



**DOMINION COMMAND  
PUBLIC RELATIONS COMMITTEE  
Wednesday, April 3, 2019, 1:00 p.m. ET  
(Video/Teleconference meeting)**

<b>In Attendance</b>	Owen Parkhouse	-	Chairman
	Sharon McKeown	-	Vice-Chairman
	Stephen Gallant	-	Member (PEI)
	Nathan Lehr	-	Member (NL & L)
	Kenneth Ouellet	-	Member (QC)
	Nujma Bond	-	Committee Secretary
	Leah O'Neill	-	Ass't Committee Secretary
<b>Regrets</b>	Chris Strong	-	Member (AB/NWT)
	Dion Edmonds	-	Ass't Committee Secretary

**MINUTES**

**1. Opening**

**Owen**

The meeting began at 1300 hours (Eastern).

This was the first meeting held by videoconference. Three members participated by video, four members participated by teleconference.

a. Introductory remarks

Owen thanked everyone for attending and encouraged members to join by video next time around.

**2. Regional & National Roundtable**

**All**

National Initiatives

- a. Nujma reviewed recent activities, upcoming initiatives and available resources.
- Nujma reviewed her recent meeting with the Dominion Command Defence and Security Committee. Discussion focused on how to involve the Committee in developing advocacy positions, as well as which positions

the Legion should comment on from a public relations perspective. Once compiled, processes and positions will be shared with DEC for discussion.

- Nujma highlighted the upcoming partnership with the National Tulip Festival's campaign to commemorate the 75<sup>th</sup> anniversary of the Liberation of Holland (2020), and opportunities for Branches to get involved. Options will include holding commemorative planting ceremonies. The Legion will receive \$1 for every bag of bulbs purchased. More information to come.
- Nujma and Leah reviewed the range of resources and tools available to Branches on the Member Services Website, highlighting content on the Marketing and Public Relations page. Owen will remind DEC of the available resources at the April DEC meeting.

b. Regional PR updates

- Ken highlighted the upcoming announcement of the new Quebec Veteran license plate, expected to be a major PR event. Ken mentioned a need for greater access to demographic information of the members within Quebec Branches. Owen suggested this request be brought to the Membership Committee. Ken also highlighted he will be meeting with a Quebec Minister to advocate regarding the class action lawsuit brought forward by a Quebec Veteran upset about care conditions at a Quebec veterans' hospital/residence.
- Sharon highlighted continued challenges dealing with criticism on Facebook, particularly from the Veteran community. While it is not possible to reply to all negative posts, the Command was encouraged to reach out to Dominion Command if they would like assistance on how to respond in more challenging instances.
- Nathan highlighted their Service Officers are getting a positive response from the Veteran community for their disbursement of Poppy Funds to younger Veterans in need.

### **3. Committee Function**

**Nujma, Owen**

a.) Nujma reviewed the Public Relations Committee's Emergent Issues Process, created but the previous Committee and approved by DEC. It outlines the basic process for getting PR committee input when dealing with timely public issues. The process will also be reviewed at the April DEC meeting.

### **4. Brainstorming**

**All**

All PR Committee members engaged in a brainstorming activity to look at ideas to support recruitment, retention and creating a welcoming environment.

A number of ideas were generated during discussion, including:

- Provide a printed “Welcome Booklet” for new members. The discontinued booklet had been replaced by a welcome letter available for Branches to download and print.
- Based on an idea from a Veteran in Ontario, a suggestion that all Legion members remove their Legion medals and bars on Remembrance Day, so that only Veterans are wearing their service medals.
- Bring back the “initiation” process as an opportunity to meet new members and provide information on how to get involved.
- Have a volunteer ready to greet new members or visitors who enter the Branch.
- In-Branch orientation sessions for new members, where the Legion overview PowerPoint could be shared, among other things.

**Action:** Leah will send a copy of the Welcome Letter to the Committee to view.  
(appended to post meeting committee email)

**5. Other business**

**All**

- a. No other business

**6. Next meeting**

**Owen**

The next PR Committee Meeting will be scheduled for September

- Date/time to be determined
- Delivered through GoToMeeting

**7. Adjournment**

**Owen**

*Meeting adjourned 2:30 p.m. ET.*