



**MINUTES OF THE DOMINION COMMAND
MEMBERSHIP COMMITTEE MEETING**

File: 23:1

January 18, 2023

In Attendance:	Owen Parkhouse - Chair
	Terry Campbell - Member
	Marion Fryday-Cook Member
	Garry Pond - Member
	Duane MacEwen - Member
	Dave Velichko - AB NWT Prov Mem Chair
	Randy Hayley - Committee Coordinator
Regrets:	Valerie MacGregor - Vice-Chair
	Rosalind Larose - Member
Amanda Black -	Asst. Committee Coordinator

1. INTRODUCTORY REMARKS

The Membership Committee convened via Zoom on January 18, 2023, at 13:00 hrs. The Chair welcomed all.

2. NOVEMBER DEC FOLLOW-UP

The Chair reviewed the results of the 2 Committee recommendations the Committee had before DEC for their decision.

Both the 'Friends of the Legion' program and the National Legion Week recommendation, scheduled for the 3rd week of September, were supported by DEC

voting members.

For Legion Week – TO BE THE 3RD WEEK OF SEPTEMBER FOR ALL COMMANDS COMMENCING IN 2023.:

Objectives:

- To standardize Legion Week across Canada allowing for National promotion
- To drive Canadians to local Legions to:
 - Create more awareness of Local Legions and their work
 - Increase membership
 - Potential for increasing volunteer base
- National Headquarters to assist in providing some resources (i.e. guidelines to a successful Legion Week with some ideas)
- National Headquarters to distribute a stand -alone email late Feb/early March
- Resources and communications to be made available on membership website and likely also communicated using existing social media channels
- National Headquarters to also consider a direct mailing to the branches to launch the program

As the date approaches National Headquarters to do a release to announce / place on website in news section; and encourage Canadians to visit local branches. All to be shared via social media and in member newsletters.

Friends of the Legion updates will be shared as development begins in the coming months.

ACTION: COMMITTEE COORDINATOR

3. 2023 COMMITTEE TARGETS

The Committee reviewed the 2022 Key Performance Indicator targets and results and set the following targets for 2023:

Key Indicator	2022 Targets	2022 Results	2023 Recommended Targets
<i>Renewals</i>	89%	87.4%	89%
<i>Branch Rates</i>	100%	97.6%	100%
<i>Branch Portal Processing</i>	75%	72.2%	80%
<i>Member Emails / Phones</i>	60%	55.7%	70%
<i>Auto Renewals</i>	15%	11.3%	15%

The new targets will be communicated in the next available All Branch communication email.

ACTION: COMMITTEE COORDINATOR

4. THE ROYAL NEWFOUNDLAND CONSTABULARY

At the last DEC meeting NFLD/LAB Command inquired about the Royal Newfoundland Constabulary being recognized as Veterans as defined within the RCL General By-Laws. The Coordinator had circulated the official request from NFLD/LAB and the historical research provided prior to the meeting for all Committee members to review.

After consideration and discussion, the Committee decided not to support the recognition of The Royal Newfoundland Constabulary for Veteran status within The Royal Canadian Legion.

5. COMMISSIONAIRES

The Coordinator shared the contractual finalization of our partnership agreement with the Commissionaires providing access for us to offer a free 1-year membership to their 4,400 Veterans and family members plus a 30% discounted membership offer to an additional 18,000 Commissionaires across Canada (valid for first time Legion members only). Promotion to begin in Spring of 2023.

ACTION: COMMITTEE COORDINATOR

6. NEXT MEETING

The next meeting will be scheduled before the Spring DEC meetings. Date to be confirmed.

7. CLOSING REMARKS

The Chair thanked all for their participation and adjourned the meeting at 13:50 hrs. as the Committee of the Whole meetings was directly following.

A handwritten signature in brown ink that reads "Owen Parkhouse" followed by a stylized monogram "OP".

Owen Parkhouse, Chair

A handwritten signature in brown ink that reads "Randy Hayley" in a cursive style.

Randy Hayley, Coordinator