

# MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

October 9, 2019

## Directors In Attendance:

**Ann Marie Casey**, Executive Director, North of Boston Convention & Visitors Bureau  
**Peter Abair**, Executive Director, Massachusetts Alliance for Economic Development  
**Nam Pham**, Chair (designee of Secretary Kennealy), Assistant Secretary for Business Development & International Trade, Executive Office of Housing and Economic Development  
**Timothy Saccoia**, Senior Marketing Manager, Massport, **for Massport**  
**David Troy**, President, TIMA, Inc., Adjunct Faculty at Boston University's School of Hospitality Administration  
**David Gibbons**, Executive Director, Massachusetts Convention Center Authority

## Directors Not In Attendance:

**Lucas Guerra**, Founder + CEO, ThinkArgus  
**Donna Gittens**, Principal & Founder, MORE Advertising  
**Meg Johnson**, North America Marketing Director, NEW BALANCE  
**Wayne Canty**, President, Heat Trace Products, LLC

## Other Attendees:

**Daniela De Caro-Heavey**, Special Projects Manager, Massachusetts Office of Travel & Tourism  
**Collen Arons**, Communications Director, Executive Office of Housing and Economic Development  
**Michael Quinlin**, Executive Director, Commonwealth Marketing Office  
**Phil Crohan**, Communications and External Relations Manager, Massachusetts Convention Center Authority  
**Keiko Matsudo Orrall**, Executive Director, Massachusetts Office of Travel & Tourism  
**Nhat Le**, Chief Operating Officer, Massachusetts Office of Business Development  
**Mark Sullivan**, **Executive Director**, Massachusetts Office of International Trade and Investment  
**Phyllis Cahaly**, Director of Partnership Marketing, Massachusetts Office of Travel and Tourism

A meeting of the Board of Directors of the Massachusetts Marketing Partnership (MMP), was held at the 136 Blackstone Street, 5<sup>th</sup> Floor, Boston, MA 02109, pursuant to notice being duly given under the Massachusetts Open Meeting Law.

Mr. Nam Pham, Chair, called the meeting to order at 10:03 A.M.

Mr. Pham asked the Board to review the meeting minutes from the previous meeting held on July 11, 2019. A motion was made to approve the meeting minutes; minutes and motion approved.

Mr. David Gibbons provided an update on the Massachusetts Convention Center Authority:

- Presentation regarding performance benchmarks for Convention Centers
- Update on upcoming and ongoing projects

A discussion regarding projects ensued.

Mr. Timothy Saccoia provided an update on the Massachusetts Port Authority (MassPort):

- Update on Cruiseport, Worcester Regional Airport, and traveler incentive for water transit option to Boston Logan International Airport
- Presentation regarding Logan Forward Campaign

A discussion regarding messaging ensued with Mr. Quinlin, Mr. Sullivan, Mr. Abair, and Mr. Saccoia.

Mr. Mark Sullivan provided an update on the Massachusetts Office of International Trade and Investment (MOITI):

- Update on upcoming Consul Generals Corp group tour of the Worcester, MA Area
- Upcoming meetings with foreign dignitaries

Mr. Michael Quinlin provided an update on the Commonwealth Marketing Office:

- Rolling list of Conventions relating to travel and tourism, innovation economy, education sports, international relations, film and sports in Massachusetts 2019

Mr. Pham provided the group with an update on the Massachusetts Film Office:

- Television series that are filming in Massachusetts

Ms. Keiko Matsudo Orrall presented on MOTT activities:

- Update on upcoming fall and winter campaigns
- New commission regarding restaurant promotion

A discussion ensued with Ms. Casey and Ms. Matsudo Orrall.

A group discussed ensued regarding collaboration amongst agencies marketing Massachusetts.

Meeting adjourned at 11:27 AM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the July 11, 2019 meeting
3. Massachusetts Marketing Partnership Board of Directors list
4. Logan Forward Pamphlet
5. Rolling list of Conventions 2019

*Recorded by Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, October 9, 2019*