



The Commonwealth of Massachusetts

Special Commission on the 250th Anniversary of the American Revolution

Outreach and Marketing Subcommittee

Meeting Minutes

1st Outreach and Marketing Subcommittee Meeting

November 15th, 2022 – 12:30pm – Virtual

Members Present: Michael Quinlin, Dave O'Donnell, Suzanne Taylor, Gavin Kleespies

Opening Roll Call

- Chair Quinlin greeted the Members and started the meeting at 12:33pm.
- An opening roll call was called during the meeting.

Talking about mechanics of the Subcommittee, Chair Quinlin suggested that they will aim to meet about monthly starting in 2023, and that he is open to meeting in-person if the other Subcommittee members wish to do so.

Michael Quinlin – Commonwealth Marketing Office -- MOTT	Suzanne Taylor – Freedom Trail Foundation
Gavin Kleespies – Massachusetts Historical Society & Cambridge Appointment	Dave O'Donnell - Greater Boston Convention & Visitors Bureau
Representative Vieira – 3 rd Barnstable (Not Present)	Brona Simon – Massachusetts Historical Commission (Not Present)

Defining Subcommittee scope & goals

The subcommittee has two major assignments. One is outreach, recognize significance of their geographical areas. Second assignment is marketing. Reach as many of the 7 million people of the Commonwealth as possible through outreach. Then there is a tourism and economic development angle achieved through marketing, inviting visitors across the country region and world to lure them to Massachusetts to attend some of these events. Forming a narrative will be a key factor in all of this work.

Identifying in-state databases of historical societies, academia, municipalities, historical destinations, and private sector

Subcommittee members proceeded to identify organizations and groups that would be important to keep in mind and possibly add to a database:

- The Legislature
- Mass Municipal Association – all 351 cities and towns
- Historical societies
- National Park Service
- Town anniversary committees - Quincy 2025, Salem 2025, Boston in 2030
- Revolution 250
- State agencies
 - MDAR, DRC, MassDOT

- Historical stakeholder groups to keep in mind
 - Slaves and Free People
 - Loyalists
 - Indigenous people
 - Religious groups (Presbyterian, Quakers, Catholics etc.)

Discussing messaging and branding, PR and Media opportunities and local marketing collaborations

Discussion took place on forming a narrative

- Dave O'Donnell: Building this effort around Revolution 250? Logo design and building a narrative will be important. Leverage or build what's been built already. How does the Commonwealth interface with this, and how will deliverables be created?
- Gavin Kleespies: Go with the network that is across the commonwealth and fill in the communities that are not a part yet. Essentially can scaffold onto what Revolution 250 has started. The narrative is a key feature, ideas of liberty and engagement and being part of the body politic
- Chair Quinlin: There is a multiplicity of narratives, important to tell the stories in as many ways as we can. Contextualizing 1776 is a topic brought up in the Diversity and Inclusion Subcommittee, often reflects issues that are still happening today, in 1976 issues such as bussing and women's rights were at the forefront of conversations at the time

- Geographic diversity will be important to keep in mind, and may need special assistance from the Commission and other bodies to move efforts in other regions forward
- Gavin Kleespies mentioned Knox's March as a large event to include more of the state, Suzanne Taylor said there is a group meeting and working on that.

Brainstorming various communication platforms, output

Discussion took place regarding marketing recommendations. The capacity of a private organization such as Revolution 250 was discussed, and as a result of capacity doubts, conversation shifted towards MOTT being a logical choice for a state entity to step in and take on capacity-building efforts

- Dave O'Donnell: Need to look at building a landing page for the 250th, is that controlled by the state (who in the state), is that done by a private organization like Revolution 250? Overall, resources will be important to this process. Need to look at larger marketing efforts, which office will that be coordinated through?
- Suzanne Taylor: So much economic impact for this across the state, MOTT can be a center place for the website and larger marketing efforts, they should be attending trade shows.
- Dave O'Donnell: "It started here", tagline idea. Ways to incorporate in Regional Tourism Council's. Creating a centralized marketing plan using the created narrative that regions can buy into
 - Pitching this to writers and earned media opportunities,
 - Digital influencers.
 - Social media and Facebook advertising.
 - In print pieces.
 - Yankee Magazine and Expedia through MOTT and RTC's
 - Conde Nast type ads

Engaging with Rev250, America 250th and with other New England state commissions

Discussion took place regarding the importance of the 250th for the entire New England region, and Massachusetts plays the most central role in that story. Subcommittee members grappled with how to talk about and coordinate a regional celebration.

- Gavin Kleespies stated there are some informal meetings of groups across New England, but nothing formalized
- Suzanne Taylor mentioned might be worth working with Destination New England

- Dave O'Donnell mentioned within MA, harnessing reenacting community would be important, said a scaled version of the Battle of Bunker Hill is something he has always pushed for

Reviewing marketing Best Practices with Plymouth 400, Jamestown 400, etc.

It was discussed that meeting with folks at Plymouth 400, Jamestown 400 and beyond regarding best practices they learned through their work would be important.

Groups to talk to regarding best practices

- Plymouth 400
- Jamestown 400
- New Jersey's 250th Commission
- America 250

Closing Roll Call

- Dave O'Donnell will be synthesizing some of his marketing ideas into a document
- Suzanne Taylor and Gavin Kleespies were asked by the Chair to provide input on how the historical societies and destinations are feeling about the 250th
- Chair Quinlin will be developing a database to share with group,

Chair Quinlin called the closing roll call at 1:33pm.