.

8 And now we'll move on to the second
9 letter of recommendation. This letter comes from
10 the National Goal Subcommittee. And this
11 Subcommittee was chaired by Adam Sacks. Adam,
12 we'll turn the floor over to you.

13 MR. SACKS: Thanks, Brad. I want to
14 thank the Members of the Subcommittee and their
15 teams. It was very much a group effort. It was
16 a lot to put together here.

17 And we're grateful for their
18 contributions, Brian Chesky from AirBnB, Elliott
19 Ferguson from Destination D.C., Peter Kern from
20 Expedia, Glenda McNeal from American Express,
21 Chris Nassetta from Hilton, Vinay Patel,
22 Fairbrook Hotels, and Ron Vlastic, Hostmark

1 Hospitality.

2 The assignment that was given to us,
3 to set a new goal for the U.S. in terms of
4 international visitors to the country, we felt as
5 a Subcommittee was particularly vital.

6 This is the, I think this was the
7 third time that I have been involved in setting
8 this goal. And I don't that we've ever felt the
9 sense of importance to it that we felt in this
10 time.

11 You know, when we think about the
12 importance of international travel, and many of
13 us depend on international travel. And America's
14 larger cities who have been hardest hit, and
15 remain hardest hit by this downturn are
16 particularly exposed to the downturn in
17 international travel, which for 2021 currently is
18 pacing down 71 percent relative to 2019 values in
19 terms of spending.

20 And these are exports, right. Any
21 spending by a visitor in the country, whether it
22 be a hotel, or transportation, or retail, it

1 shows up as an export.

2 And in fact travel and tourism exports
3 represent 27 percent of all service exports in
4 the U.S., and nine percent of all exports,
5 including goods. So, the stakes are high right.

6 This is a critically important part of
7 the U.S. economy, critically important for
8 America's cities and states around the country.

9 And it is still the one sector that's still very
10 much, you know, down on the mast, in a way that
11 other sectors of the travel industry are not, and
12 have begun to recover.

13 So, a real sense of purpose here as we
14 set this goal. I'm going to share with you my
15 screen, and just jump right to it. And as a
16 spoiler alert I'm going to show you the goal
17 first, and then go from that to the
18 recommendations that we as a Subcommittee are
19 making, and that we feel like are essential in
20 order for the U.S. to achieve that goal.

21 All right. So, let me first show what
22 this goal looks like. We set out two scenarios.

1 We modeled two scenarios. One a downside
2 scenario which basically assumes that none of the
3 recommendations that we've made are undertaken.
4 And then a goal scenario which assumes that all
5 of them are undertaken to some degree.

6 And the goal's set as a five year
7 goal, this is different than past iterations
8 where we had set a ten year goal. But we felt
9 like five year gives us a more realistic view of
10 what's possible, and what's actionable, and will
11 make a difference in a relatively short period of
12 time.

13 These two goals are really different
14 views of the world in five years. Because in the
15 downside scenario international visits to the
16 U.S. don't recover until 2026. But in the goals
17 scenario they recover by 2024.

18 The difference in visits, by the time
19 you get this five year outlook, is a full ten
20 million visits. And the growth relative to 2019
21 in the goals scenario is 13.4 percent growth,
22 versus virtually no growth, less than a percent,

1 where we just get back up to par five years from
2 now.

3 In terms of tourism exports, also a
4 pretty wide divide in terms of these two
5 outlooks, \$279 billion dollars versus \$243
6 billion dollars. So, in that final year there's
7 an opportunity for the U.S. economy of \$36
8 billion dollars in exports.

9 One of the things that I'm showing you
10 on the upper right hand corner is the
11 implications of these two scenarios in terms of
12 overseas visitor market share of the U.S.

13 And we've lost significant market
14 share in 2020, as you can see. The goals
15 scenario has us begin to reclaim that market
16 share, whereas the downside scenario represents a
17 continued decline in that share.

18 So, the target that we are
19 recommending as a Subcommittee is 90 million
20 visits in 2020, which does represent as I
21 mentioned 13.4 percent growth over that high
22 water mark in 2019, and \$279 billion dollars in

1 tourism exports.

2 And as I mentioned, this is a net
3 benefit that's associated with these
4 recommendations of ten million visits and \$36
5 billion dollars in tourism exports in that final
6 year of the outlook.

7 So, in order to assure that these are
8 not abstract targets we wanted to put some
9 substance to what would be required to get to
10 these goal targets relative to the downside
11 scenario.

12 We also organized our recommendations
13 under three categories. They are essentially
14 three recommendations that have a few different
15 parts in these. So, I'll walk through these
16 individually.

17 The first recommendation is to rebuild
18 visa processing services. And there are short
19 term opportunities. These are quick wins that we
20 feel like would really accelerate the recovery.

21 These include reopening U.S.
22 Consulates and Embassies by January of 2022 for

1 visa processing, with a prioritization of high
2 volume locations.

3 Many of these have been closed due to
4 COVID conditions. But the conditions are
5 certainly in many places become safe enough to
6 reopen.

7 With that reopening we recommend an
8 expansion of resources, with supplemental
9 appropriations for overtime and staffing.
10 Because there is a massive backlog of these
11 applications.

12 And in some markets the last data that
13 we've seen shows a wait time of up to six months
14 after a visa application is submitted. So,
15 working through that will likely take additional
16 resources.

17 Under that short term there's also an
18 opportunity to modernize visa adjudication
19 through videoconferencing programs. We've all
20 grown much more comfortable with
21 videoconferencing over the past year and a half.

22 And there's an opportunity to leverage

1 the technology so that visa renewals as well as
2 new applications can be run more efficiently, and
3 certainly easier for the applicant as well.

4 We recommend implementing expedited
5 group appointments, and processing for tourist
6 conventions and trade shows. This has been over
7 the years a concern of the industry, where there
8 are times where it's been very difficult for
9 groups to participate in trade shows and
10 conventions. But also leisure tours, where
11 processing on a group basis would be certainly
12 more efficient from our side, and more effective
13 on the visitor side as well.

14 And then the final bullet here as a
15 short term opportunity is to increase the caps
16 for temporary and seasonal workers to adequate
17 workforce levels.

18 We discussed at our last in person
19 meeting that the challenge of labor force
20 availability with the industry. And so, this is
21 within the visa category an opportunity to abate
22 some of those challenges within the labor force.

1 In terms of a metric to achieve, one
2 goal that we felt would be realistic, and would
3 be a difference maker is if we could target visa
4 processing wait times of under 15 days. That
5 would remove a hurdle that right now is limiting.
6 And we expect to limit the recovery if we don't
7 shorten those wait times.

8 All right. We do have a medium term
9 recommendation under visa processing as well,
10 which is to expand the visa waiver program. The
11 economic benefits that we've seen whenever a
12 country is introduced into the visa waiver
13 program are absolutely massive. And we've seen
14 strong double digit gains in the market when that
15 barrier to trade, essentially what it is, is
16 removed.

17 Because these waiver program does
18 offer significant security benefits and large
19 economic benefits we're recommending a number of
20 countries be considered for addition, namely
21 Brazil, India, Columbia, Argentina, Dominican
22 Republic, and Ecuador.

1 We recognize that there are thresholds
2 that exist in terms of what qualifies a country
3 to be part of the visa waiver program. But we do
4 feel that there are going to be cases perhaps
5 within these markets that we've noted where it
6 would be worth waiving some of those qualifying
7 thresholds, given the economic payoff, and
8 because of the security functions and benefits
9 that exist that are part and parcel of the visa
10 waiver program.

11 So, that is all under rebuild visa
12 processing services. And that is a lot of
13 individual recommendations masquerading as one
14 single recommendation of rebuilding visa
15 processing services, if you're paying attention.

16 All right. The second recommendation
17 or category is to ensure funding for U.S.
18 destination marketing and communications.

19 Brand USA, since its advent about a
20 decade ago has been a game changer. It has
21 stabilized and been the driver of significant
22 growth since its beginnings.

1 And of course Brand USA is up against
2 a really challenging situation, because it's
3 funded through payments from the ESTA program.
4 And if visitors aren't coming, then there's not
5 money coming into the ESTA program. Therefore,
6 Brand USA is not funded.

7 So, we need to prime the pump for
8 marketing, that will then continue to supply
9 funding for Brand USA.

10 So, what are we recommending? We're
11 recommending that at least \$250 million dollars
12 in surplus ESTA fees that have already been
13 collected be credited to the travel promotion
14 fund that would be immediately available to Brand
15 USA.

16 We believe time is of the essence.
17 Because as we reopen Brand USA is uniquely
18 positioned to accelerate the recovery through
19 renewed welcoming message. But also to
20 communicate health and safety protocol in a clear
21 and consistent way across markets.

22 So, Brand USA plays a particularly

1 crucial role as we open borders. Alongside that
2 we did want to mention that state and city
3 destination market organizations play an
4 important complementary role to Brand USA.

5 And these organizations have also,
6 many of them experienced severe budget declines.
7 And so we're asking that the Commerce ensure that
8 the MOs are aware of the \$240 million dollars in
9 competitive grant funding to the American Rescue
10 Plan, and work to approve eligible projects as
11 quickly as possible.

12 And then one sort of adjunct
13 recommendation would be that Commerce take a
14 leadership role in terms of coordinating
15 Government communication across agencies and
16 platforms regarding border policy, vaccination
17 requirements, other health and safety guidelines
18 for international visitors.

19 I think this is going to be an all of
20 Government affair, but also in partnership with
21 the private sector where Commerce has a unique
22 ability to connect with the corporate sector so

1 that we are all singing off the same hymnal,
2 getting a very consistent and clear message out
3 to international market of what are the
4 requirements.

5 And we think that's going to be
6 important. Because those guidelines are going to
7 evolve and eventually be relaxed in time. And
8 so, getting that structure in place across
9 different platforms, different agencies in a
10 consistent way is going to be continually
11 important moving forward.

12 And then our last recommendation is to
13 Expand Customs and Border Protection capacity.
14 What we are recommending is emergency
15 supplemental appropriations in Fiscal Year 2022
16 to support increased staffing and overtime for
17 CBP officers.

18 Given the drop off in traveler fees
19 that fund these operations additional investments
20 are essential to efficiently process inbound
21 visitors as they do return to U.S. airports.

22 And then we're going to need, also

1 need in those resources to verify vaccination
2 status at land ports of entry.

3 So, we're, also alongside of that,
4 just to finalize this, we're recommending a
5 continuing of the encouragement of public private
6 partnerships, where the private sector can work
7 together with Government agencies to amplify
8 messages around the importance of participating
9 in CBP enrollment initiatives, such as global
10 entry. So, there are some public private
11 partnerships between CBP and the corporate
12 sector.

