

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

March 10, 2021

Directors In Attendance:

Keiko Matsudo Orrall, Chair (designee of EOHED Secretary Kennealy), Executive Director, Massachusetts Office of Travel & Tourism
Peter Abair, Executive Director, Massachusetts Alliance for Economic Development (MassEcon)
Ann Marie Casey, Executive Director, North of Boston Convention & Visitors Bureau
David Gibbons, Executive Director, Massachusetts Convention Center Authority
Lucas Guerra, Founder + CEO, ThinkArgus
John Raftery, Chief Marketing Officer, Massport, **for Massport**

Directors Not In Attendance:

Meg Johnson, North America Marketing Director, NEW BALANCE
Wayne Canty, President, Heat Trace Products, LLC
Donna Gittens, Principal & Founder, MORE Advertising
David Troy, President, TIMA, Inc., Adjunct Faculty at Boston University's School of Hospitality Administration

Other Attendees:

Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel & Tourism
Phyllis Cahaly, Director of Partnership Marketing, Massachusetts Office of Travel and Tourism
Michael Quinlin, Executive Director, Commonwealth Marketing Office
Mark Sullivan, Executive Director, Massachusetts Office of International Trade and Investment
Phil Crohan, Massachusetts Convention Center Authority
Paul Scherer, Massachusetts Office of Travel and Tourism
Representative Carole Fiola
Tyler Cotta, Representative Carole Fiola's Office

A meeting of the Board of Directors of the Massachusetts Marketing Partnership (MMP), was held via Zoom Conference Video Call, pursuant to the suspension of certain provisions to the Massachusetts Open Meeting Law, in response to the State of Emergency declaration by Governor Baker due to the Coronavirus. Notice regarding remote participation was duly given to all meeting participants, including MMP Board Members and the public.

Ms. Keiko Matsudo Orrall, Chair, called the meeting to order at 10:02 A.M.

Mr. John Raftery, Chief Marketing Officer, Massport, provided an update:

- BOS Air Service COVID-19 impacts- 42.5 million passengers in 2019 down to 12.6 million passengers in 2020.
- Airlines are optimistic that travel will return this summer, although a 3-5 year recovery is predicted.
- Massport Marketing Overview- 63% of passengers at Boston Logan travel for leisure and 37% travel for business.
- Boston Logan International Airport has won awards for being one of the safest and cleanest airport in the country. Safety and enhanced cleaning messaging.
- BOS Social Media Overview- shift in focus of messaging to people that are traveling.
- Looking ahead- "Return to Travel" campaign, which will be launching mostly on social.
- FlyLogan App Launch- will encourage touch-free travel, parking, and rewards program. Create a more pleasurable streamlined experience and automate the process.

Ms. Matsudo Orrall introduced the new Chair of the Joint Committee on Tourism, Arts and Cultural Development, Representative Carole Fiola, to the group.

Mr. David Gibbons, Executive Director, Massachusetts Convention Center Authority (MCCA), provided an update:

- Getting back to business, MCCA is at 12% capacity. The Hynes Convention Center to serve as a mass vaccination center beginning March 18.
- MCCA has a strong calendar, which spans multiple years in advance.
- MCCA has created a comprehensive COVID-19 reopening proposal for its venues.

- Key point is to obtain consumer confidence once visitors feel comfortable with traveling and spending money, flying on an airplane, staying in a hotel, and gathering in a crowd.
- Corporate travel is different due to Zoom, but doesn't replace in-person gatherings.
- MCCA is implementing a significant number of unique programs to ensure social distancing rules and guidelines are observed.

Mr. Quinlin asked Mr. Raftery and Mr. Gibbons if Massport and MCCA have reviewed the prospect of a "vaccine passport." A discussion ensued with Mr. Gibbons, Mr. Raftery, and Mr. Quinlin.

Ms. Matsudo Orrall asked the Board to review the meeting minutes from the previous meeting held on December 9, 2020. A motion was made to approve the meeting minutes. Roll call vote taken; minutes and motion approved.

Mr. Mark Sullivan, Executive Director, Massachusetts Office of International Trade and Investment (MOITI), provided an update:

- Bridges are to go 'green' for St. Patrick's Day celebrations.
- Governor hosting virtual events.
- Diplomatic community have made vaccination requests, which have been sent to the COVID-19 command center.

Mr. Michael Quinlin, Executive Director, Commonwealth Marketing Office (CMO), provided an update:

- MOTT social media accounts reinvigorated; Thematic by month.

Ms. Matsudo Orrall provided an update on behalf of the Massachusetts Film Office:

- Currently seven large productions filming in Massachusetts.
- Advancing Diversity program via Zoom is going well and currently offering free classes on specific crafts.

Ms. Ann Marie Casey, Executive Director, North of Boston Convention and Visitors Bureau, provided an update on behalf of the Regional Tourism Councils (RTCs):

- RTCs are continuing to make website updates and want to ensure that destinations have the ability to make future bookings.
- North of Boston Convention and Visitors Bureau has launched a wedding microsite.
- Many RTCs are working with Expedia, launching in April.

Ms. Matsudo Orrall provided an update on the Massachusetts Office of Travel and Tourism (MOTT) and the My Local MA Campaign:

- My Local MA campaign overview- would like to thank partners for helping to amplify the message of the My Local MA Campaign through donated spaces.
- 105 million impressions with phase one fall campaign, and phase two is continuing through June.
- Travel and Tourism Recovery Grants will be announced in April for local partners, and tie into the My Local MA campaign.

A group discussion ensued regarding consumer confidence.

Ms. Matsudo Orrall opened the meeting to anyone with marketing suggestions for FY22. Mr. Peter Abair, Executive Director, Massachusetts Alliance for Economic Development (MassEcon), discussed a marketing plan that MassEcon is developing, to strengthen the web presence communicating economic development procedures in Massachusetts, to organizations interesting in bringing their businesses here.

A group discussion ensued with Ms. Matsudo Orrall, Mr. Sullivan, Mr. Raftery, and Ms. Casey regarding FY22 business and leisure travel marketing suggestions to bring to the Administration. These FY22 recommendations included the following:

- Consumer friendly website marketing Massachusetts, i.e. MOBD and MOITI
- Consistent branding for Massachusetts
- Continuation of statewide marketing campaigns

Motion to adjourn; roll call vote taken. Meeting adjourned at 11:27 AM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the December 9, 2020 meeting

Recorded by Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, March 10, 2021.