

Naming Subcommittee

- Event Center and Fair Complex brands need to coordinate well with one another
- Think Joule, creative firm specializing in brand development, retained to assist
- Work plan focuses on Fair Complex with an emphasis on Event Center
- First priority is a Naming Strategy
 - Subcommittee to assist/ground in local knowledge:
 - 1 FAC member
 - WCVA
 - City of Hillsboro
 - Limited duration (1-2 months)
 - Time commitment: 2-3 meetings, 4-6 hours total