



Executive Committee Meeting

August 21st, 2024 | Meeting Minutes

Operational & CEO Report

- Lease Update & Construction Timeline
 - New Staff Introduction: *Jason Zogg*
- Program Updates:
 - Placemaking Framework
- Work Program Monitoring Practices:
 - Starting with research and business

Placemaking Framework

- On June 26th, TCA debuted our placemaking framework webinar with over **70 attendees.**

Walk, Bike, Roll

- **2 demonstrations** for Capital Bikeshare
- **350 + subscribers** for weekly email
- **48 Yiftee e-gift cards** were generated

Cope Tysons

- **Total attendance 1225**
- **11 Tysons restaurants participated** in live watch parties
- In Kind Partnerships **valued at 12,500**

Budget Briefs

- FY2024
 - Finished the year with **1.4 million**
- **FY2025**
 - Total revenue budgeted at 4 million
- FY2026
 - \$1 million funding Gap
 - Operating with a \$3m base budget: Impacts to our program beginning in FY25
 - Exec committee roles to support addressing this gap

Tyson's Community Alliance

- Tyson's New Branding

