

AGENDA

**Toronto Film, Television and Digital Media Board
Customer Service Enhancement Working Group Conference Call
August 29, 2016, 10:30-11:30 a.m.**

The Customer Service Enhancement Working Group is: Shelley Eriksen, Victoria Harding, David Hardy, Louis Major, Monty Montgomerie, Roger Nair, Michele Alosinac (Staff), Eric Jensen (Staff)

1. Discussion of MPA Canada video re. Suicide Squad (video) and any subsequent activity in this realm.

Discussed the merit of a TV campaign along similar lines. There was no specific recommendation.

2. Discussion of a communications plan for City of Toronto residents (as a complement to branding of vehicles etc.) in light of FilmOntario branding.

Recommendation: Co-Chairs Jonathan Ahee and Councillor Paula Fletcher, along with staff from Film and Creative Industries Office Zaib Shaikh and Michele Alosinac attend an upcoming FilmOntario Board meeting to discuss ways in which the organizations can work more closely with each other in advancing a consistent message regarding the industry in Ontario.

3. Discussion of a communications plan for City Council - (Fam tours of sets and facilities) to ensure that all Councillors, regardless of their location with respect to regular filming destinations, have familiarity with all aspects of production and its impact on the City.
4. Discussion of a communications plan to illuminate “feel-good” production give-back stories (trees planted, playgrounds upgraded, etc.) – Tie in to electronic media.
5. Discussion of best practices with respect to #s 3, 4 & 5 with examination of Calgary model.

Distributed a best practices document created by Calgary Economic Development as a possible template for a similar governing document in Toronto. Covers points 3,4,& 5. Discussion today.

Additional agenda items for discussion today.

6. Discussion of a Green Initiative (video).
7. Discussion around Toronto Film Television & Digital Media Strategic Plan and recommendations from Customer Service Enhancement for the Working Group Summit.
8. Discussion around a new lead for the Working Group.