

NWX-DEPT OF COMM-ITA (US)

MODERATOR: BRIAN BEALL

May 9, 2017

12:30 pm CT

Coordinator: Welcome and thank you for standing by. At this time all lines are open and interactive. To avoid background noise, please press star 6 to mute and unmute your line.

Before speaking, please state your full name for registration. This call is being recorded. If you have any objections, you may disconnect at this time. I would now like to turn the call over to Brian Beall. Sir, you may begin.

Brian Beall: Hi, good afternoon or good morning everyone, depending on where you are. We are beginning our TTAB meeting here. I will start before handing it over to our chair John Sprouls with a roll call. We'll go ahead and do that now.

I have on the line with us Chair John Sprouls, Vice Chair Margaret McKeough, and now let me go down the list and if you are here, if you could please indicate when I call your name. Do we have George Aguel on the line?

George Aguel: Here.

Brian Beall: Ted Balestreri?

Ted Balestreri: Here.

Brian Beall: Helane Becker? Bruce Charendoff?

Bruce Charendoff: Here.

Brian Beall: Henry Cruz?

Henry Cruz: Here.

Brian Beall: Todd Davidson?

Todd Davidson: Here.

Brian Beall: Brad Dean?

Brad Dean: Yes, I'm present.

Brian Beall: Fred Dixon?

Fred Dixon: Here.

Brian Beall: Kurt Ekert? Elliott Ferguson?

Elliott Ferguson: Here.

Brian Beall: Mike Gallagher?

Mike Gallagher: Here in Napa.

Brian Beall: Adam Goldstein? James Hagen?

Adam Goldstein: Right, Adam Goldstein's here.

Brian Beall: Oh, hi Adam, how are you? Nick Hentschel? Taylor Hoang? Adam Medros?

Adam Medros: Yes, here.

Brian Beall: Steve Morrissey?

Steve Morrissey: Here.

Brian Beall: Mary Motsenbacker?

Mary Motsenbacker: Here.

Brian Beall: Susan Presby? Tricia Primrose? Olga Ramudo?

Olga Ramudo: Here.

Brian Beall: Sherry Rupert? Adam Sacks? Gary Schluter?

Gary Schluter: Here.

Brian Beall: Marty St. George? Bill Talbert? Denise Thevenot?

Denise Thevenot: Here.

Brian Beall: And Ernie Wooden? Great, thank you very much. I will now turn it over now to chair John Sprouls and operator, if I could ask you to put it in listen-only mode, that would be great.

Coordinator: Certainly.

John Sprouls: Thank you, Brian and thank you, everybody for taking the time this afternoon so that we could move forward in terms of this draft letter and have a vote of

the committee and basically I want to thank everybody who had the opportunity to take a look at the draft. We got a number of comments.

We have incorporated a number of them into the letter. I hope everyone got the final draft last evening from Brian. Where we could we tried to incorporate as much as we could but try to keep the same tone and the same purpose for the letter. What I would like to do is ask anyone who has any further comments on the letter or any questions to please raise them.

The operator will let you know how you can signify to ask a question. When you ask a question, if you would please identify yourself so we know where it's coming from and we can have whatever discussion we need to have with respect to the letter so operator if you could let them know how they can be able to comment?

Coordinator: Absolutely. Again I will open all the lines. Please state your name for proper registration. All lines are now open, press star 6 to mute your line if you do not want to speak.

Olga Ramudo: This is Olga Ramudo.

John Sprouls: Hi, Olga.

Olga Ramudo: Hi. Just a couple of suggestions. On the first line of the letter where we say I am proud to advise, a suggestion would be I am proud to share that we stand ready to serve, that's just grammatical, that's no big deal but then in the first paragraph also where we say the positive impact on the business and jobs in our sector, I would add there which amount to this many jobs with an economic impact of this much. Those are my two suggestions.

John Sprouls: Okay, thank you.

George Aguel: Hey, John this is George Aguel in Orlando.

John Sprouls: Hey, George.

George Aguel: Mine is maybe not relevant, just looking down towards the bottom of the first page, and this may be a given that someone else on this staff is interpreting this and maybe it does or doesn't need it. We refer to the Number 1 item coming-up on the calendar as IPW which in itself can stay, you know, innocuous if we wanted to.

But it just made me wonder if the Secretary is the actual guy reading this is understanding what a wholesale buyer is or something to that effect. It seemed like a description of IPW perhaps something to the effect something like the premier worldwide industry trade show that brings international travel buyers from around the world, something to that effect might add a little more of an explanatory component to it.

