

# **Dominion Command Poppy and Remembrance Committee Meeting of the Whole**

## **Meeting Minutes**

**13 October 2022**

Our Mission is to serve Veterans, which includes serving military and RCMP members and their families, to promote remembrance and to serve our communities and our country.



**DOMINION COMMAND POPPY AND REMEMBRANCE COMMITTEE  
MEETING OF THE WHOLE  
13 OCTOBER 2022, 1300 HRS EST – ZOOM  
MEETING MINUTES**

**File: 35-1**

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**DOMINION COMMAND POPPY AND REMEMBRANCE COMMITTEE  
MEETING OF THE WHOLE MINUTES  
21 APRIL 2022**

**IN ATTENDANCE:**

**Dominion Command Poppy and Remembrance Committee:**

Chair	-	Berkley Lawrence
Vice Chair	-	Derek Moore
Member	-	Carol Pedersen
Member	-	Daryl Alward
Member	-	Ernie Tester
Coordinator	-	Freeman Chute
Assist' Coordinator	-	Nicole Thomas

**Provincial Command Poppy Chairs and Representatives:**

BC/YT	-	Jim Diack
AB/NT	-	Scott Sadler
SK	-	Carol Pedersen
MB/NWO	-	Gail Conrad Davey
ON	-	Brian Harris
ON	-	Lisa Dinsmore (observer)
NB	-	Tony Chevalier
NL	-	Phillip Wood

**Other:**

OSI	-	Darren Reid
P&R Division	-	Shelby Sutherland

**REGRETS:**

QC	-	Terrance Deslage
Member/TVS	-	Peter Merola
PE	-	Jack MacIsaac
NS/NU	-	Clarence Dawe

**1. OPENING RITUAL**

The meeting commenced at 1300 hours on Thursday, 13 October 2022 via Zoom video conferencing. The Chair conducted the opening ritual.

**2. POPPY AND REMEMBRANCE COMMITTEE CHAIR'S REMARKS**

The Chair welcomed everyone to the meeting. As many Provincial Commands had their executive elections, there were many first-time attendees. The Chair took a moment to introduce each attendee and what Province/Department they were representing

**3. NEW BUSINESS**

The chair entertained requests to add new agenda items. The following items were added for discussion:

- a. Disaster relief (NFLD)
- b. Poppy Manual section 403 ii (h) (Chair)
- c. Poppy Funds and Food Banks (AB)
- d. Poppy Fund use for Sporting Equipment (OSI)
- e. Stars (Sask)
- f. Cadet Donations (OSI)
- g. Poppy Manual Revisions

**4. APPROVAL OF MINUTES FROM PREVIOUS MEETING**

**Minutes Approval** – The 21 April 2022 Poppy and Remembrance Committee Meeting minutes are attached at Annex “A”.

**MOTION:** It was moved that the 21 April 2022 Poppy and Remembrance Committee Meeting minutes be approved as presented.

**CARRIED**

**5. POPPY STORIES FUNDING APPROVAL**

**Background**

a. Over the past four years we have searched for new creative and state of the art ways to promote the Remembrance period. Remembrance Island, Digital Poppy, Immortal Poppy, and Pay Tribute have been very successful to name just a few. However there has yet to be a new creative way to promote the physical lapel Poppy.

**Discussion**

b. For the 2022 Remembrance period I would like to introduce “*Poppy Stories*,” a website that would allow you to scan your lapel Poppy with your phone and meet a First World War, Second World War, Korean veteran or and Afghan veteran.

c. Using your phone, you can turn every single poppy into a story about a Canadian war hero. All Canadians will have to do is scan the Poppy on their lapel, or someone else's, and they'll be served an image of a fallen Canadian with a story worth remembering. (See attached Power Point)

(1) stories will be "snackable" but meaningful

(2) they'll aim to humanize with details like home city, family connections, age, and even pre-war jobs and interests, if possible, vs. just battle details

d. 50 to 100 stories would be available on the website, you would also have the ability to view additional stories if you so choose and at the end of the stories, you would have a "*Donate*" link that would bring you to the Legion donation page.

e. This website creates a fun and engaging way to educate all Canadians, in and out of the classroom, remember/honour the fallen by telling their stories and helps Canadians connect to our donation platform.

## **Conclusion**

f. I would like the P & R Committee's approval to move forward on the project to be introduced during the 2022 Remembrance period and the Committee's approval to use \$50,000.00 for the project development. **(Approved by electronic vote 7 September 2022)**

## **6. COMMITTEE UPDATES**

### **a. Biodegradable Wreaths**

Biodegradable/Recyclable Poppy, Wreath and Cross memo was developed, it is shipped with each order of biodegradable products. It is also located on our website under "*branch and command resources/poppy and remembrance*". The wreathes and poppies cannot be fully biodegradable but is about 90%. NB Command received two (2) complainants from two (2) branches regarding the smell and needing to store them inside. Sask. Command has had a Branch level complaint that there is an odor. ON Command also has received complaints of an odor. AB/NWT Command has done testing and the poppies are bleeding dye when they are wet, and concerns were raised on the dye staining uniforms.

**Action: Committee Coordinator to investigate further**

### **b. Poppy Trust Funds Bank Account Beneficiary**

Ontario Command was informed that when one of their Branches went to open a Poppy Trust Fund, they were asked to provide a beneficiary. Therefore, Ontario Command would like to know if this is a new requirement for trust funds as Branches should be informed of this change via the All Branch. The assistant committee coordinator is requested to inquire with the finance department.

**Update from Finance:** I am not aware of any changes regarding opening Poppy Trust

Fund accounts across Ontario.

Ontario Command has confirmed there was a miscommunication from the Bank, and it has been resolved.

