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Wednesday, September 18, 2024

8:30 am

[The Mather Tysons](https://www.themathertysons.com/location/)

7929 Westpark Drive

Tysons, Virginia 22102

# Tysons Community Alliance Board of Directors Quarterly Meeting

Pre-Reads:

* July Financials FY2025 *and* FY2024 (Clean!) Audit
* Draft 2025 Calendar of TCA Board of Directors Meetings

Agenda

I. Board Matters:

* CEO Update: New Staff, Office Lease and Key Activities
* Introducing the Board Portal
* Draft 2025 Board Meeting Calendar
* Welcoming new Board members: Martha Coello and Tony Castrilli
* Treasurer’s Report

II. Unveiling and Workshopping Tysons Brand Campaign

**A. Introduction**

* Video Launch: *Tysons: This Way Up*
* Introduction to key messages
* Overview of draft campaign strategy

**B. Workshops:**

How Do We Make the Tysons Brand Ubiquitous…

1. … in the Public Realm? Permits, Wayfinding, Public Facilities

2. … in the Digital Landscape? Social Media, Advertising

3. … leveraging Private Investment? Private Property & Paid Media

**C. Homework: Social / Marketing Language to Disseminate Video**

III. Wrap Up: Happening in Tysons & Learn About the Mather

* What’s Next in Tysons
* The Mather:
  + *Learn:* Presentation fromRachel McLean, Community Relations Liaison
  + *Explore:* Sign up for a tour *and* visit UKIYO Park, Tysons’ newest public space delivered with The Mather