I say that saying that maybe they don't need to understand what IPW really means or is and maybe it's not required but it just seemed like it falls, I'm not sure wholesale for example means something to him except in the world of wholesalers and the rules. Just a thought.

John Sprouls: Yes, thanks, George. I think we're counting on Brian and (Isabel) to fill-in the blanks for him with respect to what specifically it means and to make sure he understands how big a deal IPW is.

George Aguel: Got it, great.

Mike Gallagher: Hey John, this is Mike Gallagher.

John Sprouls: Hey, Mike.

Mike Gallagher: Hey. I'm sure we are doing this but just to double-check. We are inviting him to come and see IPW aren't we, or they're going to do that?

John Sprouls: Yes, U.S. Travel is doing that, Mike.

Mike Gallagher: Okay, thank you.

Bruce Charendoff: Hey John, it's Bruce Charendoff from Saber. On the top of two of Page 2, the use of the quoted phrase "open for business" of course it'd be wonderful for him to deliver a message like that but open for business was the catch line of the Obama administration and Penny Pritzker and I just kind of wonder if we should be quoting them or to use it some different phraseology that makes it clear that we understand that this is a new administration and a new day.

So you know, we could just say something that the United States absolutely welcomes legitimate business and leisure travelers, something along those lines that shows our sensitivity to that.

John Sprouls: Yes, I think that would work. I think that's okay. I mean, I just like open for business because it kind of works.

Bruce Charendoff: Yes

John Sprouls: Yes, but I think you could do that. I get the sensitivity. Absolutely the message that the United States is absolutely welcoming to legitimate business and leisure travelers, is that what you're saying?

Bruce Charendoff: Yes, that's ...

John Sprouls: Welcoming?

Bruce Charendoff: ...yes.

John Sprouls: Okay. Brian, (Isabel)?

Brian Beall: Yes.

(Isabel): Yes.

John Sprouls: Olga's comment about the size of the sector, do we need that in this letter or does he have that information? Does he know?

(Isabel): He has it. I don't think it's given the amount of material he gets on a regular basis, I think it's always good to include it so we're happy to do that and similarly with the ...

Bruce Charendoff: And it's also in the bottom of the first paragraph on the second page. We talk about internationally, the second largest export, millions of American jobs depending upon it, yes, so I think we've got it there.

(Isabel): Yes, we can put in the actual figures if you'd like.

Ted Balestreri: This is Ted, Ted Balestreri, Cannery Row Company. I set the letter up. I know our original goal which I think he should be excited about is to get to 100 million people by 2021 and if we could give him an overview of what that impact would do but the 30 additional million people all boats would rise,

jobs, it's the cleanest industry for the environment, it helps the most needy in our country with upward mobility.

It has all the benefits that are on top of the list of which this administration would be very excited about and that's what all these efforts put together is that's what our goal is to achieve and if he could understand that, I think that's a very big plus.

John Sprouls: Yes, I totally agree with you Ted and in fact that's what we're hoping comes-out of the new subcommittee that that level of both detail and recommendation for him that we will hopefully sign-off on at our June 5th meeting, you know, and then deliver that to him in terms of a series of recommendations that would talk about exactly those issues.

We were trying to keep this letter short because we just wanted him to focus on he and the administration have got to try to clarify for the rest of the world that in terms of welcoming legitimate leisure and business travelers, we don't want people to be confused that the U.S. is - I won't use the phrase in the letter - but we're open for business.

Ted Balestreri: No, but I would say this too and to achieve that goal to bring tourists in from friendly nations of, you know, something to not get them nervous that we want to open-up the floodgates.

John Sprouls: Yes, I think that's why we called them in a couple of places legitimate travelers.

Ted Balestreri: Or legitimate traveler-friendly nations but I think the whole essence of the whole thing is that's it, bring in those 30 million people.

John Sprouls: Yes. That is the job.

Ted Balestreri: That's the job we're there for.

John Sprouls: Okay. Any other comments that we hadn't picked-up? If that's the case I am going to ask for a motion from someone on the committee to approve the letter so that we can send it off to the Secretary with the change in the paragraph on the top of Page 2, the change "open for business" to the word welcoming.

Isabel: And John also are you looking for the clarification that of IPW being an international trade show, bringing international buyers in?

John Sprouls: No, I would leave the letter as it is. I would just rely on you guys to make the Secretary aware, oh, I'm sorry, go ahead, (Jim).

(Jim): (Isabel) was going to give you specific facts and figures for that last ...

