

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

June 13, 2022

Directors In Attendance:

Lea Filson, President, CEO, See Plymouth
Patricia Flynn, Trustee Professor of Economics & Management, Bentley University
David Gibbons, Executive Director, Massachusetts Convention Center Authority
for Massachusetts Convention Center Authority
Keiko Matsudo Orrall, Chair (designee of EOHE Secretary Kennealy), Executive Director, Massachusetts Office of Travel & Tourism
John Raftery, Chief Marketing Officer, Massport, **for Massport**
Peter Tomyl, President, Mohawk Trail Association

Directors Not In Attendance:

Peter Abair, Executive Director, Massachusetts Alliance for Economic Development (MassEcon)
Daren Bascome, Founder and Managing Director of Proverb, LLC
Wayne Canty, President, Heat Trace Products, LLC
Peter Milano, Director, Massachusetts Office of Business Development

Other Attendees:

Maryann Burke, Senior International Trade Specialist, International Trade Administration, U.S. Department of Commerce
Phyllis Cahaly, Director of Partnership Marketing, Massachusetts Office of Travel and Tourism (via Zoom)
Melissa Clary, Business Development Manager, Massachusetts Office of International Trade and Investment
Derek Dunlea, Representative Carole Fiola's Office
Joshua Hendriks, Senator Edward Kennedy's Office
Kara Keefe, Earmarks Coordinator, Massachusetts Office of Travel and Tourism
Jerome Shea, Director of Strategic Initiatives, Massachusetts Office of Travel and Tourism
Maria Speridakos, Director of International PR, Massachusetts Office of Travel and Tourism

A meeting of the Board of Directors of the Massachusetts Marketing Partnership (MMP), was held in person at the Massachusetts Convention Center Authority at 415 Summer St, Boston, MA. One attendee (Ms. Cahaly) participated via Zoom Conference Call as indicated in the attendee list above. Notice regarding the meeting 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 10:16 A.M. Roll call attendance was taken. Since this was the first in person meeting in 2 years, new members and attendees were re-introduced beginning with Ms. Lea Filson, President, CEO, See Plymouth, and Ms. Patricia Flynn, Trustee, Bentley College. Ms. Matsudo Orrall asked the Board to review the meeting minutes from the previous meeting held on March 30, 2022. A roll call vote motion was made to approve the meeting minutes; motion and minutes approved.

Ms. Matsudo Orrall welcomed to the meeting Maryanne Burke from the International Trade Administration (ITA) / U.S. Department of Commerce. Ms. Burke presented information on her agency with an overview of resources available for the Massachusetts Travel and Tourism industry.

- Ms. Burke described her department, mentioning various agencies with which the ITA works; Ms. Burke frequently works with the Massachusetts Office of International Trade and Investment.
- The ITA works to enhance tourism and trade markets that states cannot easily reach. With a focus on export promotion, tourism is treated as an export when promoting MA overseas, and the ITA's Boston office focuses on MA.
- The ITA has an overseas network that spans 75 countries and 128 offices to promote the Commonwealth, customize services, and build non-traditional markets. The ITA strives to bringing tours from these network countries with events and webinars. Ms. Burke mentioned an LGBTQI+ event in June, and events for Mexican, Native American, and Alaskan markets forthcoming.
- The ITA offers resources to increase traffic at trade show, build international trade leads, and performs due diligence on international travel organizations. The ITA also provides digital counseling for industry organizations.
- The ITA partners with airlines, attractions, hotels, etc., and has dedicated websites for travel, featuring CDC information.

Following Ms. Burke's presentation, a discussion on data sourcing and coordination took place:

- David Gibbons asked if MOTT sources data from the Department of Commerce. Ms. Matsudo Orrall responded that MOTT does not source data from the DOC, but the agency uses Arrivalist data and other sources.
- Discussion was held on various sources for travel data including hotels, taxes, Arrivalist data. Mr. Gibbons expressed a desire to consolidate this data for the Massachusetts Convention Center Authority. Mr. Gibbons and Ms. Matsudo Orrall agreed to arrange a meeting for MCCA with MOTT staff (Tony D'Agostino) to discuss data sources.
- Ms. Burke added that the DOC Secretary Raimondo announced a strategy for putting Travel and Tourism at the heart of her outreach efforts. Ms. Burke offered to help attendees to connect with ITA staff as she will be leaving the Boston office to work in the California office, also on Travel and Tourism.
- John Raftery said he uses his own travel data on routine travel on behalf of airlines, and he has in-house staff working on travel data for marketing purposes.
- Derek Dunlea asked Ms. Burke whether the DOC data is digitized or still on paper; Ms. Burke responded that the data is on paper.

Ms. Matsudo Orrall presented an overview of the Massachusetts Office of Travel and Tourism's *Your MA* marketing campaign:

- The campaign launched May 31, 2022 and will run until September 22, 2022. The campaign materials have been tested in target markets.
- The creative approach focuses on unique experiences in MA.

- Ms. Matsudo Orrall shared an overview of media with statistics and demographics, and tactics for all channels. Sample creatives included digital, native, OOH billboards, posters, NYC wall scape, NYC taxi tops; images were mainly provided by local photographers.
- There was discussion on ways to work with Massachusetts Regional Tourism Councils to promote traffic to local communities. Mr. Raftery offered to follow up with Ms. Matsudo Orrall to further explore local collaboration.
- Ms. Matsudo Orrall thanked Massport and MCCA for their collaboration around recent MOTT campaigns during the Covid pandemic with advertising and social media support. Ms. Matsudo Orrall added that the collaboration is ongoing, and she hopes to explore new ways to work with the Department of Commerce with Ms. Burke’s involvement.

