

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

September 16, 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
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
Timothy Saccoia, Senior Marketing Manager, Massport, **for Massport**
David Troy, President, TIMA, Inc., Adjunct Faculty at Boston University's School of Hospitality Administration

Directors Not In Attendance:

Wayne Canty, President, Heat Trace Products, LLC
Meg Johnson, North America Marketing Director, NEW BALANCE

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
Maria Rosa Alicea, MOTT Intern
Sharon Newcomb, Massport
Emmy Hahn, Department of Housing and Community Development
Jonathan Cosco, Executive Office of Housing and Economic Development
Ryan Boehm, Executive Office of Housing and Economic Development

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 1:03 P.M.

Ms. Matsudo Orrall asked the Board to review the meeting minutes from the previous meeting held on June 24, 2020. A motion was made to approve the meeting minutes; minutes and motion approved.

Mr. Timothy Saccoia provided an update regarding Massport:

- Challenging times, from aviation to maritime; Passenger volume is down 80%.
- Logan International Airport, first in the Nation to receive health and safety certifications based on hygiene and cleanliness practices.
- Trying to readily improve customer experience by offering touch free options.
- No marketing or promoting, as essential travel is the only travel that's occurring.

Mr. Michael Quinlin inquired about international travel. A discussion ensued with Mr. Quinlin, Ms. Matsudo Orrall, and Mr. Saccoia. Ms. Donna Gittens went on to ask about messaging regarding safety protocol by Massport. A discussion ensued with Mr. Saccoia and Ms. Gittens.

Ms. Matsudo Orrall presented on the My Local MA Campaign:

- Behavioral change campaign of getting people to understand why it's important to focus on the businesses in their communities.
- Campaign asking people to put their money right where their heart is- right here in Massachusetts.

- Campaign will run through December on multiple social channels and platforms.
- Website is findmylocalma.com.

A discussion ensued with Mr. Lucas Guerra and Ms. Matsudo Orrall regarding the implementation, partnership efforts, and responses to the My Local MA Campaign.

Ms. Ann Marie Casey commented on how her organization has been incorporating the My Local MA Campaign messaging and website toolkits into the North of Boston social channels.

A group discussion ensued regarding the role of MMP, and measuring the effectiveness of the My Local MA Campaign throughout its phases. Mr. Guerra noted that the Campaign is about empowering the consumer to educate them around their purchasing power, and showcasing the benefits of staying local.

A group discussion ensued regarding state and quasi-independent agency partnership efforts surrounding the Campaign.

Meeting adjourned at 1:58 PM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the June 24, 2020 meeting
3. Massachusetts Marketing Partnership Board of Directors list
4. "My Local MA" Campaign social media examples

Recorded by Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, September 16, 2020.