



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

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.