

# MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

April 23, 2019

## Directors In Attendance:

**Ann Marie Casey**, Executive Director, North of Boston Convention & Visitors Bureau  
**Meg Johnson**, North America Marketing Director, NEW BALANCE  
**Suzanne Beck**, Executive Director, Explore Northampton  
**Wayne Canty**, President, Heat Trace Products, LLC  
**Lucas Guerra**, Founder + CEO, ThinkArgus  
**Nam Pham**, Chair (designee of Secretary Ash), Assistant Secretary for Business Development & International Trade, Executive Office of Housing and Economic Development  
**Timothy Saccoia**, Senior Marketing Manager, Massport, **for Massport**  
**Donna Gittens**, Principal & Founder, MORE Advertising  
**David Troy**, President, TIMA, Inc., Adjunct Faculty at Boston University's School of Hospitality Administration  
**Phil Crohan**, Communications and External Relations Manager, Massachusetts Convention Center Authority for **David Gibbons**, Executive Director, Massachusetts Convention Center Authority

## Directors Not In Attendance:

**Peter Abair**, Executive Director, Massachusetts Alliance for Economic Development

## Other Attendees:

**Annie Moloney**, Chief of Staff, Massachusetts Office of Travel & Tourism  
**Colleen Arons**, Communications Director, Executive Office of Housing and Economic Development  
**Daniela De Caro-Heavey**, Special Projects Manager, Massachusetts Office of Travel & Tourism  
**Michael Quinlin**, Executive Director, Commonwealth Marketing Office  
**Lisa Strout**, Director, Massachusetts Film Office  
**Keiko Matsudo Orrall**, Executive Director, Massachusetts Office of Travel & Tourism  
**Nhat Le**, Chief Operating Office, Massachusetts Office of Business Development  
**Khanh Mendelowitz**, Massachusetts Office of International Trade and Investment

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 (designee of Secretary Kennealy), 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 December 4, 2018. A motion was made to approve the meeting minutes; minutes and motion approved.

Mr. Pham noted that it is Massachusetts state budget season, and provided the board with an update on the Massachusetts Marketing Partnership's budget status.

Ms. Keiko Matsudo Orrall presented on MOTT activities:

- Grant Applications sent to Regional Tourism Councils (RTCs)
- RTCs have been invited to the Economic Development Listening Tour in their respective area

Ms. Khanh Mendelowitz provided an update on the Massachusetts Office of International Trade and Investment (MOITI).

- FDI Activities
- Upcoming meeting with Bermuda Premier
- STEP Grants

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.

A discussion regarding ways to identify opportunities to match incoming conventioners ensued.

Mr. Saccoia updated the group on recent activities at Massport.

- Branded space: The Port
- Cruiseport season beginning earlier than ever before
- Marketing campaign at Worcester Airport
- New flights
- New construction projects

Discussions ensued with Mr. Pham, Ms. Beck, and Mr. Saccoia regarding upcoming direct flights as well as regarding the Worcester Airport.

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

- Television series that are filming in Massachusetts
- Ongoing large, small, and indie films
- Recent diversity training

A discussion ensued with Ms. Strout, Mr. Pham, Mr. Guerra, Mr. Quinlin, and Ms. Casey.

Mr. Quinlin recapped the Rebrand Marketing Discussion, and provided the group with a handout containing general messaging points. A group discussion ensued regarding state slogans, strategic marketing, and the use of a unifying logo across all state messaging.

Meeting adjourned at 11:16AM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the December 4, 2018 meeting
3. Massachusetts Marketing Partnership Board of Directors list
4. MOITI Update
5. Recap of MMP Branding Discussion
6. Rolling list of Conventions 2019

*Recorded by Daniela De Caro- Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, April 23, 2019*