



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

GBCVB Multicultural Committee Hosts Meet & Greet Event

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The Greater Boston Convention & Visitors Bureau's (GBCVB) Multicultural Committee hosted a Meet & Greet event at the Museum of African-American History on Wednesday, April 25. The event, which was in planning since 2017, introduced the committee's mission and work to a larger audience of stakeholders. Marita Rivero, Executive Director of the Museum, welcomed attendees and shared some of the resonant history of the African Meeting House; Frederick Douglass and William Lloyd Garrison both spoke from the same pulpit where Rivero delivered her welcoming remarks.

GBCVB Board Member Carole Copeland Thomas, who Chairs the Bureau's Multicultural committee, served as host and moderator for the forum and was pleased with the evening's robust conversation. "The excitement of our committee's Meet and Greet was capturing the vitality of cross cultural interactions with our diverse audience," said Thomas. "We had black, white, Hispanic and Asian guests discussing the issues with our black, white, Hispanic and Indigenous speakers throughout the evening. That is why advancing multiculturalism is so vital in Boston." Thomas announced that GBCVB Board Chair Larry Cancro has appointed her and two other members of the Bureau's Multicultural Committee – Rafael Torres, owner of Don Quijote Tours, and Robin Parker from Harvard's Office of Public Affairs – to serve on the GBCVB's Strategic Planning Committee. Torres and Parker were instrumental in arranging the Meet & Greet, as was Donna Dupee, retired Marriott Corporation professional, who

worked directly with the Museum of African-American History to organize the event.

GBCVB President & CEO Pat Moscaritolo noted the success of the Bureau's Multicultural Committee in attracting conventions and meetings such as the National Urban League Annual Conference and the National Society of Black Engineers Annual National Convention. He also announced that with the launch of the Bureau's new Cross Cultural Boston website, the Multicultural Committee would be expanding its focus to include multicultural leisure marketing as well as multigenerational marketing initiatives and new partnerships focused on Boston's multicultural neighborhoods. Moscaritolo then introduced Multicultural Committee member Bonnie Johnson, host of Colors of Jazz on WICN, to unveil the GBCVB Cross Cultural Boston website.

City Councilor Kim Janey delivered a stirring keynote address encouraging attendees to be mindful of how social circles and power circles must be diverse if we are to tear down barriers to equity and realize the promise of a multicultural society. Following Janey's address, the program concluded with a panel discussion that was open to the audience. The open forum produced several suggestions and observations that will guide the Bureau's work going forward.

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