

# CENTENARY COMMITTEE

## MINUTES

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.

**16 July 2024**

**Legion** 

## CENTENARY COMMITTEE – MEETING MINUTES

### ZOOM VIDEO MEETING – 16 JULY 2024

File: 48-20

**Present:**

John Mahon	-	Chair
Valerie MacGregor	-	Vice-Chair
Craig Thompson	-	BC-YK Representative
Deb Bolduc	-	AB-NWT Representative
Carol Pederson	-	SK Representative
Gail Conrad Davey	-	MB-NWO Representative
Garry Pond	-	ON representative
Jean St-Laurent	-	QC Representative
Chris Richardson	-	Member at Large
Kandys Merola	-	TVS Representative
Ty Backer	-	Committee Coordinator

**Absent:**

Thea McEvoy	-	NB Representative
Marion Fryday-Cook	-	NS-NU Representative
Duane MacEwen	-	PEI Representative
Bill Meadus	-	NL Representative
Steven Clark	-	Ex-Officio
Larry Murray	-	Ex-Officio
Berkley Lawrence	-	Ex-Officio
Kelly Therien	-	Assistant Coordinator

**1. CALL TO ORDER AND APPROVAL OF LAST MEETING MINUTES**

The committee Chair welcomed everyone, and the meeting commenced at 14:05 hours EST.

**MOTION:** It was moved that the meeting minutes from the last meeting from 14 May 2024 be approved.

**CARRIED**

**2. NEW BUSINESS: MODEL TRAIN CAR PROPOSAL**

The Committee Coordinator presented a proposal which was brought forward to him from Puce Creek Hobby Distributors. They are interested in partnering with the Centenary Committee to create centenary novelty items and model train cars. Puce Creek Hobby Distributors has done so with the RCAF 100<sup>th</sup> Anniversary and they have had success with pre-orders and sales of the model train cars. The Centenary Committee agreed on the idea to have a model Legion Centenary train created, but not other novelty items since we are planning to have items in our own poppy store. As a result, the Chair requested for the Committee

Coordinator to get more information from Puce Creek Hobby Distributors regarding its model train proposal.

**ACTION: COMMITTEE COORDINATOR**

**3. PROJECT COORDINATOR UPDATES**

**a) Centenary Medal:**

Comrade Jean provided an update on the design phase of the medal. Only the latest renderings of the medal, excluding the top bar and ribbon, were presented to the committee to narrow down the favourite design. The Committee favoured the circular medallion design of a medal, suggested by Jean, since it is the one design which could accommodate for bilingual writing. This design will be forwarded to the Legion House graphic artist to create further renderings with the different ribbon and top bar combinations.

The Committee also discussed implementing the new Canadian Crown on the medal design and on all the other Centenary items. This will have to be clarified before finalizing any future designs.

**b) Documentary:**

The Legion documentary is in its editing stage, and the first version of the script has been completed.

**c) Centenary Merchandise:**

The Committee Coordinator shared the latest designs from Legion House supply teams centennial drafts for some of the poppy store's top selling items.

**d) Brand Partnerships:**

After convention, we will begin ramping up and sending out requests to various corporate partners. The Committee will also look into bringing Legion House staff into these discussions.

**e) War Museum Exhibit:**

Comrade Garry and the Committee Coordinator are still waiting to hear back from the Canadian War Museum. A follow up email was also sent out.

**f) Heraldic Crest:**

No update at this time.

**g) Centennial Stamp and Coin:**

No update at this time. Reminder letters will be sent to both the Royal Canadian Mint and Canada Post.

**h) Legion Anniversary Book:**

A briefing from Comrade Duane was shared to the committee accounting his discussions regarding the progress of the book.

**i) Gala and Sponsorships:**

Comrade John and Gail will take part in the site visit at the RBC Convention Centre in Winnipeg planned for September 2024.

**j) Legion 100<sup>th</sup> Anniversary Day:**

Committee Coordinator will begin discussions with Marketing regarding the media plan.

**ACTION: COMMITTEE COORDINATOR**

**4. NEXT MEETING**

The next Committee meeting is tentatively set for Saturday 24 August 2024 at 1600 hours at the Dominion Convention.

**5. ADJOURNMENT**

The meeting was adjourned at 15:20 hours EST.



**John Mahon  
Chair**



**Ty Backer  
Committee Coordinator**

**DISTRIBUTION LIST**

**DEC**

**Dominion Past Presidents**

**Centenary Committee Members**

**Provincial Executive Directors**