13 So, those are, these are the
14 recommendations centered around the idea of what
15 it will take to achieve those goals that we've
16 set out over the next five years. So, thank you,
17 Brad.

18 VICE CHAIR DEAN: And thank you and
19 the National Goals Subcommittee for the extensive
20 work that's gone into this. I would point out
21 for those that didn't get to the very bottom of
22 the letter, it details out the impact on

1 visitation and spending per each recommendation.

2 So, it's very substantive. So, thank
3 you, Adam, and the Subcommittee, for the great
4 work that you've done. We'll now open up
5 discussion for TTAB Members only, just as we did
6 for the previous letter.

7 Again, if you're using the video, if
8 you can use the raise my hand function, or just
9 unmute your line and chime in after the prior
10 speaker's comments.

11 And again, for the members of the
12 public, this is for TTAB Members only. But in
13 the next portion of our agenda we do have time
14 for public input. So, we'll open up the floor
15 now for questions or comments from the TTAB
16 Members.

17 DFO AGUINAGA: I see Russ Hedge, Mr.
18 Chair.

19 VICE CHAIR DEAN: Russ, go ahead. And
20 then after Russ we'll have Catherine.

21 MR. HEDGE: Thanks, Brad. I'd like to
22 congratulate the Subcommittee on all three

1 recommendations. I think your Recommendation
2 number 1 particularly resonates with some of us.

3 And I'd like to give a particular
4 shout out to the inclusion of a metric around the
5 visa processing time. I think the 15 day metric
6 is both important, and if achieved would be
7 incredibly influential. And I thank you for
8 that.

9 VICE CHAIR DEAN: Good comment. Thank
10 you, Russ. Catherine.

11 MS. PRATHER: Great. Thank you, Brad.
12 And I also want to congratulate to you on this.
13 And I in particular want to point out the point
14 about recognizing tours, processing for tours.
15 There are a lot of examples where entire group
16 tours would be rejected because of just a few.

17 And this is something you typically
18 don't see. So, I'm just very pleased about that,
19 you know, from the National Tour Association, and
20 all of the group tours. So, I wanted to
21 acknowledge that specifically. Thank you.

22 VICE CHAIR DEAN: Thank you,

1 Catherine. How about Bill, you got your hand up?

2 MR. MOREY: Thank you. I too, I
3 thought that it was very interesting, the focus
4 on international travel of course being the key
5 focus.

6 But recognizing in addition to the
7 benefits of inbound travel, adjusting and
8 focusing on the visa requirements and the
9 processing times, as you note is extremely
10 helpful to our seasonal worker workforce as well.

11 So, our community is focused on
12 workforce issues and the shortage of workers.
13 And part of our consideration has to do with, you
14 know, seasonal short term workers, or student
15 workers, those type of things.

16 So, I was glad to see this
17 improvement. Because I think it's sort of a, you
18 know, it's a stone that is really addressing
19 three issues at once. So, thank you.

20 VICE CHAIR DEAN: Thanks, Will. Looks
21 like we have a comment from Dan Richards.

22 MR. RICHARDS: Yes. Thank you for the

1 strong work you guys have done. I'm not
2 surprised by the nominal declines obviously
3 during 2020 and 2021.

4 But I'm curious to know why we aren't
5 perhaps being more aggressive in trying to
6 reclaim some of that share that we've lost in the
7 last 18 months for, you know, U.S., you know,
8 tourism as a destination. And whether or not we,
9 you know, we shouldn't try to figure out, you
10 know, how we do go after that share, and try and
11 climb out of the hole that we're in.

12 And I, you know, rather than diagnose,
13 I mean, maybe you have to diagnose why we are
14 where we are. And, you know, I think there's,
15 you know, probably some good reasons for that.

16 But how do we reverse that trend? And
17 how do we, you know, start taking share that we
18 had before back, and getting that number going,
19 or I'm sorry, that line going up into the black
20 where I think we all want it to be.

21 VICE CHAIR DEAN: Adam, do you have
22 any thoughts on that? I don't know if I reported

1 the context that your Subcommittee looked at.
2 You want to offer any thoughts?

3 MR. SACKS: Yes, Dan, I appreciate the
4 question. It's one that we wrestled with is
5 that, you know, what are the implications on
6 market share.

7 The current goal target does, it does
8 increase the U.S. market share. It brings it
9 from where we estimated for long haul overseas.
10 It's 13.8 percent in 2020 to 15.2 percent market
11 share in 2026.

12 And so, that gets us a, you know, a
13 long way back, almost to where we were in 2019.
14 Not fully though. And one of the reasons that we
15 don't get fully back has to do with what's going
16 on in other parts of the world.

17 So, the way that this is modeled is
18 actually out of model that forecasts travel for
19 190 countries on an origin destination basis. So
20 there's, it takes into account some of the
21 development in other markets, and particularly
22 massive tourism development in parts of Asia and

1 the Middle East that are going to draw long haul
2 travelers as new burgeoning delineations.

3 So, we are working against those
4 headwinds in terms of the market. So, that
5 notwithstanding, I think to gain that share back
6 from 13.8 to 15.2 would be a worthy
7 accomplishment, and one that we as an industry I
8 think would rightly celebrate.

9 MR. RICHARDS: Is there any chance you
10 can share that? I'd be curious to see that
11 model. Because tourism stemming from these other
12 places actually draw I think from our market.

13 But I also think that it's going to
14 enlarge the pie as well. So, I'd just be very
15 curious to see some of those assumptions if
16 that's something that could be shared with the
17 rest of the Board.

18 MR. SACKS: I can share our latest
19 global forecast report for each world region.
20 That might get us at least most of the way there.

21 MR. RICHARDS: That would be great.
22 Thank you.

1 MR. SACKS: So, yes.

2 VICE CHAIR DEAN: Other questions or
3 comments from TTAB Members?

4 DFO AGUINAGA: I can see Bill
5 Hornbuckle, Mr. Chair.

6 VICE CHAIR DEAN: Okay. Go ahead,
7 Bill.

8 MR. HORNBUCKLE: Thank you. Adam,
9 great job by the entire group. You referenced
10 twice need for funding. What is the delta in
11 relative terms between where we are and where we
12 need to be to hit this goal?

13 I'm, because it's a self fulfilling
14 prophecy obviously. If we don't fund it, it's
15 not going to get there. But I'm trying to
16 understand the delta, if you will.

17 MR. SACKS: Bill, do you mean the
18 difference between the downside scenario, then
19 the --

20 MR. HORNBUCKLE: No, no. I understood
21 that. You asked twice for we need funds now.
22 Because it's kind of a self fulfilling -- They

1 don't, they, we get paid for a cap kind of thing
2 where it pays into itself. So, if we don't have
3 funds now, what's going to happen, I guess is my
4 real question.

5 And what is the amount of broad stroke
6 funding you, you know, is it 20 percent of a --
7 I'm just curious the order of ask, if you will,
8 or the magnitude of it.

9 MR. SACKS: Well, I mentioned that,
10 the \$250 million dollars for Brand USA. So, that
11 is, that's the --

12 MR. HORNBUCKLE: Yes.

13 MR. SACKS: -- hard number. And that
14 we get Brand USA funded through this crisis in a
15 way that would allow it to operate at a level
16 that it operated previously. So, that's the
17 reason for that number.

18 We don't have the specific numbers of
19 what would be required for say Customs and Border
20 Patrol, or for, you know, expansion of resources
21 at U.S. Consulates and Embassies. We don't know
22 what those financial outlays would need to be.

1 MR. HORNBuckle: True. Okay.

2 Understood. Thank you.

3 VICE CHAIR DEAN: Other questions or
4 comments? Adam, I'd like to echo the comments.
5 I think you and the Subcommittee have done
6 extraordinary work here.

7 And speaking only for myself I really
8 like the approach of presenting the Secretary
9 with, you know, the outside potential. I think
10 that's a unique approach, and very timely
11 appropriate.

12 I want to pick up on Dan Richards'
13 comment just briefly. And for those that, if you
14 didn't notice, and I think it's the first
15 footnote that's distributed. It highlights some
16 of the factors that are being taken into
17 consideration, currency, inflation, travel
18 patterns, whatnot.

19 And knowing that so much has changed
20 just in the last five weeks, much less the next
21 five years, any forecast at this point is
22 obviously subject to a lot of factors that are,

1 we simply can't, you know, we can forecast today.
2 But with the, only the certainty of, you know,
3 what we know right now.

4 And I'm wondering, and Adam, I'll
5 throw this to you just to get your thoughts. I
6 mean, you led the development of this letter.
7 And then open it up to anyone else's thoughts.

8 Is there any merit to inserting in the
9 letter maybe a, not a, certainly not a, anything
10 that would cause anyone to think, especially the
11 Secretary to think that we're not comfortable or
12 confident with these goals. I think from the
13 comments we've heard, we are.

14 But recognizing that this is a five
15 year forecast amidst a very dynamic environment,
16 and perhaps recommending that these goals may
17 need to be revisited, say in a couple of years.
18 That would be passed on to the next TTAB, of
19 course.

20 And again, not to deflect anything
21 away from the great work that's been done, or the
22 recommendation itself. But just recognizing that

1 over the next five years things could continue to
2 change at a continued rate and pace in change
3 that is likely to affect those goals.

4 And it might put a marker down that
5 perhaps we need to revisit these at some point
6 before the five year period ends. So, Adam, I'll
7 throw it over to you. Because that's a
8 recommendation to alter the letter just a bit.
9 But just to put that marker down.

10 Any thoughts on that? And go to that.
11 And then we'll open it up for other comments, and
12 see if other members will support that, or if
13 anyone would prefer not to do that.

14 MR. SACKS: Brad, from my perspective
15 I'd be happy to add that language. I think it is
16 rightly humble about doing forecasting. And also
17 recognizes that it may require another look in
18 some period of time. So, I think that makes a
19 lot of sense.

20 VICE CHAIR DEAN: I could see your
21 fourth opportunity to go through the National
22 Goal, Adam. Any other --

1 (Simultaneous speaking)

2 VICE CHAIR DEAN: Any TTAB Members,
3 any concerns or feel otherwise? I certainly
4 don't want to impose that just from my
5 perspective.

6 But it would seem, given the
7 situation, that might be helpful, at least for
8 the next TTAB to set an agenda item. And it
9 gives the Secretary some confidence that we will
10 continue to monitor this.

11 So, I'll just ask, does anybody have
12 any concerns with adding that to the letter?
13 Okay, I'm hearing none, and I'm seeing none.
14 Jennifer, any other comments? I'm sorry, it
15 looks like Will made the comment. Will, go
16 ahead.

