

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

June 9, 2021

Directors In Attendance:

Keiko Matsudo Orrall, Chair (designee of EOHED Secretary Kennealy), Executive Director, Massachusetts Office of Travel & Tourism
Wayne Canty, President, Heat Trace Products, LLC
David Gibbons, Executive Director, Massachusetts Convention Center Authority
Donna Gittens, Principal & Founder, MORE Advertising
Lucas Guerra, Founder + CEO, ThinkArgus
John Raftery, Chief Marketing Officer, Massport, **for Massport**

Directors Not In Attendance:

Peter Abair, Executive Director, Massachusetts Alliance for Economic Development (MassEcon)
Ann Marie Casey, Executive Director, North of Boston Convention & Visitors Bureau
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
Phil Crohan, Massachusetts Convention Center Authority
Michael Quinlin, Executive Director, Commonwealth Marketing Office
Lisa Strout, Director, Massachusetts Film Office
Mark Sullivan, Executive Director, Massachusetts Office of International Trade and Investment
Nykola Isaia, Massachusetts Office of Travel and Tourism
Stephanie Veerman, Massachusetts Office of Travel and Tourism
Derek Dunlea, Representative Carole Fiola's Office
Ryan Boehm, Executive Office of Housing and Economic Development
Tyler Cotta, Representative Carole Fiola's Office
Nhat Le, Massachusetts Office of Business Development
Sharon Newcomb, Massport Cruise Marketing

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 10:01 A.M.

Ms. Matsudo Orrall asked the Board to review the meeting minutes from the previous meeting held on March 10, 2021. A motion was made to approve the meeting minutes. Roll call vote taken; minutes and motion approved.

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

- Worcester Regional Airport- welcomed back service on Jet Blue with flights to JFK International Airport starting August 20, 2021 and resumption of service to Fort Lauderdale
- List of Domestic and International Airlines returning in June; still at 50% but demand is high.
- Logan Express Service resumption and e-ticketing through app
- Omni Seaport Hotel grand opening set to take place late summer/early fall
- Partnering with GBCVB and MOTT on their summer campaigns. Both are featured on digital screens throughout terminals and social channels through the month of June
- CDC and TSA mask mandate required within public transportation

Ms. Matsudo Orrall inquired about ransom attacks. Mr. Raftery noted hyper vigilance on Massport's end.

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:

- MCCA partners with Homeland Security on cyber security
- Had a volleyball tournament- sports event at 90% capacity- 4,000 teenage volleyball players
- Rolling 3-6 month cancellation window, with the Seafood Show cancelled in July
- Lawn on D events- a lot of companies looking to have company picnic and outdoor town meeting and welcome staff back

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

- Economic Development grant programs through MOTT include: Travel and Tourism Recovery Grants, Destination Development Capital Grants, Regional Tourism Council Grants
- State of Wonder photo contest- three drawings June 15, July 15 and August 15
- MA Travel Guide is being updated for the fall
- Big E set to return on September 17
- MA Film and MA Sports- things are coming back, and still in the running for the World Cup Soccer Bid in 2026
- My Local MA campaign launched last August. Thank you to our partners for helping to amplify the message of the My Local MA Campaign through donated spaces.
- 10,000 hashtag uses and counting

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

- MOTT newsletter will be going out this afternoon
- Social media continues to be strong through Facebook, Twitter and Instagram
- Notion of leisure travel is coming back

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

- In-person meetings with International Ambassadors are beginning to occur once again. Those meetings have been on hold since March 2020
- Governor held a virtual call for EU Ambassadors

Ms. Lisa Strout, Director, Massachusetts Film Office (MFO), provided an update on behalf of the MFO:

- Up to 26 productions this year filming in Massachusetts
- Diversity and equity inclusion events and specialized classes in different crafts. Now working with a national database, Warner Bros., Netflix and Apple TV to support and supply training; Pilot programs that MFO is proud of

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

- RTCs are preparing their marketing plans for FY22
- Participating in IPW in the fall
- Business is improving all across the state but many industries reporting labor shortages
- Group business is coming back. North of Boston is seeing modest event bookings
- North of Boston Convention and Visitors Bureau has had website traffic up 30%

Ms. Matsudo Orrall opened the meeting to the MMP membership for further updates and opened the discussed up with marketing suggestions for FY22. Mr. Lucas Guerra, discussed the Restaurant Promotion Campaign, and the success of the My Local MA campaign. Ms. Matsudo Orrall commended the partnerships working together on My Local MA campaign and noted the press conference launching the Let's Go Out restaurant campaign.

Group discussions ensued regarding the issue of labor shortages in the travel and tourism industry, engaging labor shortages on the ground, international business tourism, and ways to improve state tourism website- VisitMA.com.

Ms. Sharon Newcomb, Deputy Port Director, Massport provided an update on the return of cruise industry to Boston.

Motion to adjourn; roll call vote taken. Meeting adjourned at 11:10 AM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the March 10, 2021 meeting

Recorded by Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, June 9, 2021.