

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

July 11, 2019

Directors In Attendance:

Ann Marie Casey, Executive Director, North of Boston Convention & Visitors Bureau
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**
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:

Peter Abair, Executive Director, Massachusetts Alliance for Economic Development
Donna Gittens, Principal & Founder, MORE Advertising
Meg Johnson, North America Marketing Director, NEW BALANCE
Wayne Canty, President, Heat Trace Products, LLC

Other Attendees:

Annie Moloney, Chief of Staff, Massachusetts Office of Travel & Tourism
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
Mark Sullivan, Executive Director, Massachusetts Office of International Trade and Investment
Phyllis Cahaly, Director of Specialized 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, 5th 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 April 23, 2019. A motion was made to approve the meeting minutes; minutes and motion approved.

Mr. Pham provided the board with an update on the Massachusetts Marketing Partnership's budget status.

Ms. Keiko Matsudo Orrall presented on MOTT activities:

- Recap of the recently attended international inbound travel trade show- IPW.
- Regional Tourism Grants- upcoming meetings

A discussion regarding Visitor Centers ensued.

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

- Recap of new direct flights
- Upcoming meetings with foreign dignitaries
- STEP Grants
- Update on Consul Generals Group- Fall Tour

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

- Massachusetts Industry Spotlight- Profiles

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

A discussion ensued regarding the Economic Development Listening Sessions.

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

- Television series that are filming in Massachusetts
- Big budget productions
- Pilots
- Netflix productions

A discussion ensued with Ms. Strout, Mr. Pham, and Mr. Gibbons.

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

A group discussion ensued regarding funding for tourism, along with a unifying state brand.

Meeting adjourned at 11:21 AM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the April 23, 2019 meeting
3. Massachusetts Marketing Partnership Board of Directors list
4. MA Spotlight blog list
5. Rolling list of Conventions 2019

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