17 DFO AGUINAGA: No, I think Will was
18 just giving you a thumbs up.

19 MR. MOREY: A clumsy effort at a
20 thumbs up.

21 VICE CHAIR DEAN: Thank you, Will.
22 Appreciate that. Okay. So, Jennifer, I'm not

1 hearing any objections. So, we'll present that
2 letter for vote with that minor amendment, which
3 we can amend that letter afterwards --

4 DFO AGUINAGA: Correct.

5 VICE CHAIR DEAN: -- just like it was
6 suggested. So, okay. So, we're going to close
7 this portion of the agenda. Thank you, Adam, and
8 the National Goals Subcommittee for some
9 exceptional work.

10 And now we're going to move into
11 public comment, because I know we have a number
12 of members of the public who have joined us.
13 We've set aside a time for members of the public
14 to offer their remarks.

15 So, if you're not on the TTAB and
16 you'd like to share your thoughts we would ask
17 that you keep your remarks brief, certainly under
18 two minutes, as we have a limited timeframs. And
19 we want to get to voting on these before the
20 meeting expires.

21 So, if you could unmute or raise your
22 hand, and introduce yourself. And if you would,

1 let us know whatever entity or organization you
2 may be representing. And we'll welcome your
3 comments. So, we're opening the floor now for
4 public input.

5 DFO AGUINAGA: I see a comment from
6 Deborah Whang at the Department of State.

7 MS. WHANG: Hi. Thank you so much.
8 So, I thank you for sending the draft of this
9 letter over. And I just want to share a few
10 things from State's perspective on the first
11 recommendation about rebuilding visa processing
12 services.

13 In regards to reopening Consulates and
14 Embassies by January 2022, it really depends on
15 conditions on the ground. Some posts have fully
16 opened, some have not. And that's open that may
17 be closed due to different cases again.

18 So, there's some hesitation on my end
19 to say that this is a realistic goal to
20 recommend, simply because we really don't know
21 what's going to happen in a few months.

22 And in terms of the increasing of the

1 caps for temporary and seasonal worker visas, and
2 modernizing visa certification through
3 videoconferencing, a lot of this is actually
4 rooted in legislation.

5 It is required for applicants to come
6 in person to interview. There are certain caps
7 that we can't change for worker visas. And so,
8 in order to see these changes made, that requires
9 the law to change. And that's not something that
10 State or Commerce can really do.

11 And then, so the visa waiver program,
12 this is actually a program that's run by the
13 Department of Homeland Security. And if we have
14 any DHS colleagues on the call I'll defer to them
15 to share more about the specifics.

16 But in order for a country to
17 participate in this program there are certain
18 requirements that they have to meet. They have
19 to agree to sharing of certain information.
20 There needs to be like an information sharing
21 agreement. This also affects border security.

22 And many of the countries that are

1 currently part of the program also have to have a
2 history of low visa misuse rates in which, you
3 know, a tourist who was given a visa that was
4 misused so that people can come here and live,
5 rather than stay temporarily and go back.

6 And so, there are many other factors
7 that are part of this program that make it very
8 difficult to add or expand it to certain
9 countries that don't meet these requirements.
10 And yes, that's, I just wanted to rephrase these
11 issues. So, over.

12 VICE CHAIR DEAN: Deborah, thank your
13 for comments, and for joining us today. And
14 certainly we see those as they are intended. To
15 your point earlier, that some of these certainly
16 need to be handled outside of the Administration,
17 might require Congressional action. And we
18 certainly recognize that.

19 I think that the spirit of this is
20 recognizing the historic nature of what we're
21 doing with, and also giving the Administration
22 some encouragement from the private sector of

1 course, which we represent. Even so, recognizing
2 that it may not be entirely within the power of
3 the Secretary of Commerce.

4 We also would anticipate that some of
5 these interagency challenges or, you know,
6 Governmental maneuvering that's required to
7 implement these could also be addressed, and
8 hopefully coordinated from the TBC, which the
9 Secretary leads.

10 So, certainly appreciate your
11 perspective. Thank you for that feedback. Very,
12 very important, and very helpful. And we
13 appreciate your participation as well.

14 And on behalf of TTAB let me extend
15 our appreciation for all that you're doing, and
16 all that you're going to continue to do to help
17 move this recovery forward. And I think we've
18 got Chris Thompson from Brand USA. Chris.

19 MR. THOMPSON: Thank you, Mr.
20 Chairman. First of all, I'd like to thank the
21 leadership of Secretary Raimondo, Secretary
22 Morgenthau, Isabelle Matin (phonetic) of NTTA,

1 and certainly this TTAB and its Subcommittees.

2 Thank you for the collective effort to
3 help inform and shepherd travel policy across all
4 the US Government. We appreciate the
5 extraordinary ask for support for what we do, and
6 what's been compromised because of the pandemic.

7 And certainly we're looking forward to
8 living up to our part in helping to navigate the
9 reentry into the market and the recovery of
10 international Travel and Tourism.

11 I just wanted to report out real
12 quickly. Last week we traveled to London, and we
13 had our third annual, the second face to face
14 Brand USA Travel Week.

15 But over 100 suppliers, packaged
16 travel from across Europe to, with the buyers,
17 excuse me, together with 100 suppliers of
18 delivering experience here in the U.S.

19 And it was an extraordinary event.
20 And certainly ramped up tremendously with the
21 announcement of the protocols for what's going to
22 happen Monday with the opening of the borders,

1 and in particular with how we're handling the
2 children coming into the country.

3 So, obviously we're very excited about
4 or borders opening on Monday. And certainly
5 that's one of the next steps to getting back to
6 whatever the next normal looks like.

7 But I really just want to thank this
8 group and its extraordinary leadership.
9 Normally, but certainly through these
10 extraordinary times, so it's very much
11 appreciated.

12 VICE CHAIR DEAN: Thanks, Chris. And
13 thanks to you and your team at Brand USA for what
14 you're doing. And congratulations on an
15 extraordinarily successful travel week. Any
16 other comments, Jennifer? I'm not seeing any.
17 Do you see any on your end, any hands raised, or
18 anyone who wants to open their line?

19 (Simultaneous speaking)

20 VICE CHAIR DEAN: Go ahead.

21 MR. HANSEN: This is Erik Hansen from
22 the U.S. Travel Association, and a very

1 interested member of the public. I just, first
2 of all I'd like to thank Secretary Raimondo,
3 Secretary Morgenthau, and the entire National
4 Travel and Tourism Office, and of course Brad and
5 the Members of the TTAB, for excellent work on
6 these recommendations, and for their leadership
7 in the recovery on the travel and tourism
8 industry.

9 Now, I just wanted to say that we
10 strongly support the U.S. Travel Association's
11 recommendations put forth today, and the national
12 goals, which can help to focus federal policy and
13 align federal agencies and the private sector
14 towards achieving really big things.

15 And I just wanted to mention that in
16 the past where we've seen these types of
17 recommendations work the best is as we look
18 towards the future the adoption of these national
19 goals by the Federal Government, and then the
20 creation of National Travel and Tourism strategy,
21 which really helps to cement.

22 And then again focus the policy

1 efforts of the Federal Government to achieve not
2 only what the TTAB sets out, but big things for
3 the men and women who work in the travel
4 industry.

5 So, we really look forward to working
6 with all of you towards that effort. And again,
7 just wanted to thank everyone for their hard and
8 excellence on the recommendations that were put
9 forward today.

10 VICE CHAIR DEAN: Super. Thank you,
11 Erik, we appreciate you joining us today. Any
12 other comments, Jennifer? I don't see any on my
13 end. Okay.

14 DFO AGUINAGA: I do not see any
15 either.

16 VICE CHAIR DEAN: Okay, great. Thank
17 you all. We're now going to proceed to the Board
18 vote. We'll vote on each of these letters
19 individually. Again, these are only, the only
20 voting is for TTAB Members.

21 And so, we would ask for the TTAB
22 Members to unmute your lines so we can register

1 the vote. And the first letter that we'll be
2 voting on, the recommendations submitted by the
3 Vaccination Subcommittee, submitted earlier by
4 Rob Torres.

5 So, would TTAB Members please unmute
6 your lines. And all in favor of the letter from
7 the Vaccination Subcommittee as presented, please
8 signify by saying aye.

9 (Chorus of aye)

10 VICE CHAIR DEAN: And any TTAB Members
11 opposed to the letter, please signify your
12 opposition with a nay.

13 (No response)

14 VICE CHAIR DEAN: Thanks. The
15 Vaccination Subcommittee letter has been
16 accepted. Congratulations Rob, and the
17 Vaccination Subcommittee.

18 And now we'll vote on the second
19 letter from the National Goals Subcommittee, as
20 presented earlier by Adam Sacks, with the one
21 amendment that we discussed, acknowledging that
22 there may be a need to revisit these goals at

1 some point in this five year process.

2 So, all in favor of the letter as
3 amended, please register by saying aye.

4 (Chorus of aye)

5 VICE CHAIR DEAN: Any TTAB Member
6 opposed to the letter, please signify by saying
7 nay.

8 (No response)

9 VICE CHAIR DEAN: Okay.
10 Congratulations, Adam, and the National Goals
11 Subcommittee. Great work by both Subcommittees.
12 And thank you to the TTAB Members for fulfilling
13 your duty.

14 And we'll now move on to our next
15 steps for the Board. We will be receiving the
16 next two Subcommittee recommendation letters on
17 or before the due date of November 19th.

18 And we anticipate a TTAB meeting at
19 some point after the Thanksgiving Day holiday to
20 deliberate those letters and recommendations, and
21 move to adopt them.

22 So, we want to thank you for the work

1 that you're doing. It's important. It's
2 impactful. And none of us can overlook the fact
3 that our industry's experienced a monumental
4 change that presents transformational
5 opportunities.

6 And so, we're seizing the opportunity
7 as the TTAB, just as we were appointed to do. I
8 want to thank you for your work and your service
9 to our country and our industry. And together
10 we'll continue to lead forward in the
11 Administration, and build back our industry
12 better.

13 And now I'd like to turn it over to
14 Deputy Assistant Secretary Sarah Morgenthau for
15 her comments as far as next steps for NTTO,
16 Department of Commerce, and the Tourism Policy
17 Council.

18 DAS MORGENTHAU: Brad, thank you. And
19 thanks to all of you, really. You've done just
20 amazing work -- and Trish in absentia, all the
21 Subcommittee Members. Your recommendations are
22 really, really well done.

1 One note is that on November 9th
2 Secretary Raimondo's going to be chairing an
3 interagency Tourism Policy Council meeting. And
4 she will kick off the process at that meeting for
5 developing a new National Travel and Tourism
6 strategy. And your recommendations for the
7 National Goals and international arrivals will be
8 really helpful. Thank you.