Ms. Matsudo Orrall gave an overview of the MMP Master Marketing Calendar, sharing an attachment that contained the statewide marketing activities of each of the partnering agencies.

MMP agencies provided updates on their activities:

- Mr. Raftery stated that he is using social media to provide information to travelers so they can plan extra time for traffic during the Sumner Tunnel project. Posts also include updated travel rules from the CDC. Massport is also working to promote the Worcester Red Sox, HOV service, MBTA water service, Logan Express, Wave Season promoting cruises (Bermuda, Canada), the Real ID campaign (impacts travel), and a new *Fly Logan* app. In phase 2 of the *Fly Logan* app, users will receive helpful wayfinding and parking information at Logan Airport; app users can use the app’s rewards program for airport purchases including ordering of food; the app will provide a new source of data for Massport. Massport is also involved with promoting Worcester’s 300th anniversary celebration, drone campaign on safety/danger awareness, and Worcester’s back-to-school campaign.
- Mr. Gibbons shared MCCA’s spring newsletter; the agency’s marketing spend is returning to more normal levels with a leaner, more agile staff. They will announce efforts in Western MA including a Springfield arena garage demolition with a new structure in November 2023—creating new space similar to Yawkey Way for events; construction will use the latest prefabrication techniques. Also, Mass Mutual naming rights have expired in Springfield, so they are looking for new sponsors for the arena. Mr. Gibbons shared that some recent events have enjoyed record-breaking attendance, likely the result of “herd confidence”. Corporate activities allow for programming with the Boston Center for Youth & Families – Monday camps for children including zoos, community programs, etc.), as well as Boston Age Strong event for seniors.
- Maria Speridakos gave an update on the Massachusetts Office of Travel and Tourism’s efforts around International PR. The recent IPW in Orlando, FL included over 50 MA delegates; MOTT had approximately 5,000 booth visits and 80 meetings with international organizations interested in MA as a travel destination. These international associations say that hotels are less available for international market operators. A lot of the work is primarily done with Brand USA. MOTT is now also working with a German organization and a new contact there. Brand USA offers online resources and Maria can assist with using the site.

- Melissa Clary delivered an update for the Massachusetts Office of International Trade and Investment since Mark Sullivan was unable to attend. MOITI recently supported a visit by Princess Astrid of Belgium, who led a tour ending in Boston. The Princess made a courtesy visit to Governor Baker, and they attended an off shore wind event; there was also a delegation interested in life sciences. There will be an event in D.C. this summer; MOITI will host a booth. They are also planning for a visit from the Prince of Luxembourg in November.
- Peter Tomyl provided an update on behalf of the Regional Tourism Councils. The RTCs are gearing up for summer and fall. Hotels are booking up with domestic travelers as well as visitors from Canada. The RTCs are also working on MOTT campaigns. Mr. Tomyl also mentioned there have been a few recent personnel changes including Nancy Gardella's move from the Martha's Vineyard Chamber of Commerce to the North of Boston Convention and Visitors Bureau; Mr. Tomyl also shared that he and Mary Kay Wydra are the two most senior RTC directors.
- Derek Dunlea shared an update on behalf of Representative Carole Fiola's Office, stating that they have worked through most of legislative cycle, and are involved with a number of the Commonwealth's U.S. 250th anniversary events set for 2025-2026, as well as the Boston Tea Party event in summer 2023 with Tall Ships activities. A number of commission meetings have taken place, and efforts are also underway with the Women's Rights History Trail Task Force to create a guide. Mr. Dunlea also mentioned progress on RTC and MOTT funding in budget conference, saying that they will learn outcomes later.
 - Ms. Matsudo Orrall responded that she has been collaborating on a project highlighting approximately 20 historic women in places around the state, and in the State House Lobby.
- Mr. Raftery added that Massport presented marketing plans for winter/spring campaigns, highlighting HOV and public transportation; pushing Logan Express (relaunching Peabody Logan Express and forthcoming Back Bay Logan Express). Massport is also busy with cruise season promotions, as well as Bermuda and Canada marketing. Mr. Raftery shared that Massport has learned that creatives using images with people works better than without people, reiterated items listed in the master marketing calendar, and said social media boosts have been getting significant results. They will continue to focus on minimizing the impact of the Sumner Tunnel project this year. The new *Fly Logan* rewards program will be good source of data, driving revenue. Mr. Raftery also pointed to efforts to increase college students in the market.

Ms. Matsudo Orrall opened the floor to new business.

- Ms. Lynch, shared that the Massachusetts Technology Collaborative annual report has been in development. The report compares MA innovation to that of other innovation states. Ms. Lynch will share hard copies of the report that relates to our work when it becomes available this fall.
- Mr. Raftery added a last note, that Massport hired a Boston agency to work on the Massport website.

Ms. Matsudo Orrall proposed that the Directors meet again in September, and a formal announcement will follow.

Ms. Matsudo Orrall then invited any comments regarding the Master Marketing Calendar before we adjourn.

- Mr. Dunlea shared that he finds the document helpful in telling stakeholders about Massachusetts Marketing Partnership activities.

Ms. Matsudo Orrall motioned to adjourn the meeting; a roll call vote was made, and the motion carried. The meeting adjourned at 11:33 A.M.

Attachments:

1. Agenda (emailed in advance)
2. Minutes from the March 30, 2022 meeting
3. MMP Master Marketing Overview CY22
4. MOTT presentation on Summer Campaign (emailed after meeting)
5. MCCA quarterly stakeholder “Unconventional” pamphlet

Recorded by Jerome Shea, Director of Strategic Initiatives, Massachusetts Office of Travel and Tourism, June 13, 2022.