

MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

December 14, 2022

Directors In Attendance:

Keiko Matsudo Orrall, Chair (designee of EOHED Secretary Kennealy), Executive Director, **Massachusetts Office of Travel & Tourism**
Peter Tomy, President, **Mohawk Trail Association** (via Zoom)
David Gibbons, Executive Director, **Massachusetts Convention Center Authority**

Directors Not In Attendance:

Peter Abair, Executive Director, **Massachusetts Alliance for Economic Development** (MassEcon)
Daren Bascome, Founder and Managing Director of **Proverb, LLC**
Lea Filson, President, CEO, **See Plymouth**
Patricia Flynn, Trustee Professor of Economics & Management, **Bentley University**
Wayne Canty, President, **Heat Trace Products, LLC**
Peter Milano, Director, **Massachusetts Office of Business Development**
John Raftery, Chief Marketing Officer, **Massport**

Other Attendees:

Phyllis Cahaly, Director of Partnership Marketing, **Massachusetts Office of Travel and Tourism** (via Zoom)
Derek Dunlea, Representative **Carole Fiola's Office**
Jerome Shea, Acting Director, **Massachusetts Film Office**
Mark Sullivan, Executive Director, **Massachusetts Office of International Trade and Investment**
David Silk, Director of Communications and External Relations
Mark O'Leary, Communications & External Relations Manager

A meeting of the Board of Directors of the Massachusetts Marketing Partnership (MMP) was held in person at the Boston Convention and Exhibition Center Conference Room, located at 415 Summer Street in Boston, MA. Two attendees (Mr. Tomy 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 10:07 A.M. Roll call attendance was taken. Ms. Matsudo Orrall noted that a Director quorum could not be reached, so therefore the Board could not review nor approve the meeting minutes from the previous meeting held on September 19, 2022.

Ms. Matsudo Orrall invited updates from the Massachusetts Office of International Trade and Investment (MOITI) and the Massachusetts Film Office (MFO).

Mr. Mark Sullivan provided an update on behalf of MOITI:

- Mr. Sullivan noted that the final international delegation visit for the Baker/Polito Administration is coming up
- The Massachusetts Bio International Conference will be held in June 2023 at the Boston Convention and Exhibition Center

Mr. Sullivan noted that MOITI has been receiving inquiries from business delegations interested in offshore windfarm tours. A discussion with Mr. Sullivan and Ms. Matsudo Orrall regarding this topic ensued.

Mr. Jere Shea provided an update on behalf of MFO:

- Mr. Shea provided a handout, which included a recap of the production incentive summary that is offered in Massachusetts
- Since the tax incentives were made permanent, there has been a marked increase in serious inquiries from production companies and location scouting, and Massachusetts has gained approximately 195,000 square feet of soundstage space, with plans for new facilities to meet with increasing demand

Mr. Sill asked Mr. Shea a question regarding competitive states. A discussion ensued.

Mr. Peter Tomyl provided an update on behalf of the Regional Tourism Councils (RTCs):

- Seasonal grants released and all 16 regions had a great summer and fall season
- RTCs are working on spring campaigns and holiday festivals are robust
- Ski areas are opening this weekend

Mr. Derek Dunlea provided an update on behalf of the Joint Commission on Tourism Arts and Council:

- Women's Rights History taskforce meeting; MOTT provided a great template with the Women's Trailblazers
- Commission on the 250th Anniversary Celebration of the American Revolution has ongoing efforts with subcommittees

Ms. Matsudo Orrall provided an update on behalf of MOTT:

- MOTT Grant Programs include Destination Development Capital Grants, Regional Tourism Council Grants, and Travel and Tourism Season Extension Grants
- Summer 2022 out-of-state tourism campaign was MOTT's first (out-of-state) marketing campaign in 7 years; continuing in fall and winter 2022
- MCCA has been a wonderful partner and run some of MOTT's ads on the large convention center marquee
- Summary of travel related Massachusetts metrics: We're seeing that Massachusetts travelers are coming back, overall the recovery is steady and strong
- Looking ahead to 2023, ongoing out-of-state winter/spring campaign, with an out-of-state summer campaign launching in April 2023, Discover New England Summit in March 2023, and a U.S. Travel Association board meeting in Boston in June 2023
- MOTT has put together a calendaring system where marketing efforts for 2023. The purpose of the calendar is to have cohesive marketing efforts domestically and internationally on the business side as well as on the consumer side

Mr. David Silk and Mr. Mark O'Leary, provided an update on behalf of Massachusetts Convention Center Authority (MCCA):

- Development plans ongoing for the MA Mutual Center in Springfield
- Large upcoming events in 2023, including the Massachusetts BIO International Conference

A group discussion then ensued regarding the future of the Hynes Convention Center and the impending decision of what to do with the site.

Ms. Maria Speridakos provided an update on the Domestic and International Public Relations programs at MOTT:

- Six Super Region PR calls were conducted, which included PR leads from tourist attractions and hotels
- Various domestic marketing efforts over the coming year will include a focus on destination stories and PR themes, along with a collaborative ski campaign with five regional tourism councils, highlighting 11 ski areas and destinations in Massachusetts

- Upcoming international events include the Discover New England International Summit in Massachusetts in March, where tour operators and international media will explore the state, and the IPW international tradeshow in Texas in June

Ms. Matsudo Orrall opened the meeting up to other business:

- A group discussion ensued regarding beautification efforts around the state and in our airports, as well as a discussion regarding creating a photo bank for use by our state and quasi partners

Ms. Matsudo Orrall motioned to adjourn the meeting; a roll call vote was made, and the motion carried. The meeting adjourned at 11:21 A.M.

Attachments:

1. Agenda (emailed in advance)
2. Minutes from the September 19, 2022 meeting
3. Massachusetts Film Office Production Incentive Summary
4. Massport: Q1 and Q2 marketing initiatives (shared by Massport after the board meeting)
5. Massport: Recap of our holiday marketing campaign currently in market (shared by Massport after the board meeting)

Recorded by Daniela De Caro-Heavey, December 14, 2022.