9 As to the two TTAB Subcommittees, I
10 thank you for your work. I know --

11 (Audio interference)

12 -- mention that Secretary Raimondo
13 will share your international arrivals and send
14 recommendations with the Tourism Policy Council.

15 But should have also mentioned that
16 all your recommendations are going to help to
17 inform this meeting, and the development of the
18 new Travel and Tourism strategy. So, they're
19 very critical to this process.

20 Finally, yesterday the White House
21 announced the details of the Department of Labor
22 OSHA vaccination policy requiring employers with

1 100 or more employees to ensure their employees
2 are vaccinated or tested every week.

3 And I wanted to tell the TTAB Members
4 that we will share those details with you after
5 the meeting, if you haven't already seen them.

6 And thank you again, everybody, for
7 serving, for your service to the Department of
8 Commerce, to the nation really, and look forward
9 to seeing you at the next meeting.

10 VICE CHAIR DEAN: Thank you, Madame
11 Deputy Assistant Secretary. We appreciate your
12 time and your participation today. And now we'll
13 transfer the meeting back to our Designated
14 Federal Officer, Jennifer Aguinaga to formally
15 close the meeting.

16 DFO AGUINAGA: Thank you, Mr.
17 Chairman. And thank you, everyone, for
18 participating in today's meeting. With that, the
19 meeting is officially closed. And I hope
20 everyone has a great weekend.

21 (Whereupon, the above-entitled matter
22 went off the record at 3:00 p.m.)

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abate 32:21
ability 14:21 36:22
able 7:10,22 9:16,20
 17:13 21:13
above-entitled 64:21
absence 16:16
absentia 62:20
absolutely 33:13
abstract 30:8
accelerate 10:8 30:20
 35:18
accepted 60:16
accomplishment 44:7
account 43:20
achieve 27:20 33:1
 38:15 59:1
achieved 40:6
achieving 58:14
acknowledge 40:21
acknowledging 60:21
Act 21:21
action 54:17
actionable 28:10
ad 12:15 17:15 19:3,8
 19:10
Adam 2:12 4:12 8:4
 11:8 25:11,11 39:3
 42:21 45:8 47:4 48:4
 49:6,22 51:7 60:20
 61:10
add 19:1 49:15 54:8
adding 50:12
addition 33:20 41:6
additional 31:15 37:19
address 13:17
addressed 55:7
addressing 11:15 14:3
 41:18
adequate 32:16
Adjourn 4:22
adjudication 31:18
adjunct 36:12
adjusting 41:7
Administration 14:2
 15:14 54:16,21 62:11
admire 13:4
adopt 61:21
adoption 58:18
adults 18:13 19:4 20:15
advance 11:14
advent 34:19
adversity 13:20
Advisory 1:5,9 3:3 5:7
 9:2
affair 36:20
Affairs 2:2
affect 49:3

afternoon 5:6 8:22
age 15:3 18:6
agencies 14:19 36:15
 37:9 38:7 58:13
agenda 5:20 16:10
 39:13 50:8 51:7
ages 18:13,15
aggressive 42:5
ago 12:22 34:20
agree 9:8 53:19
agreement 53:21
Aguinaga 3:2 4:3 5:3
 6:1,4,7,10,13,16,18
 6:21 7:2,4,7,11,13,15
 7:17,21 8:3,6,8,10,12
 8:14,16 24:12 39:17
 45:4 50:17 51:4 52:5
 59:14 64:14,16
ahead 5:5 39:19 45:6
 50:16 57:20
aim 11:13
aimed 20:11
AirBnB 25:18
airlines 14:18
airports 37:21
alert 27:16
align 58:13
Alliance 2:1
allow 14:17 46:15
alongside 36:1 38:3
alter 49:8
amazing 62:20
ambitious 11:2
amend 51:3
amended 61:3
amendment 51:2 60:21
AMERICA 1:1
America's 26:13 27:8
American 21:21 25:20
 36:9
amidst 48:15
amount 46:5
ample 24:17
amplify 38:7
analysis 11:17
announced 22:3 63:21
announcement 13:1
 56:21
annual 56:13
answer 22:22
answered 24:18
anticipate 55:4 61:18
anybody 50:11
applaud 10:16
applicant 32:3
applicants 53:5
application 31:14
applications 31:11 32:2

applies 14:11
appointed 62:7
appointments 32:5
appreciate 13:8 43:3
 50:22 55:10,13 56:4
 59:11 64:11
appreciated 57:11
appreciation 10:6 16:7
 55:15
approach 47:8,10
appropriate 47:11
appropriations 31:9
 37:15
approve 36:10
areas 10:19 20:13
Argentina 33:21
Arizona 1:21
arrival 15:10
arrivals 63:7,13
Asia 43:22
aside 51:13
asked 45:21
asking 36:7
assignment 26:2
assistance 22:3
Assistant 2:2 3:7 9:21
 10:4 12:16 13:3 16:6
 62:14 64:11
assisted 21:20
associated 30:3
Association 2:9 40:19
 57:22
Association's 58:10
assumes 28:2,4
assumptions 44:15
assure 30:7
attended 12:19,22
attention 34:15
attest 15:8
audience 19:10,14 20:3
Audio 23:20 63:11
availability 32:20
available 35:14
await 10:11
aware 36:8
aye 60:8,9 61:3,4

B

back 29:1 42:18 43:13
 43:15 44:5 54:5 57:5
 62:11 64:13
backlog 31:10
barrier 33:15
barriers 20:17 21:4
based 14:6,8 20:6
basically 28:2
basis 32:11 43:19
beginnings 34:22

begun 27:12
behalf 10:2 55:14
believe 7:9 12:9 19:20
 20:9 21:7 35:16
benefit 30:3
benefits 20:7 33:11,18
 33:19 34:8 41:7
best 18:20 58:17
bet 17:12
Beteta 1:13 6:4 11:9
better 14:18 62:12
beyond 21:9
Biden 14:1
big 10:19,22,22 13:1
 58:14 59:2
Bill 1:20 6:18 17:7 41:1
 45:4,7,17
billion 29:5,6,8,22 30:5
bit 11:21 49:8
black 42:19
Board 1:5,9 3:4 5:7,13
 8:20 9:2 11:1 13:9
 44:17 59:17 61:15
boosting 20:11
border 36:16 37:13
 46:19 53:21
borders 10:12 13:2
 36:1 56:22 57:4
bottom 38:21
bourgeoning 44:2
Brad 1:10,12 4:4 6:2
 8:20 13:7 17:1 25:13
 38:17 39:21 40:11
 49:14 58:4 62:18
Bran 6:4
Brand 12:22 34:19 35:1
 35:6,9,14,17,22 36:4
 46:10,14 55:18 56:14
 57:13
Brazil 33:21
Brian 7:22 17:7 25:18
brief 24:1 51:17
briefly 47:13
bringing 13:5
brings 43:8
broad 11:17 46:5
broadly 22:9
budget 36:6
build 62:11
bullet 32:14
Business 17:14
busy 9:7 13:10
buyers 56:16

C

C-O-N-T-E-N-T-S 4:1
California 1:14
call 4:2,2 5:21 6:2 21:19

23:2 53:14
called 15:21
campaign 17:17 19:10
 19:12,13,16,20 21:15
campaigns 19:3
candid 9:19
cap 46:1
capacity 37:13
caps 32:15 53:1,6
CARES 21:21
Carol 17:4
Caroline 1:13 6:4,6
 11:9
cases 34:4 52:17
categories 30:13
category 32:21 34:17
Catherine 2:8 7:19
 39:20 40:10 41:1
cause 48:10
CBP 37:17 38:9,11
CDC 9:22 15:4 17:14
 19:8 21:1
Cedar 2:4
celebrate 44:8
celebrities 19:17
cement 58:21
center 23:15
centered 38:14
CEO 1:13,14,20
certain 15:2 53:6,17,19
 54:8
certainly 10:10 18:21
 31:5 32:3,11 48:9
 50:3 51:17 54:14,15
 54:18 55:10 56:1,7,20
 57:4,9
certainty 48:2
certification 53:2
cetera 20:4
Chair 1:10,13 4:4 6:3
 8:20,21 16:5,17 23:4
 23:21 24:14 38:18
 39:18,19 40:9,22
 41:20 42:21 45:2,5,6
 47:3 49:20 50:2,21
 51:5 54:12 57:12,20
 59:10,16 60:10,14
 61:5,9 64:10
chaired 25:11
chairing 63:2
Chairman 55:20 64:17
challenge 32:19
challenges 20:18,18,19
 32:22 55:5
challenging 35:2
chance 44:9
change 49:2,2 53:7,9
 62:4

changed 9:13 47:19
changer 34:20
changes 53:8
charge 11:12
Chesky 6:5 25:18
Chief 1:12,16,18 2:1,5,6
 2:7,9,10,13,18
childcare 20:18 21:5
children 15:3,4 18:15
 19:5 57:2
chime 23:17 24:19 39:9
Choice 2:3
Chorus 60:9 61:4
Chris 7:17 25:21 55:18
 55:18 57:12
Christine 6:5,7
cite 10:10
cities 22:6 26:14 27:8
city 36:2
clarified 15:4
clear 13:15 20:6 35:20
 37:2
Cleveland 1:17,17
climb 42:11
close 51:6 64:15
closed 31:3 52:17
 64:19
clumsy 50:19
collaboration 13:16
colleague 16:18
colleagues 9:1 12:6
 53:14
collected 35:13
collective 56:2
color 20:12
Columbia 33:21
come 53:5 54:4
comes 25:9
comfortable 31:20
 48:11
coming 35:4,5 57:2
comment 4:16 5:20
 40:9 41:21 47:13
 50:15 51:11 52:5
comments 13:6 19:1
 23:18 24:1,15 39:10
 39:15 45:3 47:4,4
 48:13 49:11 50:14
 52:3 54:13 57:16
 59:12 62:15
Commerce 1:3 3:2 16:8
 20:22 22:11 36:7,13
 36:21 53:10 55:3
 62:16 64:8
Commission 1:17
committees 11:10
communicate 35:20
communication 36:15

communications 34:18
communities 19:19
 20:12
community 21:8 41:11
companies 21:22
compelled 24:20
competitive 36:9
complementary 36:4
compromised 56:6
computer 23:14,15
concern 32:7
concerns 50:3,12
concrete 15:16
conditions 31:4,4 52:15
confidence 50:9
confident 48:12
Confirmation 14:2
congratulate 39:22
 40:12
congratulations 57:14
 60:16 61:10
Congressional 54:17
connect 36:22
consider 21:10
consideration 11:3
 41:13 47:17
considered 33:20
consistent 35:21 37:2
 37:10
Consulates 30:22
 46:21 52:13
contact 14:17,21
content 12:4
context 43:1
continually 37:10
continue 10:18 35:8
 49:1 50:10 55:16
 62:10
continued 29:17 49:2
continuing 38:5
contributions 25:18
control 18:8
conventions 32:6,10
convey 10:3
convincible 19:4
coordinate 14:18
coordinated 55:8
coordinating 36:14
corner 29:10
corporate 36:22 38:11
Correct 51:4
costs 21:5
Council 17:15 19:8
 62:17 63:3,14
Counsel 2:2,4
countries 14:13 33:20
 43:19 53:22 54:9
country 26:4,21 27:8

