

**MINUTES OF THE  
MEMBERSHIP COMMITTEE  
March 06, 2018**

**File:23-1**

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**MINUTES OF THE DOMINION COMMAND  
MEMBERSHIP COMMITTEE  
March 06, 2018**

<b>In Attendance:</b>	<b>Tom Irvine</b>	<b>-</b>	<b>Chairman</b>
	<b>Frank Sullivan</b>	<b>-</b>	<b>Vice-Chairman</b>
	<b>Mark Barham</b>	<b>-</b>	<b>Member</b>
	<b>John Ladouceur</b>	<b>-</b>	<b>Member</b>
	<b>Sharon McKeown</b>	<b>-</b>	<b>Member</b>
	<b>Chris Strong</b>	<b>-</b>	<b>Member</b>
	<b>Steve Wessel</b>	<b>-</b>	<b>Member</b>
	<b>Randy Hayley</b>	<b>-</b>	<b>Committee Secretary</b>
<b>Regrets:</b>	<b>Danny Martin</b>	<b>-</b>	<b>Asst. Committee Secretary</b>

**1. OPENING REMARKS**

The Membership Committee convened on Tuesday March 06, 2018 at 19:00 hrs via conference call. The Chairman opened by welcoming all.

**2. REQUEST FOR ADDITIONAL AGENDA ITEMS**

There were no additional items brought forward for the agenda.

**3. JANUARY 11, 2018 MEETING MINUTES**

With no further comments regarding the minutes the following motion was moved:

**MOTION:** To accept the minutes of the January 11, 2018 meeting.

**CARRIED**

#### **4. UPDATE ON CURRENT MEMBERSHIP NUMBERS**

- To date we have processed 206,568 2018 memberships, down approximately 1.8% to the same time last year
- To date we have received 10,420 new/reinstated members up 12.2% over the same time last year
- Approximately 60,000 direct mail renewal reminders will be mailed out March 09<sup>th</sup> to all 2017 members who have not yet renewed for 2018.

**ACTION: COMMITTEE SECRETARY**

#### **5. UPDATE ON NEW MEMBERSHIP SYSTEM**

- 11,700 members have now registered their memberships online (providing us with their email addresses and phone numbers). Great response to our Via Rail Contest as we added over 1,000 new member registrations in a week.
- 1,093 Branches (78%) have at least logged on to the membership website.
- 580 Branches (41%) have processed at least one member on the portal since our launch
- 661 Branches (47%) have now provided their branch rate allowing their members to renew online in the future.
- Within the next few weeks, the Member Services team will begin contacting the remaining 700 branches in order to enter their branch rate in the system allowing their members the opportunity to renew online.
- Since launch, over 105,000 members have been processed through the processing website

The Committee had the following requests/questions:

- 1) The Commands require the ability to access and sort dormant membership records.
- 2) The Branch Registers need to list members who were last processed for 2016.
- 3) The Commands require the ability to access a report on who is using, or not using, the membership website
- 4) The Commands would like the ability to view/access the standardized legion.ca membership website branch emails to follow up on branches who may be missing important member updates.
- 5) Can we create a predictive membership model, which can better future membership numbers?

The Secretary will follow up on the above items.

**ACTION: COMMITTEE SECRETARY**

## **6. HONORARY MEMBERSHIPS FOR SERVICE DOGS**

As an FYI, the Chairman shared the recent examples of a service dog being awarded an honorary membership to the Legion. A brief discussion took place on the topic. It was agreed it was a PR topic for discussion.

## **7. MEMBERSHIP CATEGORIES FOLLOW UP / AMERICAN LEGION**

Comrades Sharon McKeown and Frank Sullivan reported on the findings of a survey regarding updating current membership categories. To date, Ontario and Nova Scotia and New Brunswick are not in favour of change to the existing membership categories. Frank Sullivan will follow up with the committee as he continues to hear back from other provincial commands.

As an FYI the Chairman discussed we have received complaints from members regarding the American Legion in Madeira Beach Florida not allowing RCL members access to their Legion. It appears they will allow access to Ordinary members but no other membership category. The Secretary has followed up with the American Legion and similar to the Royal Canadian Legion, each American Legion is autonomous and has the right to decide their branch rules on allowing non American Legion members.

## **8. CHANGES TO ADMINISTRATION OF LIFE MEMBER AWARDS**

The following motion made during the January 11, 2018 Membership Committee meeting was defeated by the Provincial Membership Chairs.

**MOTION:** If a new life award member should request a transfer then if the branch accepts the transferring member the branch also assumes the responsibility of remitting the annual per capita tax for the Life member moving forward. This recommendation to be pending approval from the Provincial Membership Chairs. If approved the recommendation will be made to the ritual and awards committee.

The Provincial Membership Charis defeated the motion based on the following concerns, which were shared with the Ritual and Awards committee:

- Regarding transfers: The consensus was if a branch has to pay the annual per capita for a Life member then it would deter Branches from accepting the transfer, as they did not initiate the award. This said, there was agreement the member should not be required to pay.
- From a Command perspective, there were concerns when branches fold operations. These Life members would then be transferred to the Command Holding Branch who then would be responsible for the per capita fees. Commands stated they do not have the funding to accommodate.

This information was shared with the ritual and awards committee. They will include a recommendation in their April D.E.C. report that will state for members who receive a Life Member Award from their Branch and later request a transfer to another Branch, if the Branch accepts the transfer; the Branch also assumes responsibility of remitting any outstanding annual per capita tax that is due.

This will allow the D.E.C. members to further discuss the issue.

The Member Services team is awaiting the DEC discussion/decision before fully communicating the change to all branches.

The Secretary will follow up with the ritual and awards committee.

**ACTION: COMMITTEE SECRETARY**

## **9. CONVENTION RESOLUTIONS**

The Chairman discussed some of the topics/resolutions, which are likely to be raised at the Dominion Convention.

The Secretary will follow up on some costing items.

**ACTION: COMMITTEE SECRETARY**

## **10. NEW BUSINESS**

Comrade Mark Barham updated the committee on the renewal efforts of his local branch citing when contacted, most members had forgot to renew. The key is contacting these members as this is the most successful approach for renewals.

## **11. NEXT MEETING DATE**

The next meeting date will be April 10, 2018 at 19:00 hrs.

## **12. CLOSING REMARKS**

The Chairman thanked all for attending. The meeting concluded at 20:05 hrs.

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Tom Irvine, Chairman

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Randy Hayley, Secretary

## **DISTRIBUTION LIST**

DEC

Membership and Outreach Committee

Provincial Command Secretaries

Provincial Command Membership Representatives (thru Provincial Secretaries)

Dominion Past Presidents

Committee Secretaries

Directors

