



COMMUNICATIONS COMMITTEE AGENDA

**Marriott Tacoma Downtown
Stadium, Second Floor**

10:15 – 11:15 am

Wednesday, November 19, 2025

- Welcome & Introductions
- Lunch & Learn
 - Recap June: The Do's & Don'ts of Communicating about TIF
 - Next up: CTE programs in local schools - Exploring how ports connect with Career & Technical Education programs. Coming to a Zoom near you this April!
- Website Check-In
 - Reminder to send updated port photos
 - Check out our new map feature
 - Do you know where to find the WPPA By-Laws
- Attendee Participation: we're inviting attendees to share a brief story about a communications strategy, tool, or approach that has worked well at your port.
- How many of you have a communications plan? Group discussion!
 - In house or hired out?
 - What types of media are you sending out and how often do you send it?
 - Do you reach out to other ports when you need help or have questions?
- Communications on a Shoestring: Supporting ports without a dedicated staff