

SUMMARY

Toronto Film, Television and Digital Board's 'Branding, International & Business Relationships'

Working Group Meeting

Meeting date: Tues, Nov 22, 2016
Time: 11 AM – 12:30 PM
Location: Toronto City Hall, Film & TV office

Committee Members – in attendance:

Maxine Bailey, David Carter, David Hardy, Jim Mirkopoulos, Jennifer Stewart

Attending from Toronto Film, Television and Digital Office – in attendance:

Michele Alosinac, Eric Jensen, Zaib Shaikh

Committee Members - regrets/absent

Neishaw Ali, Ken Dhaliwal, Sarah Ker-Hornell, Warren Ross,
Roger Nair (attended for first ten minutes)

1. Branding / Marketing

- a. XOTO logo
 - i. Working Group was pleased that the brand was officially approved & implemented

- b. Website
 - i. Working Group congratulated Film Office for the improvements made in recent months to freshen up the website, particularly:
 1. prominent positioning of XOTO and the tag line 'Toronto Loves Film'
 2. prominent display of three informative videos:
 - a. XOTO: Toronto Loves Film (made for 2016 LA Marketing Trip)
 - b. Celebrities at TIFF Talk about Toronto (Tourism Toronto)
 - c. The Making of Suicide Squad (courtesy of MPA Canada)
 - ii. We understand additional improvements are coming over next few months
 - iii. Working Group:
 1. members committed to each providing feedback on the site
 2. recommended changes to certain identifying info listed under 'Projects Currently Filming'

- c. XOTO 'Good Neighbors' Campaign
 - i. Working Group endorsed the planned rollout of the campaign:
 1. funding from Productions will be voluntary,
 2. 'Good Neighbors' ideas to come from resident associations,
 3. production's 'sandwich boards' to announce projects being funded
 4. for neighborhoods used a great deal,
 - a. thank residents with Cineplex / Hot Docs/ TIFF tickets
- d. Promotional City of Toronto trailer
 - i. Working Group recommends:
 1. that we proceed with creating a 30 to 45 second promotional City of Toronto trailer to run before films,
 2. that a sub-committee be formed to:
 - a. confirm and articulate the exact message we want to convey,
 - b. consider creating it in conjunction with Film Ontario
- e. 'City of Toronto' Screen Credits
 - i. Working Group recommends:
 1. that different versions/wording of the screen credit be created
 2. that the 'ask' be made during production of the local producer
- f. IMDB page
 - i. Working Group recommends:
 1. the creation of an IMDB page for the 'City of Toronto' and that it be maintained by either the City's marketing dept, or the City's film office.

2. International (and Business) Relationships

- a. Working Group extended its support for the planned upcoming events:
 - i. Los Angeles - City of Toronto & Mayor's Mission to LA (Jan 24 to Jan 26, 2017)
 - ii. Mumbai, India - 'FICCI Frames' conference (March 21 to 23, 2017)

3. Other

- i. Working Group enquired about the Mayor's recent meeting with the Premier. It expressed its hope that, during the meeting, the Mayor took the opportunity to acknowledge the Premier for her recent Culture Mandate Letter which recognized the importance of tax credit stability and predictability.