

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

March 30, 2022

Directors In Attendance:

Peter Abair, Executive Director, Massachusetts Alliance for Economic Development (MassEcon)
Daren Bascome, Founder and Managing Director of Proverb, LLC
Patricia Flynn, Trustee Professor of Economics & Management, Bentley University
Nate Little, Director of Communications and External Affairs, Massachusetts Convention Center Authority **for Massachusetts Convention Center Authority**
Keiko Matsudo Orrall, Chair (designee of EOHEd Secretary Kennealy), Executive Director, Massachusetts Office of Travel & Tourism
John Raftery, Chief Marketing Officer, Massport, **for Massport**
Peter Tomy, President, Mohawk Trail Association

Directors Not In Attendance:

Wayne Canty, President, Heat Trace Products, LLC
Peter Milano, Director, Massachusetts Office of Business Development

Other Attendees:

Phyllis Cahaly, Director of Partnership Marketing, Massachusetts Office of Travel and Tourism
Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel & Tourism
Derek Dunlea, Representative Carole Fiola's Office
Michael Quinlin, Executive Director, Commonwealth Marketing Office
Jerome Shea, Director of Strategic Initiatives, Massachusetts Office of Travel and Tourism
Mark Sullivan, Executive Director, Massachusetts Office of International Trade and Investment
Maria Speridakos, Director of International PR, Massachusetts Office of Travel and Tourism
Lisa Strout, Director, Massachusetts Film Office

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 10:02 A.M. Roll call attendance was taken. New members were introduced beginning with Mr. Daren Bascome of Proverb, Inc., and Ms. Patricia Flynn, Trustee, Bentley College. Ms. Matsudo Orrall asked the Board to review the meeting minutes from the previous meeting held on December 8, 2021. A roll call vote motion was made to approve the meeting minutes; motion and minutes approved.

Ms. Matsudo Orrall began a conversation with the group to organize suggestions for FY23 MMP Objectives. She noted that the FY23 objectives would serve as forward facing thoughts with what is going on in marketing, and a list of what the group would like to accomplish in the next fiscal year. A discussion on FY23 MMP Objectives ensued:

- Mr. John Raftery likes the idea of collaboration and working together to promote tourism through various channels.
- Mr. Nate Little noted that it is important to measure the effectiveness of the objectives that the group is trying to achieve.
- Mr. Michael Quinlin stated that he believes looking through the prism of economic development, along with reaching out to the business community are two important objectives for the group.
- Mr. Mark Sullivan stated that he believes the websites for the Massachusetts Office of International Trade and Investment (MOITI) and the Massachusetts Office of Business Development (MOBD) websites require improvements.
- Mr. Pete Abair stated that he believes that marketing dollars should be used for a campaign marketing Massachusetts as a business location in FY23.
- Mr. Peter Tomy noted workforce challenges and suggested securing advance funding for MMP.

A framework for FY23 MMP marketing objectives was established into the following four categories: Ready, Set, Go, Achieve. Further discussion amongst the group ensued and included thoughts on collaboration through tourism, inclusion of budget information, keeping the broader economic development piece forefront by having business to business input, and more input from MOITI, MOBD, and MassEcon, understanding the challenges of the workforce, and further collaboration with the Legislature.

Ms. Matsudo Orrall presented the FY23 MMP Master Calendar for Strategic Programming Excel document, created by MOTT as a format for sharing ideas and opportunities to cross collaborate, with the objective of increasing economic activity with domestic and international marketing. The calendar included marketing overviews from MOTT, Massport and the Massachusetts Convention Center Authority (MCCA).

Discussions on the calendar's featured programming, and ways for further MMP cross-collaborations and synergies took place amongst the group.

Motion to adjourn; roll call vote taken. Meeting adjourned at 11:22 AM.

Updates from the following MMP agencies were provided in advance of the meeting:

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

-MA will be providing a royal welcome to Princess Astrid and a 500-person delegation from Belgium on June 9th and 10th. The delegation's focus is on Life Sciences and Off-Shore Wind. The Princess will meet with the Governor. Members of the delegation will visit New Bedford. New Bedford will also host a UK Off-Shore Wind delegation on April 29th. MOITI is encouraged that international travel is recovering with MASSPORT's report of the renewal of direct flights to six locations Barcelona, Copenhagen, Edinburgh, Rome, Sao Paolo, Tel Aviv. In addition, many airlines are adding international flights to existing routes. MOITI is seeing increased FDI inquiries.

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

-CMO continues to focus on business to business events and opportunities, including economic development initiatives and policies from the Administration. CMO is currently involved in three promising initiatives: Massachusetts Commission on the 250th Anniversary of the American Revolution; the Massachusetts District Export Council (DEC), and Greater Boston Innovation Trail Committee. Additionally, CMO is attending the following conventions at BCEC in the spring: New England Food Show/ BCEC/ April 3; and the American Alliance of Museums/ BCEC/ May 19-22. CMO anticipates publishing eight blogs per month at massitsallhere.com on behalf of MMP partners, EOHED, EEA, RTCs and other collaborators.

Mr. Pete Abair, Executive Director, Massachusetts Alliance for Economic Development (MassEcon), provided an update:

-MassEcon has grown its corporate site selector database from 300 to over 500 global site selection consultants. MassEcon will be generating five direct emails to this database from April through June. This campaign is generating a 30% open rate. Mass Econ is hosting the 18th Annual team Massachusetts Economic Impact Awards on April 7th at Gillette Stadium. MassEcon is developing eleven 30- and 60- second videos highlighting Massachusetts target industries and regions. These videos will be launched in 2022 on direct and social media platforms and be made available for partners. As part of its Massachusetts marketing effort, MassEcon will be representing Massachusetts at the Medical Design & Manufacturing (MD&M) West tradeshow in Anaheim (April 12-14), is working with MassRobotics to support the Massachusetts effort at the Robotics Summit in Boston (May 10-11) and the BIO International Convention, with Team Massachusetts partners MassBio, MLSC, and MassDevelopment) (June 12-16).

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

-The Massachusetts Film Office is busier than ever with scores of new productions, large and small, feature films and television, spanning this spring to the summer of 2023, scouting every corner of the Commonwealth. Concurrently, Diversity, Equity and Inclusion efforts - including free community events and classes - are in full swing (<https://mafilm.org/diversity/>). The private sector has invested in new stage and alternative stage facilities in Quincy, Canton and Foxboro, doubling production capacity in MA. *Variety* is doing a special edition on Massachusetts in June 2022.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the December 8, 2021 meeting
3. MMP Strategic Programming Excel Spreadsheet

Recorded by Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, March 30, 2022.