

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

September 19, 2022

Directors In Attendance:

Peter Abair, Executive Director, **Massachusetts Alliance for Economic Development** (MassEcon)
Daren Bascome, Founder and Managing Director of **Proverb, LLC**
David Gibbons, Executive Director, **Massachusetts Convention Center Authority**
Keiko Matsudo Orrall, Chair (designee of EOHED Secretary Kennealy), Executive Director, **Massachusetts Office of Travel & Tourism**
Peter Milano, Director, **Massachusetts Office of Business Development**
John Raftery, Chief Marketing Officer, **Massport**
Peter Tomyl, President, **Mohawk Trail Association** (via Zoom)

Directors Not In Attendance:

Lea Filson, President, CEO, **See Plymouth**
Patricia Flynn, Trustee Professor of Economics & Management, **Bentley University**
Wayne Canty, President, **Heat Trace Products, LLC**

Other Attendees:

Phyllis Cahaly, Director of Partnership Marketing, **Massachusetts Office of Travel and Tourism** (via Zoom)
Kevin Clang, Website Manager, **Massachusetts Office of Travel and Tourism**
Derek Dunlea, Representative **Carole Fiola's Office**
Joshua Hendriks, Senator **Edward Kennedy's Office**
Kara Keefe, Earmarks Coordinator, **Massachusetts Office of Travel and Tourism**
Michael Quinlin, Director, **Commonwealth Marketing Office**
Jerome Shea, Acting Director, **Massachusetts Film Office**
Mark Sullivan, Executive Director, **Massachusetts Office of International Trade and Investment**

A meeting of the Board of Directors of the Massachusetts Marketing Partnership (MMP) was held in person at the Massachusetts Office of Travel and Tourism at 136 Blackstone St, Boston, MA. Two attendees (Mr. Tomyl and 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 10:01 A.M. Roll call attendance was taken. Ms. Matsudo Orrall asked the Board to review the meeting minutes from the previous meeting held on June 13, 2022. A roll call vote motion was made to approve the meeting minutes; motion and minutes were approved.

Ms. Matsudo Orrall welcomed the board and guests to the MOTT offices and invited updates from the Massachusetts Office of International Trade and Investment (MOITI), Commonwealth Marketing Office (CMO), Massachusetts Office of Business Development (MOBD), and the Massachusetts Film Office (MFO).

Mark Sullivan presented for **MOITI** –

- Mr. Sullivan informed the board that there is an upcoming trip to the Netherlands, and a Mass Life Science Conference which will feature a Massachusetts booth. There will also be a MedTech event at the end of September, and an Australian delegation visit this fall.
- STEP funding in the amount of \$375,000 will be matched for total of \$500,000 for Massachusetts. The Commonwealth will host an event with the Governor for all Consul Generals; the Prince of Luxembourg arrives in November.
- Japan Airlines reached out for a connection to Sam Adams and will look for other breweries to create a craft beer themed campaign. Only cans will be used inflight. Daren Bascome suggested that the airline might consider using custom wrapping on these containers.
- Following on this topic, Ms. Matsudo Orrall invited ideas for give-away items for trade shows; the group agreed that smaller relevant items work best, including practical items like charging cords and power boosters; small toys for kids are useful, and mini-coolers have been popular. Thumb drives have fallen out of favor due to security concerns, and pen knives are no longer practical for those travelling by air. The group liked idea of MA products, but food can be problematic for shipping depending on the type; pastry kits; bottle openers; apparel/products; hand sanitizer are good items to consider; David Gibbons suggested branding is helpful if there is funding for it; John Raftery suggested that social media selfie stations are popular and effective.

Michael Quinlin presented for the **CMO** –

- Planning is underway for the nation's 250th Anniversary in 2026 with events throughout Massachusetts, the east coast – original 13 colonies – and nationally; planning committees are chaired by Representative Fiola and Senator Kennedy, with several subcommittees including Education, Outreach and Marketing, Diversity and Inclusion, and Finance.
- 2023 will be a busy year with many cities and towns celebrating their anniversaries (250th – 400th). MOTT is supporting these efforts with social media to draw attention to this programs; groups continue to convene to support the efforts of these municipalities.
- Development continues on the Boston-Cambridge Innovation Trail, with a related exhibition in Logan Airport's MassPort terminal B/C recently receiving updates.
- There are several sporting events in planning including the Head of the Charles, Volleyball Hall of Fame, New England Cross-Country Championships, and Wasabi Fenway Bowl (college football). Additionally, preparations are underway for the Army-Navy Game in 2023, and FIFA World Cup Soccer in 2026, both at Gillette Stadium.
- Mr. Gibbons mentioned that the Greater Boston Convention and Visitors Bureau has funding to front promotion expenses, and that Martha Sheraton committed these funds to 2026.
- The CMO is also working with HED to connect key players to the planning efforts; the Massitsallhere.com blog helps put out info on the Seaport Economic Council (78 coastal communities) and several programs and accomplishments of the administration.
- Media relations continues via social media and major channels with the Massachusetts Spotlight blog featuring a series on new leadership at several Regional Tourism Councils – available at VisitMA.com.

Peter Milano presented for **MOBD** –

- Mr. Milano provided an overview of *MOBD* and its mission. *MOBD* focuses on recruitment and retention of businesses in MA.
- The Office works with 160 companies, many with a high likelihood of closing and layoffs; the facilitate tax incentives and relief to companies, and support small business, particularly in vacant storefront districts.
- *MOBD* partners with regional economic partners (up to 12 statutorily); \$2 Million in funding by legislature.
- MassHire is a partner for talent acquisition to stabilizing the workforce; *MOBD* also works with financing agencies like MassGrowth to help stabilize companies.

