

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

September 21, 2021

Directors In Attendance:

Peter Abair, Executive Director, Massachusetts Alliance for Economic Development (MassEcon)
Keiko Matsudo Orrall, Chair (designee of EOHED Secretary Kennealy), Executive Director, Massachusetts Office of Travel & Tourism
Ann Marie Casey, Executive Director, North of Boston Convention & Visitors Bureau
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**
Peter Tomy, President, Mohawk Trail Association

Directors Not In Attendance:

Wayne Canty, President, Heat Trace Products, LLC
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
Milt Herbert, Boston Convention Marketing Center
Caryn Izhar, Boston Convention Marketing Center
Mark Sullivan, Executive Director, Massachusetts Office of International Trade and Investment
Derek Dunlea, Representative Carole Fiola's Office
Ryan Boehm, Executive Office of Housing and Economic Development
Erin Ready, Edgartown Board of Trade

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 vote taken.

Ms. Matsudo Orrall asked the Board to review the meeting minutes from the previous meeting held on June 9, 2021. A motion was made to approve the meeting minutes; minutes and motion approved.

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

- "Fly Logan" App is in development; official launch expected November 1.
- Back Bay Logan Express Service resuming on November 1; e-ticketing will be available through app, and will launch through social.
- Massport is working with Hudson News on branded Boston Logan merchandise apparel; portion of merchandise sales will benefit a charity called Angel Flights.
- MOTT tourism posts shared on Massport social channels and airport Reach TV.
- Currently developing a series with Reach TV with Boston chefs that have brick and mortar shops in Boston.
- Big Ship Ready ribbon cutting is October 15; complimentary B2B Campaign through trade publications that reach the national and international market making them aware that Boston is Big Ship Ready.
- Worcester Regional Airport update: campaigns to increase flights out of Worcester; direct marketing to travel offices, colleges/universities, and corporations in the Central MA and MetroWest regions, highlighting the benefits of flying out of Worcester.

Ms. Matsudo Orrall thanked Mr. Raftery for the update on Massport marketing. A conversation regarding Massport marketing content ensued with Mr. Raftery, Ms. Gittens, and Ms. Matsudo Orrall.

Mr. David Gibbons, Executive Director, Massachusetts Convention Center Authority (MCCA), provided an update:

- Current assumptions for FY22 by the numbers is: 377,000 attendees, 178 events, \$28.2 million. Down from FY21.
- Mr. Gibbons introduced Mr. Milt Herbert of the Boston Convention Marketing Center (BCMC), a joint venture between MCCA and GBCVB.
- Mr. Herbert discussed the purpose of marketing at BCMC, which includes generating events that will take place in MCCA spaces, maximizing occupancy of facilities to generate economic impact and hotel utilization sales, creating an awareness campaign of Boston, building Boston as a leading-edge convention city, creating sales prospects, targeting appropriate markets, and selling "The Boston Experience."
- BCEC is approximately the 30th largest convention center in the United States. Successful at being able to secure events and activities.
- Market and sell with advertising, collateral, databases, direct mail, e-marketing, social PR, trade shows and events, websites and videos.
- Disciplined marketing focused on target audiences, which include meeting planners, decision makers, influencers, citywide convention sales, and event and media sales.

Ms. Matsudo Orrall welcomed the newest member of the Board Peter Tomy, President of the Mohawk Trail Association Regional Tourism Council.

Mr. Peter Abair, Executive Director, MassEcon, provided an update:

- MassEcon is a non-profit statewide economic development organization, which markets Massachusetts as a destination for new business opportunities.
- Corporate site selector guild members have worked on 820 location projects seeking 106.5 million square feet of commercial space.
- MassEcon videos support virtual event programming, and have been repurposed for marketing Massachusetts.
- The ReadyMass 100 platform inventory of top selection sites that are already permitted in Massachusetts.
- In the process of improving outward facing websites of why Massachusetts is a great place to do business.
- Developing target industry trade and site selector events, and working to increase the MassEcon database of site selection advisors from 300 to 400.

Mr. Herbert asked Mr. Abair to have a conversation about partnership between MassEcon and BCMC. A discussion ensued.

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

- Travel and Tourism Recovery (TTR) Grant program has been a big help for regional tourism councils and chambers.
- Business is improving; quicker in wedding segments, smaller events, and smaller meetings.
- Many meetings cancelling but then being replaced by other meetings.
- Trying to be aligned with all of the industry partners, including MOTT.

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

- International is picking up, but most in-person meetings have been put off until 2022.
- Delegation from Chili is arriving next week.
- Governor is starting to host in-person meetings with International Ambassadors in the State House once again.
- International companies inquiring about off-shore wind and hydro concepts in Massachusetts.

A discussion regarding travel and site selection ensued with Mr. Abair and Mr. Sullivan.

Ms. Matsudo Orrall provided an update on behalf of the Massachusetts Film Office (MFO):

- There are over 15 productions occurring across Massachusetts.
- MFO and Mass Film industry is very busy.
- Diversity and equity inclusion initiative events with film and television productions and agencies.
- Film Tourism continuing with *Little Women* and *Manchester by the Sea*
- MFO is currently handling 14 major productions including a Showtime series, a Miramax film, a Netflix film, the HBO series and Apple TV.
- Ms. Matsudo Orrall thanked Mr. Gibbons and MCCA for allowing the utilization of parking facilities at the Boston Convention & Exhibition Center, as it continues to be a tremendous help to productions and to the City of Boston.

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

- Economic Development recovery grant programs through MOTT include: Travel and Tourism Recovery Grants, Destination Development Capital Grants, Regional Tourism Council Grants, and the upcoming Travel and Tourism Season Extension Grants.
- MA Travel Guide and digital product have been updated.
- On the International front: continuing to work with DNE and Brand USA, and an Expedia campaign is launching soon.
- Mass Sports: Fenway Bowl on December 29, Laver Tennis, NCAA frozen four, WWE, U.S. Open, 2026 World Cup Soccer bid ongoing.
- My Local MA statewide marketing campaign has over 15,000 hashtag uses, and the Let's Go Out statewide marketing campaign focused on restaurants has over-performed industry benchmarks.
- Opportunities for additional statewide marketing with funds.

Ms. Matsudo Orrall opened the meeting discussion to suggestions for top areas of improvement and different areas of collaboration. A discussion ensued with Mr. Raftery and Mr. Sullivan.

Motion to adjourn; roll call vote taken. Meeting adjourned at 11:30 AM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the June 9, 2021 meeting

Recorded by Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, September 21, 2021.