33:12 34:2 53:16 57:2
 62:9
couple 5:4 12:21 14:5
 48:17
course 35:1 41:4 48:19
 55:1 58:4
COVID 14:14 18:2 31:4
COVID-19 14:10 21:17
 21:17 22:4
creation 58:20
credited 35:13
crisis 46:14
critical 13:20 21:22
 63:19
critically 27:6,7
crucial 36:1
Cultural 2:1
curious 42:4 44:10,15
 46:7
currency 47:17
current 43:7
currently 11:3 26:17
 54:1
Customs 37:13 46:19

D

D 8:8
D.C 25:19
Dan 8:3,15 41:21 43:3
 47:12
DANIEL 2:10
DAS 4:6 13:7 62:18
data 31:12
date 61:17
David 1:16 6:13
day 13:10 40:5 61:19
days 14:5,14 15:9 22:1
 33:4
DC 1:15
deadlines 11:21
deal 13:21
Dean 1:10,12 4:4 6:2,3
 8:20,21 16:5 23:4,21
 24:14 38:18 39:19
 40:9,22 41:20 42:21
 45:2,6 47:3 49:20
 50:2,21 51:5 54:12
 57:12,20 59:10,16
 60:10,14 61:5,9 64:10
Debbie 1:21 6:21
Deborah 52:6 54:12
decade 34:20
deck 15:12
declare 5:8
decline 29:17
declines 36:6 42:2
deepest 10:6
defer 53:14

definitely 17:3
deflect 48:20
degree 28:5
deliberate 61:20
deliberating 10:22
delineations 44:2
delivered 10:8
delivering 56:18
delta 45:10,16
demographic 19:18
Department 1:3 16:8
 20:22 21:1 22:2,11,12
 52:6 53:13 62:16
 63:21 64:7
departure 14:15
depend 26:13
dependents 21:12
depends 52:14
Depression 9:10
Deputy 3:2,7 9:21 10:3
 12:15 13:3 16:6 62:14
 64:11
Designated 3:4 5:8
 64:13
destination 1:14,17
 25:19 34:18 36:3 42:8
 43:19
detailing 12:2
details 14:3 38:22
 63:21 64:4
develop 19:9 22:11
developing 12:7 15:11
 17:10 21:2 23:7 25:5
 63:5
development 43:21,22
 48:6 63:17
DFO 4:3 5:3 6:1,4,7,10
 6:13,16,18,21 7:2,4,7
 7:11,13,15,17,21 8:3
 8:6,8,10,12,14,16
 24:12 39:17 45:4
 50:17 51:4 52:5 59:14
 64:16
DHS 53:14
diagnose 42:12,13
difference 28:11,18
 33:3 45:18
different 28:7,13 30:14
 37:9,9 52:17
difficult 32:8 54:8
digit 33:14
diligently 10:18
direct 22:6
Director 1:15,21 2:16
 3:2,5
Discover 1:12
discuss 12:12
discussed 32:18 60:21

discussing 16:12
discussion 4:14 5:13
 9:19 11:6 12:14 23:10
 24:5,8 39:5
discussions 11:18
distribute 11:13
distributed 47:15
divide 29:4
doing 13:14 16:9 49:16
 54:21 55:15 57:14
 62:1
dollars 29:5,6,8,22 30:5
 35:11 36:8 46:10
Dominican 33:21
DONALD 2:15
double 33:14
downside 28:1,15
 29:16 30:10 45:18
downturn 26:15,16
draft 11:13 17:11 52:8
draw 44:1,12
driver 34:21
drives 20:10
drop 37:18
dropped 18:11
due 31:3 52:17 61:17
Duff 7:11
DUFFIELD 2:4
Duffy 6:5,8
duty 61:13
dynamic 48:15

E

eagerly 10:11
earlier 16:21 54:15 60:3
 60:20
early 22:1
easier 20:20 21:12 32:3
East 44:1
echo 47:4
economic 2:1 33:11,19
 34:7
Economics 2:12
economy 27:7 29:7
Ecuador 33:22
EDT 1:10
effective 32:12
efficient 32:12
efficiently 32:2 37:20
effort 15:13 17:8 25:15
 50:19 56:2 59:6
efforts 11:19 21:7,18
 22:14 59:1
eight 18:12,17 19:6
 20:14
either 18:10 59:15
eligible 36:10
Elliott 1:14 6:8 25:18

else's 48:7
email 5:16 8:19
Embassies 30:22 46:21
 52:14
embraced 12:18
emergency 37:14
employees 21:11 64:1
 64:1
employers 21:10 63:22
encourage 19:7 22:10
encouragement 38:5
 54:22
encouraging 20:21
 21:16 22:13
ends 49:6
engage 9:20
engaged 20:3
enlarge 44:14
enrollment 38:9
ensure 34:17 36:7 64:1
enter 14:15
enthusiasm 11:5 13:4
entire 10:5 40:15 45:9
 58:3
entirely 55:2
entity 52:1
entry 38:2,10
environment 48:15
Erik 57:21 59:11
especially 15:15 48:10
essence 35:16
essential 27:19 37:20
essentially 30:13 33:15
ESTA 35:3,5,12
estimated 43:9
et 20:4
Europe 56:16
event 56:19
eventually 37:7
everybody 24:11 64:6
evolve 37:7
example 13:15
examples 40:15
exceed 12:9
excellence 59:8
excellent 17:1 58:5
exceptional 10:7 51:9
exceptions 15:1
excited 57:3
excitement 13:21
excuse 56:17
Executive 1:12,16,18
 2:1,4,5,6,7,9,10,13
exist 34:2,9
existing 19:3
expand 33:10 37:13
 54:8
expansion 31:8 46:20

expect 33:6
expectations 12:10
Expedia 25:20
expedited 32:4
experience 56:18
experienced 36:6 62:3
expires 51:20
export 27:1
exports 26:20 27:2,3,4
 29:3,8 30:1,5
exposed 14:22 26:16
express 2:10 16:7
 25:20
extend 55:14
extensive 11:17 23:6
 38:19
External 2:2
extraordinarily 57:15
extraordinary 9:8 47:6
 56:5,19 57:8,10
extremely 41:9

F

face 20:16 56:13,13
faced 13:20
fact 18:9 27:2 62:2
factors 47:16,22 54:6
Fair 2:4
Fairbrook 2:8 25:22
far 62:15
fashion 12:3
favor 60:6 61:2
feature 5:14,15
federal 3:4 5:8 21:17,20
 58:12,13,19 59:1
 64:14
feedback 55:11
feel 5:16 24:20 27:19
 30:20 34:4 50:3
fees 35:12 37:18
fellow 17:6
felt 26:4,8,9 28:8 33:2
Ferguson 1:14 6:8,9
 25:19
figure 42:9
filled 9:18
Film 1:16
final 29:6 30:5 32:14
finalize 12:8 38:4
Finally 15:18 63:20
financial 46:22
find 9:2 23:16
first 12:19 17:2 19:2
 27:17,21 30:17 47:14
 52:10 55:20 58:1 60:1
Fiscal 37:15
Fitzsimmons 1:15 6:11
 6:12

five 15:9 28:6,9,14,19
29:1 38:16 47:20,21
48:14 49:1,6 61:1
flexibility 21:11
floor 12:21 16:21 23:9
24:7 25:12 39:14 52:3
focus 41:3,5 58:12,22
focused 19:10,13 20:5
41:11
focusing 41:8
footnote 47:15
force 11:9 32:19,22
forecast 44:19 47:21
48:1,15
forecasting 49:16
forecasts 43:18
formally 64:14
forth 58:11
forward 16:3 37:11
55:17 56:7 59:5,9
62:10 64:8
foster 20:9
found 20:15
Founder 2:10
fourth 49:21
free 5:16
FRIDAY 1:7
fulfilling 45:13,22 61:12
full 28:19
fully 14:4,13 43:14,15
52:15
function 23:13 39:8
functions 34:8
fund 35:14 37:19 45:14
funded 35:3,6 46:14
funding 21:17 34:17
35:9 36:9 45:10 46:6
funds 45:21 46:3
future 58:18

G

gain 44:5
gains 33:14
game 34:20
General 2:2,4
geographic 14:6
getting 18:11 19:12
20:16,17 37:2,8 42:18
57:5
Gilbert 1:16 6:14,15
GINA 3:2
give 8:18 24:16 40:3
given 26:2 34:7 37:18
50:6 54:3
gives 28:9 50:9
giving 50:18 54:21
glad 41:16
Glenda 7:7 25:20

global 2:3,11 14:7 38:9
44:19
goal 25:10 26:3,8 27:14
27:16,20,22 28:4,7,8
30:10 33:2 43:7 45:12
49:22 52:19
goal's 28:6
goals 4:11 16:15 28:13
28:16,21 29:14 38:15
38:19 48:12,16 49:3
51:8 58:12,19 60:19
60:22 61:10 63:7
goods 27:5
Google 2:16
Government 13:17
15:13 18:4 21:1,20
36:15,20 38:7 56:4
58:19 59:1
Governmental 55:6
grant 36:9
grateful 13:11 25:17
Greater 1:17
Greg 8:14 17:8
ground 12:19 52:15
group 2:19 17:8 25:15
32:5,11 40:15,20 45:9
57:8
groups 32:9
grown 31:20
growth 28:20,21,22
29:21 34:22
guardian 15:8
guess 46:3
guidelines 36:17 37:6

