

City of South Portland Marshall Plan® Meeting

Date: Monday, Feb. 22, 6:00 p.m. – 8:30 p.m.
Via Zoom

AGENDA

What	When
Introductions, context setting, agenda review. Discuss the work completed in Phase II.	6:00 p.m. – 6:10 p.m.
Review executive summary and new key components of the plan.	6:10 p.m. – 6:50 p.m.
Discuss message map and tagline options.	6:50 p.m. – 7:30 p.m.
Break	7:30 p.m. – 7:35 p.m.
Discuss logo work presented by Portland Design Co.	7:35 p.m. – 7:50 p.m.
Review timeline, rollout for city branding and budget for three-year plan.	7:50 p.m. – 8:25 p.m.
Wrap-up and discuss next steps.	8:25 p.m. – 8:30 p.m.