



America 250 | CT Commission
Marketing and Tourism Subcommittee
Subcommittee Meeting Minutes
Wednesday, August 9, 2023

Virtual Attendees:

Robert Kret, Connecticut Museum of Culture and History
Frank Burns, Connecticut Tourism Coalition
Felicia Lindau, Adams & Knight
Aaron Marcavitch, Connecticut Landmarks
Anthony Anthony, Connecticut Office of Tourism
Joseph Smith, Mohegan Nation
Douglas Lord, Connecticut Library Association
Anthony Champalimaud, Dutchfield
Cyndi Tolsa, CT Humanities
Dana Bacellos-Allen, CT Humanities
Stacey Zackin, Member of the Public
Ashley Malcolm, Connecticut Museum of Culture and History

The meeting began at 3:03PM

1. Introductions

Rob Kret led the subcommittee in introductions including name, affiliated organization, initial thoughts, and interest in the CT250 Marketing and Tourism subcommittee

2. Background Information about CT250

Mr. Kret discussed the background information about CT250 and encouraged the subcommittee to read about the commission and the other CT250 committees on the CT250 website (www.ct250.org).

3. Purpose of Marketing and Tourism Committee

Mr. Kret described the purpose of the CT250 Marketing and Tourism subcommittee which is to form a collaboration with the state and local tourism destinations for a celebration of America 250. He noted that he hoped to see partnerships develop between individual organizations delivering content about the ideals of the American Revolution and the tourism industry. Mr. Anthony commented about the upcoming rebrand of the state and the importance of cultural tourism. Mr. Anthony is also interested in creating robust stories that will link the state's rich cultural history for residents of Connecticut and for those that will visit. This committee can help in building a better blueprint with the state's organizations working together. Mr. Marcavitch noted

that the concept of “what is a hero” should be expanded to include women’s rights, enslaved people, and LGBTQIA+ life.

4. Google Tools for Committee Communications

Mr. Kret asked Ms. Tolosa to review the resources available to the subcommittee on the Google Workspace. Ms. Tolosa gave an overview of the steps, materials, and emails available through the CT250’s Google Workspace. Ms. Tolosa is available via email to help onboard and give a brief virtual walk-through.

5. Research best practices for other states AM250 Tourism and Marketing

Mr. Kret commented about the importance of understanding the best practices between cultural and community organizations planning to provide content and experiences and people working in the tourism industry. Mr. Kret used Virginia as an example with \$7 million appropriated from their state legislature to help fund VA250. Mr. Burns believes it is worthwhile to see what other states are doing from a programmatic as well as funding mechanisms to be able to speak to the Connecticut State legislature about funding for our commission. Mr. Champalimaud is interested in how funding will be allocated to create engagement. Mr. Champalimaud and Mr. Anthony agreed that the subcommittee should not be the organizing body when it comes to programmatic efforts. However, using a website as a central hub to market and advertise specific events and promote CT250 as a tourism point is more appropriate. This central hub would also serve as a blueprint and guideline for programmatic events and brand-kit resources. Ms. Tolosa informed the subcommittee that the Commission plans to outline guidelines for participation in a central website in October. She noted that for programs to be listed on a central website, they need to connect to the themes and goals set forth by the Commission and Governor’s Executive Order.

6. Suggestions to have CT250 designee in all 169 towns

Mr. Kret discussed an idea suggested at a Commission meeting to have a CT250 designee in all 169 Connecticut towns. Mr. Marcavitch suggested using regional designees in Connecticut, rather than an individual in each town. Mr. Anthony supports the idea of using regional designees and recommended the use of the three tourism districts in Connecticut: Western, Central and Eastern, as a part of the subcommittee. Mr. Burns recommended three additions to the subcommittee, one in each tourism district.

7. Engage underrepresented groups in CT250

Mr. Kret discussed the Commissions desire to engage under-represented groups with CT250 including tribal leaders, the black and Puerto Rican caucus, church and community leader, and members of the LGBTQIA+ community. Mr. Kret asked the groups to identify other under-represented groups and people to consider adding to the CT250 Marketing and Tourism subcommittee.

8. Additions to Committee

Mr. Kret asked for ideas and individual contacts to please be emailed to him.

9. Other Business

Mr. Kret would like to get regular meetings on the books, quarterly for now. Ashley Malcolm will send out a Doodle Poll to schedule the next meeting before the next full Commission Meeting in October.

The meeting ended at: 4:05PM.

Next Meeting

TBA – Based on Doodle Poll results.