

## MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

December 11, 2019

### Directors In Attendance:

**Ann Marie Casey**, Executive Director, North of Boston Convention & Visitors Bureau  
**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 Gibbons**, Executive Director, Massachusetts Convention Center Authority  
**Donna Gittens**, Principal & Founder, MORE Advertising, **on phone**  
**Wayne Canty**, President, Heat Trace Products, LLC, **on phone**

### Directors Not In Attendance:

**Lucas Guerra**, Founder + CEO, ThinkArgus  
**Meg Johnson**, North America Marketing Director, NEW BALANCE  
**David Troy**, President, TIMA, Inc., Adjunct Faculty at Boston University's School of Hospitality Administration  
**Peter Abair**, Executive Director, Massachusetts Alliance for Economic Development

### Other Attendees:

**Keiko Matsudo Orrall**, Executive Director, Massachusetts Office of Travel & Tourism  
**Daniela De Caro-Heavey**, Special Projects Manager, Massachusetts Office of Travel & Tourism  
**Michael Quinlin**, Executive Director, Commonwealth Marketing Office  
**Phil Crohan**, Communications and External Relations Manager, Massachusetts Convention Center Authority  
**Lisa Strout**, Director, Massachusetts Film Office  
**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  
**Annie Thompson**, Chief of Staff, Massachusetts Office of Travel & Tourism  
**Stephanie Ramey**, Executive Director, Discover Central Massachusetts  
**Staff from McKinsey & Company**

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 10:05 A.M.

Mr. Pham asked the Board to review the meeting minutes from the previous meeting held on October 9, 2019. A motion was made to approve the meeting minutes; minutes and motion approved.

Mr. Pham went on to make announcements regarding upcoming staffing changes, and the new Chair that would be in place at the next meeting of the MMP Board of Directors, Ms. Keiko Matsudo Orrall.

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

- Update on upcoming and ongoing projects

A discussion regarding these projects ensued.

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

- Update on new airline services
- Rideshare services have been moved to the Central Parking area at Logan International Airport
- Campaign on drone safety awareness
- 2019 was a record breaking season for the cruise industry

A discussion regarding this ensued with Mr. Pham and Mr. Saccoia.

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

- Upcoming meetings with foreign dignitaries

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

- Provided a press release and a 2020 schedule of events for Plymouth 400, along with information on sporting events in Massachusetts in 2020, and Media stories curated by MOTT in November 2019

A discussion regarding sports tourism ensued with Mr. Quinlin, Mr. Gibbons and Mr. Crohan.

Ms. Lisa Strout provided the group with an update on the Massachusetts Film Office:

- Television series that are filming in Massachusetts through a variety of different companies
- Number of productions that filmed in Massachusetts in 2019
- Major film tourism push for 'Little Women' movie highlighting historic spots that the movie was filmed in throughout Massachusetts. Brochure presented

A discussion regarding film tourism ensued with Mr. Saccoia, Ms. Gittens, Mr. Pham, and Ms. Strout.

Ms. Keiko Matsudo Orrall presented on MOTT activities:

- Update on Restaurant Promotion Commission
- MOTT Business Overview Handout created by MOTT Staff

Ms. Matsudo Orrall asked McKinsey & Company to provide an overview of the strategic review currently taking place at MOTT. A group discussion ensued regarding need for unity, funding for tourism, statewide marketing campaigns and promotion, the structure of MMP, and regional tourism marketing.

Meeting adjourned at 11:33 AM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the October 9, 2019 meeting
3. Massachusetts Marketing Partnership Board of Directors list
4. 'Massachusetts Commemorates the 400<sup>th</sup> Anniversary of Historic *Mayflower* Voyage in 2020' Press Release
5. Plymouth 400 – 2020 Schedule of Events
6. Massachusetts Sporting Events 2020
7. Media Stories Curated by MOTT - November 2019
8. MOTT Business Overview
9. Little Women Locations Map

*Recorded by Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, December 11, 2019*