ACTION ITEM MEMO
Port of Tacoma Commission

Item No: 6I
Meeting Date: 11/17/26

DATE: November 9, 2026

TO: Port of Tacoma Commission

FROM: Eric Johnson, Executive Director
Sponsor: Alisa Praskovich, Chief External Strategy Officer
Project Managers: Melanie Stambaugh Babst, Communications Director, NWSA
Lindsay Wolpa, Senior Manager, Strategic Partnerships and Projects, NWSA

SUBJECT: Tacoma Commissioner Representatives for NWSA Rebrand Initiative Work Group

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A. ACTION REQUESTED

Request the Port of Tacoma Commission to designate two commissioners to The Northwest Seaport Alliance's Rebrand Initiative Work Group.

Strategic Plan Initiative

OS 4: Integrate the Port's values into our organizational culture and decision-making framework. *While the staff bringing forward this request are from NWSA, it aligns with Port of Tacoma's values, especially with respect to transparency and partnership.*

The NWSA Rebrand Initiative is a top ten International Container North Star Initiative.

B. BACKGROUND

At the October 30 NWSA Managing Members meeting, the body 1) authorized execution of Phase 1 of Personal Service Agreement No. PA207 for the Rebrand Initiative and 2) established a Rebrand Initiative Work Group to be effective throughout the pendency of the rebrand initiative to provide recommendations to the Managing Members. Co-Chair and Tacoma Commission President Marzano committed to follow-up with the Port of Tacoma Commission in designating those two commissioners. This request is a result of that follow-up.

The Work Group is being created to inform the NWSA Rebrand Initiative at a leadership level and streamline the process for efficient execution. All ten commissioners will have the opportunity to provide input into the effort.

No previous Commission actions at the Port of Tacoma.

C. SCOPE OF WORK

Participation in NWSA Rebrand Work Group will include advising staff and supporting decision making on the initiative as well as providing regular updates to the other commissioners.

D. TIMEFRAME

First Work Group meeting	December 2026
Second Work Group meeting	January 2027
Third Work Group meeting	February 2027
Fourth Work Group meeting*	March 2027

**Target discussion on recommendations on whether to proceed to Phase 2*

E. NEXT STEPS

Two commissioners representing each NWSA Managing Member will begin meeting monthly in December 2026.