



America 250 | CT Commission
Marketing & Tourism Subcommittee Meeting
Thursday, July 11, 2025 at 10:00 a.m. via Zoom
Minutes

[Watch the Recording](#)

Attendees

Subcommittee

Rob Kret, Chair
Jason Mancini
Felicia Lindau
Anthony Champalimaud
Kimberly Noto
James Fowler
Blair Bendel
Anthony Anthony

CTH Staff

Cyndi Tolosa
Rachel Gonzalez

The meeting started at 10:22 a.m.

1. Welcome & Updates

As members of the subcommittee joined the call, there was general discussion of the national landscape of America 250 and funding for this work. The meeting officially opened at 10:22.

2. [CTVisit.com](#)

- a. Sponsorship opportunities
- b. Update on Plan
- c. Volunteers to create copy

The agenda for the meeting was adjusted, and [CTVisit.com](#) was discussed prior to the 250th trail.

Felicia Lindau shared that the state and Adams & Knight have developed a subset of [CTVisit.com](#) that is themed to CT 250 with content, listings, and events. This is already built and just needs to be populated with content. Cyndi Tolosa noted that sponsorships are available for the site, and Anthony Anthony is developing a press release to publicize it which capitalizes on the press attention the 250th has gotten over the last several weeks. Sponsor dollars can be used to promote CT 250. Sponsor levels range from \$15k - \$100k. This site needs to be built out, and CTH staff is looking for assistance with creating copy/content pieces so it can be promoted and shared with the public. Rob Kret shared that the Mallory family may be a candidate for sponsorship, and Anthony Champalimaud noted that he has a connection to the family. A. Champalimaud also shared that his staff has recently been developing a lot of tourism-focused web content for Litchfield County that may be helpful. Other hotel groups (i.e., Waterford Hotel Group, HEI) may also have relevant content and willingness to assist. Jason

Mancini noted that CT Humanities has funded a good deal of content with historical societies that could potentially be adapted to have a tourism focus. Rob Kret noted that community foundations, and in particular their Donor Advised Funds, might be a place to go for sponsorships.

3. 250th Trail

- a. Implementation Plan
- b. [Form](#) to submit ideas
- c. Volunteers to review in late summer

J. Mancini opened the conversation on a 250th tourism trail by sharing that there has been conversation between CT Humanities/the commission, the state Office of Marketing, the Connecticut Tourism Coalition, and the CT Port Authority on funding for a trail. While the Port Authority originally approved a grant to CTH to work on this project, they have hopes for elements to be included in this project that CTH staff does not have the ability to produce, so likely will not be able to accept the grant. C. Tolosa added that, funded or not, a 250th trail is a good opportunity for tourism in the state.

Subcommittee members engaged in conversation on the “glue” for the trail. The commission/CTH staff would like the trail to be broader than just Revolutionary War sites. The thread for the trail may differ depending on whether and who is funding it. Not having a major source of funding opens up the possibility of developing several trails around different themes that are all marketable, and may in turn open up opportunities for smaller sponsorships.

A. Anthony shared a tentative timeline, starting with developing lists of potential sites and having interns begin researching to narrow things down. With the existing state marketing budget, a trail could begin to take shape over the next few months. F. Lindau confirmed that a trail could feasibly be launched in early 2026. The state will defer to CTH & the commission on sites and content, and will assist in tweaking items to be tourism-focused. To that end, CTH staff has created a form for individuals to submit ideas - this will be circulated. Additional thoughts on this topic included:

- Potential sponsors/focus for trail:
 - Pomeroy Foundation
 - AllTrails/Strava/Map My Ride (cycling apps - sites that can be accessed by cycling tourists)
 - GE Innovation Center (an innovation/creativity-based trail)
 - Trail with a focus on indigenous populations

4. Other Business as Needed

The meeting ended at 10:55 a.m.

Next Meeting: TBD