A blue and black logo

Description automatically generatedWednesday, August 21, 2024

9:00 – 10:30 am

Tysons Community Alliance Office *with* [*Teams option*](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZmY0ZmM4MGMtYmI0OC00M2M4LTgyY2UtY2JhNDMyZDE0YWQy%40thread.v2/0?context=%7b%22Tid%22%3a%22e982ccf8-160a-4c97-b30b-0b93feb44c70%22%2c%22Oid%22%3a%22ccbb76f0-9511-441d-a597-686a0eaa702a%22%7d)

NOTE NEW LOCATION: 3rd Floor Conference Room

(elevator bank shortly before TCA office; take elevator to 3rd floor and follow signs)

# TCA EXECUTIVE COMMITTEE AGENDA

I. **Welcome**

II. **Operational and CEO Report**

* Lease Update and Construction Timeline
* New Staff Introduction: Jason Zogg, Dir. Placemaking
* Program Updates:
  + Placemaking Framework
  + Walk Bike Roll
  + Copa Tysons
* Work Program Monitoring practices: starting with Research & Business Services

III. **Budget Briefs: FY24, FY25 and FY26+**

* *FY24 Close-Out:* Analysis of drivers of last year’s carryover
* *FY25*: July Actuals / Treasurer’s Report
* *FY26: $1m Funding Gap and Transportation Service District:*
  + Status Report on TSD Funds
  + Impacts of unresolved funding to our program beginning in FY25
  + Exec Committee roles to support addressing this gap

III. **Tysons Brand Campaign**

* Unveiling new Tysons brand campaign
* Next steps for:
  + Implementation of refreshed brand identity
  + Paid media campaign: Scope and partnerships

IV. **Nominating and Governance Committee Presentation**

* Recommendations for EC recruitment and succession practices

V. **Upcoming Events and EC Action Opportunities**

* TCA Board of Directors Meeting: September 18th at The Mather
* Story Time at 1st Stage: September 14th, October 19th and November 16th
* The Mixed Market returns: Help us promote the market, returning this afternoon: Information at <https://tysonsva.org/events/tysons-mixed-market>; email [william@tysonsva.org](mailto:william@tysonsva.org) for promotion tools
* Thought partners needed: Mobility Technology Roundtables ([sonali@tysonsva.org](mailto:sonali@tysonsva.org))
* Sponsorship opportunity: Imagination Stage @ Tysons; email [william@tysonsva.org](mailto:william@tysonsva.org) for more