Jerome Shea presented for the **MFO** –

- Mr. Shea gave a brief overview of the Massachusetts film tax incentives program with 3 main features: 25% payroll credit, 25% production credit, and sales tax exemption. He outlined the basic requirements to qualify: minimum spend of \$50,000 with either 75% of the budget spent or 75% of photography in Massachusetts.
- Since the tax incentives were made permanent, there has been a marked increase in serious inquiries from production companies and location scouting; production has levelled off to a good pace in 2022, particularly notable in the context of the COVID pandemic and global economic challenges.
- Streamers and studios are doubling down on original content, and production has increased across the US and abroad. Studio space is at a premium in the US, UK, Eastern Europe, and the Middle East.
- As the private sector invest in new production space, and the state's film/tv crew base continues to develop, Massachusetts is well-positioned to compete with states like Georgia, California, New Mexico, Texas, New York, as well as Toronto.
- With good planning, creativity, and an understanding of the nuances of shooting in the region, it can make good financial sense to shoot in Massachusetts.
- 8 productions have wrapped in the last 3 months; 4 productions are currently shooting; and 8 productions are actively scouting for locations. With IA and SAG-AFTRA year-end filing deadlines approaching, we are watching for more productions to be added to the schedule for 2023.

Peter Abair, Executive Director, **Massachusetts Alliance on Economic Development** provided an update for the Board –

- MassEcon is focused on corporate relocation and site selection in Massachusetts. They have developed new marketing to promote the state as a destination for businesses, and they work to identify the best opportunities to market the Commonwealth.
- MassEcon is getting back out there in conferences in biotech, and recently produced marketing videos; they participated in Interphex in NY, Economix 2022, and other events for corporate site selectors – working to influence those decision-makers.
- They are currently working with 905 companies up from 300 last year due to a subgrant through HED that helped fund access to a database for site selectors; their direct emails enjoy a 30% open rate, and through this they disseminate information on the Commonwealth that may not be widely known.
- Massachusetts can be self-critical but there have been a number of successes in education, and science/technology, 2nd lowest crime rate in country, high worker productivity, energy efficiency, healthiest state, etc. They also used grant funds to produce short videos marketing 5 regions as economic opportunity destinations. The campaign targets industries where we are most competitive.
- Mr. Abair asked for recommendations for language translation services for their social media assets. Mr. Sullivan offered to assist with recommendations for translation services.
- Ms. Matsudo Orrall asked if there is confusion about MassEcon versus MOITI, etc. Mr. Abair responded that MassEcon has used online information to help with this issue; the site website also features each of 5 industries with 6 regional videos carrying the theme “Massachusetts, where America is at its best.”

John Raftery, **MassPort** shared an update on marketing activity at MassPort this quarter –

- On 9/12, President Biden, Governor Baker, and other dignitaries including Ms. Matsudo Orrall, participated in an event in Terminal E to highlight a federal grant for constructions; it went well.
- 9/30 – There was an event for enhanced cargo opportunities
- 10/3 – An event that included Tuskegee Airman Woody Woodhouse to highlight new murals.
- There was an event in Worcester celebrating the 1 Million passenger milestone; the event honored Lt. Governor Polito and all she has done for Worcester.
- There will be live music every Friday in Logan Terminal B-C featuring musicians from Boston.

- Logan's 100th anniversary will be in 2023 – they are working with a historian to bring out related facts,--the good and the bad; this work will be made available on SM and possibly other outlets, The program contains a theme – “Logan is Boston's Ellis Island.”
- The new BOSRewards campaign has 1.2M impressions.
- Summer Travel Campaign – has been on social media, print, radio, and digital with 10M impressions.
- Cruise Campaign had 6.5M impressions via social media, print, digital, and radio.
- Fly Logal App – Mr. Raftery is looking to increase downloads for this platform.
- Discover Central MA campaign will aim to attract New Yorkers to use Worcester Airport; taking place with funding from Delta.
- JetBlue will sponsor the WooSox in 2023.

David Gibbons, Executive Director, **Massachusetts Convention Center Authority**, asked to highlight 2 important pieces of legislation –

- 1. re Hynes Convention Center – to close and fix deferred maintenance; this would take 2 years; MCCA will honor all commitments through 2024 and 2025; they hope by then, that legislators will have a necessary study.
- 2. re BCEC's \$400 Million pavilion expansion will fix issues in this facility dating back 20 years.
- MCCA is talking to legislators about these needs; they need a greenlight on BCEC in light of issues with the Hynes facility.
- Mr. Sullivan asked what objections there may be regarding putting the Hynes up for sale; Mr. Gibbons feels part of the issue is an emotional connection to this facility in the Back Bay Association area; however, we need new capacity.

Next Meeting:

Ms. Matsudo Orrall proposed that the next board meeting take place at the Massachusetts Convention Center Authority offices on December 14, 2022. A formal announcement will follow.

Ms. Matsudo Orrall motioned to adjourn the meeting; a roll call vote was made, and the motion carried. The meeting adjourned at 11:28 A.M.

Attachments:

1. Agenda (emailed in advance)
2. Minutes from the June 13th, 2022 meeting

Recorded by Jerome Shea, Acting Director, Massachusetts Film Office, September 19th, 2022.