



Wednesday, September 18, 2024
8:30 am

The Mather Tysons
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



community alliance

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

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