Item: 6I
Date: 11/17/26



NWSA Rebrand Initiative Work Group

Tacoma Commissioner Representation

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Port of Tacoma Commission Meeting
Date: November 17, 2026

Port of Tacoma
People. Partnership. Performance.

NWSA Rebrand Work Group – Action Request

Port of Tacoma

ACTION REQUESTED

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

NWSA Rebrand Work Group – Background

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.

This request is a follow-up to the second action.

NWSA Rebrand Work Group – Timeframe

Engagement	Date
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*



Thank You

Questions & Discussion

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Port of Tacoma