

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

June 24, 2020

Directors In Attendance:

Keiko Matsudo Orrall, Chair (designee of EOHE Secretary Kennealy), Executive Director, Massachusetts Office of Travel & Tourism
Donna Gittens, Principal & Founder, MORE Advertising
Meg Johnson, North America Marketing Director, NEW BALANCE, **on phone**
Peter Abair, Executive Director, Massachusetts Alliance for Economic Development (MassEcon)
Ann Marie Casey, Executive Director, North of Boston Convention & Visitors Bureau
Phil Crohan for David Gibbons, Executive Director, Massachusetts Convention Center Authority
Lucas Guerra, Founder + CEO, ThinkArgus

Directors Not In Attendance:

Timothy Saccoia, Senior Marketing Manager, Massport, **for Massport**
David Troy, President, TIMA, Inc., Adjunct Faculty at Boston University's School of Hospitality Administration
Wayne Canty, President, Heat Trace Products, LLC

Other Attendees:

Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel & Tourism
Michael Quinlin, Executive Director, Commonwealth Marketing Office
Nhat Le, Chief Operating Officer, Massachusetts Office of Business Development
Mark Sullivan, Executive Director, Massachusetts Office of International Trade and Investment
Lisa Strout, Director, Massachusetts Film Office
Phyllis Cahaly, Director of Partnership Marketing, Massachusetts Office of Travel and Tourism
Amy Harwood, Town of Barnstable

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 10:07 A.M.

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

- Many global events postponed due to COVID-19
- Updated the group on Step Grants

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

- MOTT is currently in a holding pattern but ready to operate when given the word
- Still getting multiple press inquiries for MOTT and compiling local, regional, statewide, and national stories
- Conversation on National tourism is evolving
- COVID-19 FAQs on Massvacation.com focusing on the travel and tourism
- Massitsallhere.com blogs give a good sense on all updates related to COVID-19 around the Commonwealth

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

- Massachusetts Film Office is looking at models around the globe regarding a safe return to film production.
- Reviewing safety memo- Association of Television and Film Producers, and other Union Guilds.

Ms. Keiko Matsudo Orrall presented on MOTT activities:

- Website refresh to massvacation.com is in process
- Historic Women Trailblazers digital booklet to be launched in August
- Restaurant Promotion Commission on hold, and may be repurposed as a Restaurant Recovery Commission

A group discussion ensued regarding suggestions on next steps towards industry recovery.

Ms. Matsudo Orrall asked Ms. Ann Marie Casey to recap the Zoom meetings that her organization recently held coinciding with National Travel and Tourism Week. Ms. Casey stated the following:

- Conversations occurred on best practices towards economic recovery
- "With Love From Massachusetts" campaign- www.SpiritofMA.com- launching featuring billboards branded with the Spirit of Massachusetts
- Supported by MOTT, the campaign will encourage responsible in-state travel and support small businesses

Mr. Peter Abair provided an update regarding MassEcon:

- Pivot to doing more virtual based events
- Marketing Massachusetts through this membership organization is still very active
- Packaging an enhanced narrative on Massachusetts to pitch incentives offered to companies. Site selector community touch a number of companies looking for locations both nationally and globally

A discussion ensued with Mr. Abair and Ms. Matsudo Orrall regarding communication targeted towards site selector community.

Ms. Donna Gittens asked Ms. Lisa Strout about liability on film sets. A discussion ensued with Ms. Gittens and Ms. Strout.

Ms. Gittens proposed a question to the group regarding diversity and unconscious bias training. A group discussion ensued.

A group discussion occurred regarding the structure, function, purpose, value, and role of the MMP Board of Directors.

Meeting adjourned at 11:10 AM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the March 11, 2020 meeting
3. Massachusetts Marketing Partnership Board of Directors list
4. COVID-19 MOTT Update

Recorded by Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, June 24, 2020.