GIANT PANDA OUTREACH TASK FORCE
Minutes
2012-08-08
12:00 p.m.
Scarborough Civic Centre, Committee Room 2

Present: Councillor Raymond Cho, Chair, Dr. Ming-Tat Cheung, Co-Chair, Mr. Michael Ho, Co-Chair, Mr. John Kiru, Councillor Gloria Lindsay Luby, Councillor Giorgio Mammoliti, Mr. Joel Peters, Mr. Joe Torzsok

Staff Present: K. Bentley, C. Shipley, J. Tracogna

1. Introductions

The members of the Giant Panda Outreach Task Force (GPOTF) were introduced. It was suggested that a membership invitation be extended to the Toronto District School Boards and the Canadian Multicultural Council. The high-level goals and objectives of the Task Force were briefly discussed including marketing, outreach, promotion and education.

2. Terms of Reference

The Terms of Reference for the GPOTF were reviewed.

3. Panda Update

Councillor Cho shared details of his visit to the Chongqing Zoo in May. Councillor Cho was given the opportunity to see one of the Giant Panda’s, Er Shun, which will be arriving to the Toronto Zoo in the spring of 2013.

4. New Business

C. Shipley to act as lead Toronto Zoo staff contact for the GPOTF. C. Shipley presented a comprehensive outline of Giant Panda plans for the Toronto Zoo including: ground breaking ceremony, Giant Panda mascots, media, group events, tourism partnerships, sampling, social media, marketing, educational programs, volunteer recruitment, cultural events, exhibit design and logo. Several ideas for outreach and promotion were exchanged by the group.

The proposed Toronto Zoo Giant Panda mascots and logo were well received by the group with some minor suggested changes to the logo design.

It was recommended by Councillor Mammoliti that each Toronto City Councillor be given an opportunity to have the mascots visit the elementary schools in their Wards.
depending upon scheduling. Opportunities to get Toronto schools involved in Giant Panda fundraising and essay competitions are to be considered.

It was suggested that the Chair and Co-Chairs of the GPOTF could consider sending a letter to each Councillor regarding the upcoming arrival of the Giant Pandas to the Toronto Zoo and a promotional visit by the mascot to Council Chambers in the fall. The mascots will be present at major City of Toronto, cultural and ethnic festivals and events. The Chinese Cultural Centre of Greater Toronto will also work with the Toronto Zoo to promote the Giant Pandas.

It was also suggested that there be a special opportunity to sell plane / tour tickets to those wanting to be a part of this historic event to bring the Giant Pandas from China to Toronto.

Other promotional avenues include road and highway wayfinding. Councillor Cho has requested a meeting with the Minister of Transportation to discuss Giant Panda wayfinding.

J. Peters suggested that the Toronto Zoo actively seek other partnership and sponsorship opportunities with the various hotels.

Giant Panda exhibit groundbreaking (October 18, 2012), gala (February 28, 2013) and arrival at Pearson International Airport events are being planned for.

M. Ho suggested methods for prioritizing promotional and outreach ideas and for organizing the implementation of these projects over the five year period (i.e. 2015 Pan Am Games etc.).

N. Singh to canvass Task Force members on next meeting date.

Meeting adjourned at 2:13 p.m.
N. Singh, Secretary