



## **Board of Directors Agenda Report**

**MEETING DATE:** JANUARY 16, 2020 **ITEM NUMBER:** 9E

**SUBJECT:** Consideration of and Vote on Recommendations for Property Name Based on Branding Focus Group Results

**DATE:** January 10, 2020

**FROM:** Michele Richards, CEO

**PRESENTATION BY:** Michele Richards, CEO

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### **RECOMMENDATION**

At the Board of Directors' discretion.

### **BACKGROUND**

During November, 2019, IMW Agency conducted a series of five community focus groups to gather additional input from the public regarding the OC Fair & Event Center brand. Staff will present the first part of the results from those focus groups related to preferences for the name of the property.