H

half 31:21
hand 5:14 23:13 29:10
39:8 41:1 51:22
handled 54:16
handling 57:1
hands 15:12 24:10
57:17
Hansen 57:21,21
happen 46:3 52:21
56:22
happens 7:19 8:18
happy 22:22 49:15
hard 16:2 46:13 59:7
hardest 26:14,15
haul 43:9 44:1
Head 2:2
headwinds 44:4
health 14:18 35:20
36:17
heard 48:13
hearing 16:3 24:21
50:13 51:1

heavily 15:14
Hedge 1:18 6:16,17
11:8 39:17,21
hello 17:2
help 19:14 23:2 55:16
56:3 58:12 63:16
helpful 17:18 41:10
50:7 55:12 63:8
helping 10:8 17:5,19
56:8
helps 58:21
Heritage 2:1
hesitant 19:4
hesitation 52:18
HHS 19:8 21:1
Hi 52:7
high 27:5 29:21 31:1
highlights 47:15
Hill 3:5 6:6 7:9 8:15
10:4
Hilton 25:21
historic 54:20
history 10:21 54:2
hit 12:18 26:14,15
45:12
hole 42:11
holiday 61:19
Homeland 53:13
hope 64:19
hopefully 12:9 22:19
23:1 55:8
Hornbuckle 1:20 6:19
6:20 45:5,8,20 46:12
47:1
Hospitality 2:19 26:1
host 20:10
Hostelling 1:19
Hostmark 2:18 25:22
hotel 26:22
Hotels 2:3,8 25:22
hour 5:4
House 13:15 63:20
humble 49:16
hump 19:15
hurdle 33:5
hymnal 37:1

I

idea 38:14
ideal 23:12
ideas 10:22
identify 14:21
immediately 35:14
impact 38:22
impactful 62:2
implement 15:17 16:1
55:7
implemented 22:6,17

implementing 32:4
implications 29:11 43:5
importance 26:9,12
38:8
important 9:4 27:6,7
36:4 37:6,11 40:6
55:12 62:1
impose 50:4
improvement 41:17
inbound 37:20 41:7
incentive 22:7,16
incentives 21:18
include 30:21
including 15:3 27:5
inclusion 40:4
inclusive 11:17
increase 18:2 32:15
43:8
increased 37:16
increasing 18:7 52:22
incredibly 40:7
India 33:21
individual 14:8 21:8
34:13
individually 30:16
59:19
individuals 21:6
industry 9:9,13 15:15
16:9 27:11 32:7,20
44:7 58:8 59:4 62:9
62:11
industry's 62:3
inflation 47:17
influential 40:7
inform 56:3 63:17
information 14:17,19
20:6 53:19,20
informed 14:20
initiatives 38:9
input 17:20 23:22 24:6
39:14 52:4
inserting 48:8
Instagrams 20:4
instances 10:19
intended 54:14
intention 20:15
interagency 55:5 63:3
interested 58:1
interesting 41:3
interference 5:22 23:20
63:11
international 1:19 2:3,6
10:13 26:4,12,13,17
28:15 36:18 37:3 41:4
56:10 63:7,13
interview 53:6
introduce 12:15 51:22
introduced 33:12

invested 12:6
investments 37:19
involved 26:7
IPW 12:21
Isabel 3:5 10:4
Isabelle 55:22
isolate 15:6
issued 14:2
issues 10:22 11:4 41:12
 41:19 54:11
item 16:11 50:8
iterations 28:7

J

Jane 17:4
January 30:22 52:14
Jenn 7:6
Jennifer 3:2 4:3 8:21
 24:9 50:14,22 57:16
 59:12 64:14
job 17:5 19:12 45:9
jobs 13:10
Johnson 1:21 6:22 7:1
join 8:15
joined 6:6 24:4 51:12
joining 9:4 13:9 23:16
 54:13 59:11
joins 8:17
Jones 2:1 7:2,3
July 22:2
jump 5:17 18:22 27:15

K

keep 5:11 14:19 23:22
 51:17
Kern 7:5 25:19
key 9:21 17:13 41:4
kick 12:14 63:4
knowing 47:19
knows 21:19

L

L.P. 2:4
labor 21:1 32:19,22
 63:21
land 38:2
language 49:15
large 18:14 33:18
larger 26:14
lastly 21:14
late 8:17
latest 44:18
launch 21:15
launched 17:18
law 53:9
lead 62:10
leaders 17:14 19:9
leadership 9:22 10:7

36:14 55:21 57:8 58:6
leading 9:11 11:9
leads 55:9
leaving 11:20
led 12:1 48:6
legislation 53:4
leisure 32:10
let's 5:5
letter 11:13 15:20 16:20
 25:9,9 38:22 39:6
 48:6,9 49:8 50:12
 51:2,3 52:9 60:1,6,11
 60:15,19 61:2,6

letters 12:1,8,12 59:18
 61:16,20
level 46:15
levels 18:8 32:17
leverage 19:3,16 31:22
limit 33:6
limited 15:1 51:18
limiting 33:5
line 5:17 6:2 8:18 39:9
 42:19 57:18
lines 5:11 59:22 60:6
live 54:4
lived 9:10
living 56:8
Liz 1:15 6:10
LLC 2:11
local 20:22
locally 20:1
locations 31:2
logistical 5:10
London 56:12
long 43:9,13 44:1
look 16:3 21:2 49:17
 58:17 59:5 64:8
looked 43:1
looking 56:7
looks 27:22 41:20
 50:15 57:6
lost 29:13 42:6
lot 10:14 25:16 34:12
 40:15 47:22 49:19
 53:3
lotteries 22:5
low 21:5 54:2
Lundberg 2:2 7:5,6

M

Madame 13:3 16:6
 64:10
magnitude 46:8
major 11:4
maker 33:3
making 9:6 27:19
Managing 1:15 2:16
maneuvering 55:6

March 15:20
mark 29:22
marker 49:4,9
market 29:12,13,15
 33:14 36:3 37:3 43:6
 43:8,10 44:4,12 56:9
marketing 2:6 34:18
 35:8
markets 31:12 34:5
 35:21 43:21
Marriott 17:3
Mary 2:6 7:15
Maryland 1:15
masquerading 34:13
massive 11:16 31:10
 33:13 43:22
mast 27:10
Matin 55:22
matter 64:21
McNeal 7:8 25:20
mean 19:11 42:13
 45:17 48:6
meaningful 12:2
medical 19:18
medium 33:8
meet 17:13 53:18 54:9
meeting 5:7,9 9:4,7,14
 9:17,18 12:20 13:9
 23:11 24:4,6 32:19
 51:20 61:18 63:3,4,17
 64:5,9,13,15,18,19
meetings 11:14
member 5:21 58:1 61:5
Member's 23:18
members 5:19 9:3
 10:17 17:7 18:21 23:2
 23:5,10 24:3,5,8,15
 25:14 39:5,11,12,16
 45:3 49:12 50:2 51:12
 51:13 58:5 59:20,22
 60:5,10 61:12 62:21
 64:3

men 59:3
mention 36:2 58:15
 63:12
mentioned 29:21 30:2
 46:9 63:15
merit 48:8
message 19:22 22:9
 35:19 37:2
messages 20:5 38:8
met 1:9
metric 33:1 40:4,5
MGM 1:20
mid 12:20
Middle 44:1
milestones 10:11
Milkey 7:11,12

MILKIE 2:4
million 28:20 29:19
 30:4 35:11 36:8 46:10
mind 9:15
minor 51:2
minutes 5:4 51:18
misuse 54:2
misused 54:4
mitigate 14:9
mobile 21:4
model 43:18 44:11
modeled 28:1 43:17
modernize 31:18
modernizing 53:2
moment 13:20
Monday 56:22 57:4
money 35:5
Monica 2:13 8:6
monitor 50:10
months 31:13 42:7
 52:21
monumental 62:3
mood 9:2
Morey 2:5 7:13,14 41:2
 50:19
Morey's 2:5
Morganthau 10:4 12:17
 55:22 58:3 62:14
Morgenthau 3:7 4:6
 13:7 62:18
morning 5:5 8:22
MOs 36:8
Motsenbocker 2:6 7:15
 7:16
move 16:10 17:17
 19:11 23:19 24:16
 25:8 51:10 55:17
 61:14,21
moving 37:11
Musetta 7:17
mute 5:11 23:19

N

name 6:2
Nassetta 25:21
nation 13:12 64:8
national 2:8 3:3,5 4:11
 10:5 16:14 19:21
 25:10 38:19 40:19
 49:21 51:8 58:3,11,18
 58:20 60:19 61:10
 63:5,7
nature 11:19 54:20
navigate 56:8
nay 60:12 61:7
near 13:21
need 5:17 15:5,7 20:1
 20:20 21:10 35:7

37:22 38:1 45:10,12
45:21 46:22 48:17
49:5 54:16 60:22
needed 14:19
Needle 17:17 19:11
needs 21:8 53:20
negative 14:14
Nest 4:20
net 30:2
new 14:11 15:11,17,21
16:3 19:13,14 26:3
32:2 44:2 63:5,18
nine 27:4
nominal 42:2
non-citizen 14:12
non-immigrant 14:12
normal 57:6
Normally 11:13 57:9
note 41:9 63:1
noted 34:5
notes 5:10
notice 47:14
notwithstanding 44:5
November 1:7 14:4
61:17 63:1
NTTA 55:22
NTTO 16:8 62:15
number 20:8 21:15
33:19 40:2 42:18
46:13,17 51:11
numbers 46:18

O

objections 51:1
obviously 42:2 45:14
47:22 57:3
October 14:1
offer 33:18 43:2 51:14
offering 21:9,10
Office 1:16,21 3:3,6
10:6 58:4
Officer 1:12,17,19 2:1,5
2:6,8,10,11,18 3:4 5:8
64:14
officers 37:17
officially 5:9 64:19
Olga 2:9 8:1
once 41:19
open 5:9 23:9 24:7 36:1
39:4,14 48:7 49:11
52:16 57:18
opened 52:16
opening 10:12 52:3
56:22 57:4
operate 46:15
operated 46:16
Operating 2:18
operations 37:19

opportunities 11:5
30:19 62:5
opportunity 5:13 9:15
10:3,20 12:5 24:17
29:7 31:18,22 32:15
32:21 49:21 62:6
opposed 60:11 61:6
opposition 60:12
order 4:2 25:3 27:20
30:7 46:7 53:8,16
organization 52:1
organizations 36:3,5
organized 30:12
origin 43:19
OSHA 63:22
outlays 46:22
outlook 28:19 30:6
outlooks 29:5
outreach 21:15 22:11
outside 47:9 54:16
overlook 62:2
overseas 29:12 43:9
overtime 31:9 37:16

P

P-R-O-C-E-E-D-I-N-G-S
5:1
p.m 1:10 5:2 64:22
pace 49:2
pacing 26:18
packaged 56:15
paid 46:1
pair 19:18
pandemic 18:8 22:1
56:6
par 29:1
parcel 34:9
parents 15:8 19:5
part 15:13 27:6 34:3,9
41:13 54:1,7 56:8
participate 32:9 53:17
participating 23:11
38:8 64:18
participation 55:13
64:12
particular 11:7 24:1
40:3,13 57:1
particularly 26:5,16
35:22 40:2 43:21
partnering 21:2
partners 15:15
partnership 21:3 22:12
36:20
partnerships 18:4
20:10 38:6,11
parts 30:15 43:16,22
passed 48:18
passion 13:4