**c. Poppy Campaign**

Corporate Partners have reached out to Dominion Command wanting more volunteers. They have been informed to contact the Branches to organize for more volunteers and Cadet have been permitted to volunteer for 2022 Campaign. Branches are also encouraged to reach out to local schools for students who need to complete volunteer hours.

**d. Poppy Stories**

All updates covered in Section 5.

**e. Digital Poppy**

Scheduled to go live to the public on 28 October at the beginning of the Poppy Campaign. Ardwell "Art" Eyres, the Veteran "spokesperson" for the Digital Poppy passed away on 16 February, resulting in a change to the commercial video, which will be a dedication for Mr. Eyres.

**f. Pay Tribute**

All 1000 boxes have been deployed, with more requests still coming into the Poppy & Remembrance Division. If this campaign is successful, there will be investigation into expanding the program.

**7. NEW BUSINESS**

New business raised in point 3 to be addressed.

**Disaster Relief (NLFD)** – Comrade Phil Wood (NLFD) asked if Poppy Funds could be used to support the relief efforts to the towns affected by Hurricane Fiona. After discussion is was decided that because the situation in question was declared as a "state of emergency" and because the Poppy Manual states than unless Provincial or Federal government declare a "disaster" then Poppy Funds cannot be used to help. The Poppy & Remembrance Committee is bound by wording in the Article. The Chair will be bringing this forward to DEC to determine if it is needed to adjust the wording to include a State of Emergency.

**403. ii (h) (Chair)** – Currently, the Annual Veterans Visits allows up to \$25 per meal per Veteran/spouse. Does this amount need to be raised or does the Committee feel that this is a sufficient amount? The OSI Representative recommends the Committee investigate amending this article to include two visits a year and agrees that \$25 is not enough an it should be increased. It was also noted by the Committee that the \$25 is strictly for food. Representatives brought forward worries of abuse of the \$25 (getting donations, etc...). This is not something Dominion Command can monitor, and trust will have to be put in

the Branches to honour the rules as per the Poppy Manual.

**MOTION:** It was moved that the fund allocation in Section 403. II (h) be increased from \$25 to \$30

**CARRIED**

Further discussion regarding increase visits to twice a year will be investigated as per OSI Representative's recommendation. Ontario Command will also be putting forward a motion for increase to two visits per year at the November DEC Meeting.

Ratification of the Committee's motion to increase will be done at the November DEC Meeting.

**ACTION:** Committee Chair to bring to DEC

**Secretarial Note:** In the 21 March 2023 Poppy & Remembrance Committee of the Whole meeting, a motion was made, seconded, and carried to amend this motion and increase the fund allocation to \$35.

### **Food Banks (AB)**

Alberta Command is seeking clarification on which Poppy Trust Funds can be purchasing of gift cards to grocery stores that can then be donated to food banks. Currently, there is no section in the Poppy Manual where this is outlined as a use. Concerns were brought forward about how there would be accountability of the gift cards going to Veterans and their dependence. It was established that once a third party is given the funds, the Legion then loses control of them. This is why there is no section outlining a use in this nature in the Poppy Fund. There are special occasions when a third party can receive Poppy Funds for Veterans, but these are very specific.

### **Sport Equipment (OSI)**

There is currently no provision in the Poppy Manual to assist Veterans with purchasing adaptive equipment. Would this be an item the Committee would investigate in adding to the Poppy Manual. An example of how this could be added would be under Special Uses, to have up to 25% of the equipment covered and this request go through the Veterans Service department to allow the Committee to track all paperwork.

**Recommendation:** The OSI Representative write a proposal for this suggestion. The proposal will be sent through the Committee Coordinator and on by the Committee prior to being presented at the November DEC Meeting.

Concerns regarding abuse of this special use were brought forward. The Legion makes donations to outside organizations; the applicant could be getting funding from these organization and then getting funding from Legion. This is a good recommendation, but it will require a lot of coordination to be successful.

**Stars (Sask.)** – Stars is an air ambulance service in Western Canada. Donations can be made for certain items using Poppy Trust Funds. Branches are prohibited from making

general donations with Poppy Trust Funds because the patient may not be a Veteran. Branches argue that it could be a dependant and a life would be saved. Branches wish to be able to donate \$2000 per year.

**Recommendation:** Branches may submit a resolution for the use of Poppy Trust Funds for the support of medical services like Stars.

**403 ii (g) – Support of Cadet Units:** Discussion were had around changing the dates of when Poppy Trust Funds could be allocated to support this initiative. It was clarified that these dates were added in order to cap donation amounts being given by Branches. It was determined that everything would remain as per the Poppy Manual.

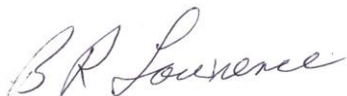
**Poppy Manual Revisions and Branch Status Report Form** – Suggestions for changes to both the Poppy Manual and the Branch Status Report Form will be sent out separately for review by the Committee.

**8. NEXT MEETING OF THE POPPY AND REMEMBRANCE COMMITTEE**

The next Poppy and Remembrance Committee meeting will be scheduled in the Winter by Zoom video conferencing.

**9. CLOSING RITUAL AND ADJOURNMENT**

The chair concluded the meeting by thanking the committee members, Provincial Command Poppy Chairs and guests for their insight and valued input. The meeting adjourned 13 October 2022 at 13:46 hours EST and the chair conducted the closing ritual.



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Berkley Lawrence  
Chair



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Freeman Chute  
Committee Coordinator

**DISTRIBUTION LIST**

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Dominion Poppy & Remembrance Committee  
Provincial Command Executive Directors  
Provincial Command Poppy Chairs  
Dominion Command Committee Coordinators and Assistant Coordinators