John Sprouls: Okay, I'm sorry, yes, so there would be two changes to the paragraph at the top of Page 2. One is adding the word welcoming and then in the last sentence, (Isabel) you will change millions of Americans' jobs to cite the specific number of jobs?

(Isabel): Yes.

John Sprouls: Okay so with those two changes, I would entertain a motion to approve this letter so we can send it to the Secretary.

Brian Beall: And John this is Brian, I'm sorry to interrupt you for one second. On the agenda we had the public comment before the board vote. Would you like to proceed?

John Sprouls: Oh, I'm sorry.

Brian Beall: Would you like to open it up ...

John Sprouls: I'm sorry, I apologize.

Brian Beall: ...that's okay. If that works for you, we could open it up. Let's see, I think we only had two people from the public register to participate so at this time if that works for you John we could allow them to offer any comments that they'd like and then proceed to the board for ...

John Sprouls: Absolutely. Absolutely, let's open it for public comment.

Coordinator: Again, the lines are open. Please press star to mute and unmute your phone if you are not speaking. Thank you.

(Patricia Ross): Hi, this is (Patricia Rojas) calling from the U.S. Travel Association can everyone hear me?

John Sprouls: We can hear you (Patricia) but it's coming-in very muted.

(Patricia Ross): Hi, is this better?

(Isabel): No.

John Sprouls: It's louder but it's got it's almost got a ...

(Isabel): Sounds like you're underwater.

John Sprouls: ...like a Darth Vader kind of a thing, yes.

(Patricia Rojas): I'm sorry for that. I have no idea why it's doing that but my comments are short so I just wanted to (unintelligible) ...

Coordinator: I do apologize, I'm going to poll her line, hold on just a moment.

John Sprouls: Okay. Maybe there's interference.

Coordinator: Excuse me, this is the operator again. I polled her line and asked her to hang-up and dial back in to avoid that feedback.

John Sprouls: Great, thank you. Would the other person who had signed-up for potential of public comment, if they have any comments while we're waiting for (Patricia) to rejoin? Okay, if not, we'll just wait for (Patricia) to dial back in. Yes, I think we'll give her about another 30 seconds and then if not, I think we got to move ...

(Patricia Rojas): Hi, this is (Patricia), I had to call back in.

John Sprouls: Oh, much better.

(Patricia Ross): Okay, so again I apologize for the telephone mishap. I just wanted to thank John Sprouls and the rest of the Travel and Tourism Advisory Board for this letter. I think it is exactly what is on the mind of the entire travel community.

And I fully support and encourage the actions that you've outlined particularly with the engagement of Secretary Ross with public comments and any comments from the President directly to the national community and to the travel industry about the importance of international travel I think will be well-received. Thank you for that.

John Sprouls: Thank you, (Patricia). Okay, any other public comments? If not, now I will move or look for a motion to approve the letter with the two changes we've agreed upon.

Mike Gallagher: This is Mike Gallagher. So moved.

John Sprouls: Thank you, Mike. Do I have a second?

Man: Second.

John Sprouls: Great, we have a motion and a second. Any further discussion with respect to the letter? Hearing none, I would ask all TTAB members to signify approval by saying aye.

All: Aye.

John Sprouls: All opposed? Great, the motion is approved, the letter has carried. We will get the letter out. I just have a couple of quick things. First Margaret I don't know if it was anything that you wanted to add with respect to the meeting here or with respect to the work on the subcommittee?

Margaret McKeough: No, I don't have anything for this call, John. Thank you.

John Sprouls: Okay, great, thanks. Yes, I would just remind everybody we've got our meeting set on the 5th. We're hoping to review at least the preliminary work of the subcommittees so that we can get at those details that, you know, that Ted was referring to so we can come together with recommendations that are going to be actionable for the Secretary and for the administration.

Really looking forward to that time together and the only thing I would need you to do is if you would let Brian know if you're going to be able to join us for lunch after the meeting. IPW is going to be holding three tables for us hopefully with good viewing sites for the entertainment and we just need to know to make sure we've got seats for everybody.

So if you're going to be joining the TTAB group for the lunch at IPW on Monday the 5th, just let Brian know. Brian or (Isabel) do we have anything else?

(Isabel): No, I think we're good, John.

John Sprouls: Great.

Mike Gallagher: Can I ask - this is Mike Gallagher again - can I ask you to resend the letter to all of us, the new letter?

John Sprouls: Absolutely. We will distribute it out to everyone. We'll distribute the signed letter so you'll have a copy of the signed letter.

Mike Gallagher: Excellent, thank you.

John Sprouls: All right? Unless there's anything else, we should consider ourselves adjourned. Thank you, everybody.

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