Patel 2:7 7:18 25:21
patient 15:16
patients 15:15
Patrol 46:20
patterns 47:18
paying 34:15
payments 35:3
payoff 34:7
pays 46:2
people 14:22 17:16
18:5 54:4
percent 18:5,12,15,17
19:6 20:14 26:18 27:3
27:4 28:21,22 29:21
43:10,10 46:6
period 28:11 49:6,18
person 32:18 53:6
perspective 49:14 50:5
52:10 55:11
Peter 7:5 25:19
phenomenal 17:5
phone 5:15 8:18 23:17
24:19
phonetic 55:22
phrase 12:18
pick 47:12
pie 44:14
Piers 2:5
place 37:8
places 31:5 44:12
plan 12:11 21:21 36:10
Planning 3:3
platforms 20:2 36:16
37:9
play 36:3
plays 35:22
please 5:11,13,15 6:1
13:11 16:6 23:19
24:19 60:5,7,11 61:3
61:6
pleased 12:15 40:18
Plus 18:16
point 10:16 15:19 24:1
24:15 38:20 40:13,13
47:21 49:5 54:15 61:1
61:19
policy 2:3 3:2 14:8
15:11,17 36:16 56:3
58:12,22 62:16 63:3
63:14,22
popular 19:17
population 18:10,17
populations 20:12
portion 5:20 18:14
20:14 24:4 39:13 51:7
ports 38:2
positioned 35:18
positive 15:10

possible 20:1 28:10
36:11
posts 52:15
potential 14:10 47:9
power 55:2
PR 1:13
Prather 2:8 7:19,20
40:11
precisely 12:4
prefer 49:13
present 1:11 3:1 6:3 7:3
51:1
presentation 16:11
presented 60:7,20
presenting 16:18 25:7
47:8
presents 62:4
President 1:13,14,16
1:18,20 2:1,2,4,6,7,8
2:9,12,13,15
Presidential 14:2
presiding 1:10
pretty 29:4
previous 39:6
previously 46:16
prime 35:7
Primrose 7:21 11:8
16:17
prior 17:10 39:9
prioritization 31:1
private 13:16 18:3 19:9
20:9 36:21 38:5,6,10
54:22 58:13
probably 42:15
problems 13:17
proceed 59:17
process 37:20 61:1
63:4,19
processing 30:18 31:1
32:5,11 33:4,9 34:12
34:15 40:5,14 41:9
52:11
productive 9:19
professionals 19:19
program 22:12 33:10
33:13,17 34:3,10 35:3
35:5 53:11,12,17 54:1
54:7
programs 21:20 22:4,7
22:16 31:19
progress 10:1,11
projects 36:10
promotion 35:13
prophecy 45:14
Protection 37:13
protocol 35:20
protocols 56:21
provide 14:17 17:12

20:6
provided 15:16 17:20
 21:22
providing 18:1 21:5
public 2:3 4:16 5:19,20
 9:3 13:16 14:18,20
 19:3 20:9 23:21 24:3
 24:6 38:5,10 39:12,14
 51:11,12,13 52:4 58:1
publicized 22:10
Puerto 1:13
pulling 17:8
pump 35:7
purpose 27:13
pushed 11:20
put 25:16 30:8 49:4,9
 58:11 59:8

Q

qualifies 34:2
qualifying 34:6
quality 11:22
quarantine 15:5,10
question 43:4 46:4
questioning 22:21
questions 12:6 22:22
 24:15,18 39:15 45:2
 47:3
quick 22:18 30:19
quickly 11:12 36:11
 56:12
Quinn 7:22

R

Raimondo 3:2 9:17
 13:13 15:21 16:7
 55:21 58:2 63:12
Raimondo's 63:2
raise 5:14 23:13 39:8
 51:21
raised 24:10 57:17
ramped 56:20
Ramudo 2:9 8:1,2
rapidly 14:21
rate 49:2
rates 18:3 20:11 54:2
read 9:9 18:21
real 27:13 46:4 56:11
realistic 28:9 33:2
 52:19
reason 46:17
reasons 42:15 43:14
rebuild 30:17 34:11
rebuilding 34:14 52:11
recall 11:2
received 17:11,21 18:6
receiving 61:15
Recession 9:11

reclaim 29:15 42:6
recognize 34:1 54:18
recognizes 49:17
recognizing 40:14 41:6
 48:14,22 54:20 55:1
recommend 19:22 31:7
 32:4 52:20
recommendation 11:2
 18:18 19:2 20:8 21:14
 25:9 30:17 33:9 34:14
 34:16 36:13 37:12
 39:1 40:1 48:22 49:8
 52:11 61:16
recommendations 4:18
 12:2,8,13 15:17,19,20
 16:4,18 17:6,11,21
 18:2,20 22:19 23:8
 25:6 27:18 28:3 30:4
 30:12,14 34:13 38:14
 40:1 58:6,11,17 59:8
 60:2 61:20 62:21 63:6
 63:14,16
recommending 29:19
 33:19 35:10,11 37:14
 38:4 48:16
reconvene 12:12
record 8:19 64:22
recover 27:12 28:16,17
recovery 9:12 10:8
 30:20 33:6 35:18
 55:17 56:9 58:7
reentry 56:9
referenced 45:9
regarding 36:16
regards 52:13
region 44:19
regionally 19:22
register 59:22 61:3
rejected 40:16
relative 26:18 28:20
 30:10 45:11
relatively 28:11
relaxed 37:7
relied 15:14,18
relief 21:17
rely 24:9
remain 26:15
remaining 12:13
remains 10:15
remarks 4:5 51:14,17
reminder 5:18
remove 33:5
removed 33:16
renewals 32:1
renewed 35:19
reopen 31:6 35:17
reopening 10:12 13:1
 14:3 30:21 31:7 52:13

rephrase 54:10
replacing 14:7
report 4:8,11 44:19
 56:11
reported 42:22
represent 27:3 29:20
 55:1
representing 52:2
represents 29:16
Republic 33:22
repurpose 21:16
require 11:16 49:17
 54:17
required 14:16 30:9
 46:19 53:5 55:6
requirements 15:2
 36:17 37:4 41:8 53:18
 54:9
requires 53:8
requiring 63:22
Rescue 2:11 21:21 36:9
resilient 15:16
resolve 13:18
resonates 40:2
Resorts 1:20
resources 31:8,16 38:1
 46:20
respects 11:16
responding 11:12
response 60:13 61:8
responsible 17:17
rest 44:17
retail 26:22
return 37:21
reverse 42:16
Revetria 8:3
reviewing 16:11,13
revisit 49:5 60:22
revisited 48:17
Richards 2:10 8:4,15
 41:21,22 44:9,21
Richards' 47:12
Rico 1:13
rightly 44:8 49:16
risk 14:8
Rob 2:16 4:9 8:10 16:17
 16:21 23:5 25:1,6
 60:4,16
robust 11:5
role 13:5 36:1,4,14
Rolf 2:2 7:5
roll 4:2 5:21
Ron 2:18 8:12 25:22
rooted 53:4
Round 17:15
routinely 13:13
run 32:2 53:12
running 12:19

rural 20:12
Russ 6:16 11:8 39:17
 39:19,20 40:10
RUSSELL 1:18

S

Sacks 2:12 4:12 8:4,5
 11:8 25:11,13 43:3
 44:18 45:1,17 46:9,13
 49:14 60:20
safe 14:20 31:5
safer 14:9
safety 35:20 36:17
Sara 12:16
Sarah 3:7 4:6 62:14
saw 7:18
saying 60:8 61:3,6
scenario 28:2,4,15,17
 28:21 29:15,16 30:11
 45:18
scenarios 27:22 28:1
 29:11
schedule 21:10
schedules 9:7
science 20:6
scope 19:21
screen 23:15 24:10
 27:15
seasonal 32:16 41:10
 41:14 53:1
second 25:8 34:16
 56:13 60:18
Secretary 2:4 3:2,7
 9:17,20,21 10:4 11:19
 12:16 13:3,13 15:21
 16:6,7 47:8 48:11
 50:9 55:3,9,21,21
 58:2,3 62:14 63:2,12
 64:11
Secretary's 12:10
sections 5:18
sector 13:19 18:3 19:9
 27:9 36:21,22 38:6,12
 54:22 58:13
sectors 27:11
security 33:18 34:8
 53:13,21
seeing 24:21 50:13
 57:16 64:9
seen 10:1 22:8,15 31:13
 33:11,13 58:16 64:5
segment 18:9,14
seizing 62:6
self 15:5 45:13,22
send 5:16 63:13
sending 52:8
sense 22:20 26:9 27:13
 49:19

sent 16:20
September 12:20
served 20:13
service 13:11 19:3 27:3
 62:8 64:7
services 30:18 34:12
 34:15 52:12
servicing 11:1 64:7
set 11:2 26:3 27:14,22
 28:6,8 38:16 50:8
 51:13
sets 59:2
setting 26:7
severe 36:6
share 14:19 24:17
 27:14 29:12,14,16,17
 42:6,10,17 43:6,8,11
 44:5,10,18 51:16 52:9
 53:15 63:13 64:4
shared 44:16
sharing 13:14 53:19,20
shepherd 56:3
short 25:3 28:11 30:18
 31:17 32:15 41:14
shortage 41:12
shorten 33:7
shot 18:6 20:17
shots 20:21 21:13
shout 40:4
show 27:16,21
showing 29:9
shows 27:1 31:13 32:6
 32:9
side 32:12,13
sight 13:21
significant 10:1 12:7
 29:13 33:18 34:21
signify 60:8,11 61:6
simpler 21:12
simply 48:1 52:20
Simultaneous 50:1
 57:19
singing 37:1
single 34:14
site 21:4
situation 35:2 50:7
six 31:13
skeptical 18:10
Smith 2:13 8:6,7
Society 2:14
solid 12:1
solve 21:3
soon 10:12 12:12
sorry 42:19 50:14
sort 36:12 41:17
sound 12:1
Southeast 2:14
speak 5:19 23:12

speaker's 39:10
speaking 5:12 23:19
 47:7 50:1 57:19
speaks 24:22
specific 46:18
specifically 15:21
 40:21
specifics 53:15
spending 26:19,21 39:1
spirit 54:19
spoiler 27:16
Sports 1:17
spread 14:10
spring 17:18
stabilized 34:21
staffing 31:9 37:16
stakes 27:5
start 42:17
started 5:5
state 36:2 52:6 53:10
State's 52:10
states 1:1 14:4,15
 21:16,22 22:6,13,17
 27:8
status 38:2
stay 9:16 54:5
stemming 44:11
Stephanie 2:1 7:2,4
Stephen 8:3
steps 4:20 57:5 61:15
 62:15
Steve 17:7
stone 41:18
strategy 58:20 63:6,18
strengthen 14:20
stroke 46:5
strong 33:14 42:1
strongly 58:10
structure 37:8
student 41:14
study 11:17 18:22
Subcommittee 4:8,11
 4:18 12:13 16:14,15
 16:16,19 17:7 18:1
 23:1,6 25:2,10,11,14
 26:5 27:18 29:19
 38:19 39:3,22 43:1
 47:5 51:8 60:3,7,15
 60:17,19 61:11,16
 62:21
Subcommittees 16:12
 16:13 56:1 61:11 63:9
subject 47:22
submitted 31:14 60:2,3
substance 12:4 30:9
substantive 39:2
successful 22:16 57:15
suggested 51:6

summarization 17:13
summarize 18:20
summarized 12:3 16:20
summary 22:18
Super 23:4 59:10
supplemental 31:8
 37:15
suppliers 56:15,17
supply 35:8
support 21:22 23:3
 37:16 49:12 56:5
 58:10
supporting 12:4
surplus 22:13 35:12
surprised 42:2
system 14:7,7,11 15:22

T

Table 17:15
tackling 10:22 11:4
tailored 21:8
taken 14:14 47:16
takes 43:20
talked 19:6
talks 13:13
target 18:17 19:4,10
 29:18 33:3 43:7
targeted 19:19 20:10
 22:14
targets 30:8,10
tasked 18:1
Taylor 2:15 8:8,9
TBC 55:8
team 10:5 11:20 17:4
 57:13
teams 25:15
technology 32:1
Teleconference 1:10
Telephone 5:22
tell 64:3
temporarily 54:5
temporary 32:16 53:1
ten 28:8,19 30:4
tendering 19:22
term 30:19 31:17 32:15
 33:8 41:14
terms 26:3,19 29:3,4,11
 33:1 34:2 36:14 44:4
 45:11 52:22
test 14:14 15:7,9
tested 64:2
thank 6:7,10,13,21 7:7
 8:16,21 9:6,15 11:3,7
 16:2,5 17:3 23:4,5
 25:4,6,14 38:16,18
 39:2 40:7,9,11,21,22
 41:2,19,22 44:22 45:8
 47:2 50:21 51:7 52:7
 52:8 54:12 55:11,19
 55:20 56:2 57:7 58:2
 59:7,10,16 61:12,22
 62:8,18 63:8,10 64:6
 64:10,16,17
thankfully 11:22
thanks 6:16,18 7:4 8:10
 8:12 13:7,8 17:1
 25:13 39:21 41:20
 57:12,13 60:14 62:19
Thanksgiving 61:19
things 29:9 41:15 49:1
 52:10 58:14 59:2
third 26:7 56:13
Thompson 55:18,19
thought 7:18 11:22
 41:3
thoughts 24:18 42:22
 43:2 48:5,7 49:10
 51:16
three 14:14 15:9 17:10
 18:20 22:19 30:13,14
 39:22 41:19
thresholds 34:1,7
throw 48:5 49:7
thumbs 50:18,20
Tik 20:3
timeframs 51:18
timely 47:10
times 32:8 33:4,7 41:9
 57:10
today 9:3,11 12:5,12,15
 13:9 16:13 25:7 48:1
 54:13 58:11 59:9,11
 64:12
today's 11:12 64:18
Toks 20:3
top 23:15
topic 24:2
topics 11:15
Torres 2:16 4:9 8:10,11
 16:17 17:1 60:4
Tour 2:8 40:19
tourism 1:5,16,22 2:6
 2:12,14 3:3,3,6,8 5:7
 9:1,12 10:6 12:16
 13:19 27:2 29:3 30:1
 30:5 42:8 43:22 44:11
 56:10 58:4,7,20 62:16
 63:3,5,14,18
tourist 32:5 54:3
tours 32:10 40:14,14,16
 40:20
trade 32:6,9 33:15
transfer 64:13
transformational 62:4
transportation 20:17
 26:22

Trave 58:20
travel 1:5 2:10,16 3:3,3
 3:5,8 5:7 9:1,12 10:5
 12:16,22 13:19 14:9
 15:11,22 26:12,13,17
 27:2,11 35:13 41:4,7
 43:18 47:17 56:3,10
 56:14,16 57:15,22
 58:4,7,10 59:3 63:5
 63:18
traveled 56:12
traveler 37:18
travelers 10:13 14:4,12
 14:13,16 44:2
Treasury 22:3,13
tremendously 56:20
trend 42:16
Trish 7:21 16:17 17:3
 62:20
Trisha 11:8 25:1
true 12:3 47:1
truly 12:18 15:12 17:8
trusted 19:18
try 42:9,10
trying 42:5 45:15
TTAB 9:5,14,17 10:2,17
 10:21 12:3,19 16:17
 23:10 24:5,8,14 25:7
 39:5,12,15 45:3 48:18
 50:2,8 51:15 55:14
 56:1 58:5 59:2,20,21
 60:5,10 61:5,12,18
 62:7 63:9 64:3
tunnel 13:22
turn 8:20 16:21 25:12
 62:13
twice 45:10,21
Twitter 20:3
two 12:1,11,13 16:12,13
 27:22 28:1,13 29:4,11
 51:18 61:16 63:9
type 41:15
types 58:16
typically 40:17

U

U.S 1:5 9:1 26:3 27:4,7
 27:20 28:16 29:7,12
 30:21 34:17 37:21
 42:7 43:8 46:21 56:18
 57:22 58:10
uncertain 18:10
understand 17:19
 45:16
understood 45:20 47:2
undertaken 28:3,5
underway 10:9
Unfortunately 22:8

unique 36:21 47:10
uniquely 35:17
UNITE 2:15
United 1:1 14:3,15
units 21:5
unmute 5:16 6:1 24:19
 39:9 51:21 59:22 60:5
unused 21:16 22:3
unvaccinated 19:5
upper 29:10
USA 1:19 34:19 35:1,6
 35:9,15,17,22 36:4
 46:10,14 55:18 56:14
 57:13
USA's 12:22
use 5:13 22:13 23:12
 39:8
utilizing 20:2

V

VA 2:8
vaccinated 14:4,13
 15:5 18:16 21:6 64:2
vaccination 4:8 15:2
 16:14,19 18:3,11 20:7
 20:11 21:4,18 22:4,14
 23:6 25:2 36:16 38:1
 60:3,7,15,17 63:22
vaccine 19:4 20:10,16
vaccines 21:9
values 26:18
variety 20:16
verify 38:1
versus 28:22 29:5
Vice 1:10,13 2:2,4 4:4
 6:3 8:20,21 16:5 23:4
 23:21 24:14 38:18
 39:19 40:9,22 41:20
 42:21 45:2,6 47:3
 49:20 50:2,21 51:5
 54:12 57:12,20 59:10
 59:16 60:10,14 61:5,9
 64:10
video 1:9 23:11 39:7
videoconferencing
 31:19,21 53:3
view 28:9
views 28:14
Vinay 2:7 7:17,18 25:21
virtually 28:22
visa 30:18 31:1,14,18
 32:1,21 33:3,9,10,12
 34:3,9,11,14 40:5
 41:8 52:11 53:2,11
 54:2,3
visas 53:1,7
vision 11:5
Visit 1:13

visitation 39:1
visitor 26:21 29:12
 32:13
visitors 15:3 26:4 35:4
 36:18 37:21
visits 28:15,18,20 29:20
 30:4
vital 26:5
VLasic 2:18 8:12,13
 25:22
volume 31:2
vote 4:18 51:2 59:18,18
 60:1,18
voting 25:3 51:19 59:20
 60:2

W

wait 31:13 33:4,7
waiver 33:10,12,17 34:3
 34:10 53:11
waiving 34:6
walk 30:15
walking 12:21
wanted 30:8 40:20
 54:10 56:11 58:9,15
 59:7 64:3
wants 57:18
wasn't 7:9,22
watch 24:10
watching 24:12
water 29:22
way 27:10 35:21 37:10
 43:13,17 44:20 46:15
Webb 8:14
week 12:20,22 16:21
 56:12,14 57:15 64:2
weekend 64:20
weeks 10:18 12:22
 47:20
welcome 4:4 5:6 9:3
 13:5 52:2
welcoming 35:19
went 64:22
Whang 52:6,7
whatnot 47:18
White 13:15 63:20
wide 29:4
wins 30:19
women 59:3
wondering 48:4
words 13:8
work 10:7,14,19 12:11
 13:14 16:3,8 18:7
 19:8 20:18,19,22 23:6
 25:1,4 36:10 38:6,20
 39:4 42:1 47:6 48:21
 51:9 58:5,17 59:3
 61:11,22 62:8,20

63:10
worked 10:17 17:19,20
worker 41:10 53:1,7
workers 32:16 41:12,14
 41:15
workforce 32:17 41:10
 41:12
working 5:15 31:15
 44:3 59:5
workplace 21:9
works 13:16
world 28:14 43:16
 44:19
worth 34:6
worthy 44:6
wrestled 43:4

X

Y

year 28:6,8,9,19 29:6
 30:6 31:21 37:15
 48:15 49:6 61:1
years 28:14 29:1 32:7
 38:16 47:21 48:17
 49:1
yesterday 63:20
Young 18:13

Z

0

1

100 56:15,17 64:1
12 18:6,15
13 4:5
13.4 28:21 29:21
13.8 43:10 44:6
15 33:4 40:5
15.2 43:10 44:6
17 4:8 18:15
18 15:3 18:13 42:7
190 43:19
19th 61:17

2

2 20:8
2:00 1:10
2:02 5:2
20 46:6
2019 26:18 28:20 29:22
 43:13
2020 29:14,20 42:3
 43:10
2021 1:7 26:17 42:3
2022 30:22 37:15 52:14
2024 28:17

2026 28:16 43:11
240 36:8
243 29:5
25 4:11
250 35:11 46:10
25th 14:1
27 27:3
279 29:5,22
29 18:13

3

3 21:15
3:00 64:22
36 29:7 30:4
38 4:14

4

49 18:15
4th 15:20

5

5 1:7 4:2
51 4:16
59 4:18

6

61 4:20
64 4:22

7

71 26:18
78 18:5

8

8 4:4
8th 14:5

9

90 29:19
9th 63:1

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Before: U.S. DOC/TTAB

Date: 11-05-21

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