



**MINUTES OF THE DOMINION COMMAND
MEMBERSHIP COMMITTEE MEETING
LEGION HOUSE
November 23, 2019**

File:23-1

In Attendance:	Bruce Julian	-	Chair
	Terry Campbell	-	Member
	David Flannigan	-	Member
	Marion Fryday-Cook		Member
	Duane MacEwen	-	Member
	Garry Pond	-	Member
	Randy Hayley	-	Committee Coordinator
Regrets:	Valerie MacGregor	-	Vice-Chair
	Amanda Black	-	Asst. Committee Coordinator

1. OPENING

The Membership Committee convened at Legion House on November 23, 2019, at 08:20 hrs. The Chair welcomed new member comrade Marion Fryday-Cook and opened the meeting with the Opening Ritual.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added.

3. UPDATE ON CURRENT MEMBERSHIP NUMBERS/WEBSITE

For 2019:

- To date we have processed 253,834 memberships (97% of last year's total and 85% to our 2026 goal of 300,000). Membership is currently down 2.2% year over year.
- 2019 Renewals are at 84.7 % vs 86.5% at this time last year. Our Membership Committee goal is 88.5%
- We have processed 29,056 new members (including the free Veterans Welcome Program) up 15.4% to the same time last year
- We have processed approx. 2,700 new 1-year free memberships as part of our Veterans Welcome Program.
- We have processed 3,417 deceased members vs 3,704 at this time last year.

PROCESSING WEBSITE UPDATE

- 39,490 members have now created an online profile (allowing them to renew online).
- We currently have 81,644 member email addresses (31% of all active members). Our Membership Committee goal is 35% by end of year.
- 1,261 Branches (90%) have logged on to the membership website.
- 833 Branches (59.5%) are fully processing members on the portal. Our Membership Committee goal is 60% fully processing by end of year.
- 1219 Branches (90%) have now provided their branch rate allowing their members to renew online. Our Membership Committee goal is 95% by end of year.

4. GOING FORWARD COMMITTEE MEMBERSHIP PRESENTATION

The Committee Co-ordinator reviewed the membership strategic plan presentation given to the Going Forward Committee in September.

5. LIFE MEMBERSHIPS AND AT-LARGE BRANCHES

The Committee discussed a recent recommendation from a member of Branch 13-013 to award a Life Membership to another member of Branch 13-013. This is the first time the Committee has considered this option.

The Committee reviewed the current administrative requirements for Life Memberships and how they unfortunately do not conform to our At-Large Branch organizational set-up. Current Applications require the following:

- *The Membership must be recommended by the Branch.* As an At-Large Branch, unfortunately we do not personally know the members.
- *The nomination must be approved at an Executive or General Meeting of the Branch.* As an At-Large Branch, there is no Executive or General Meetings.
- *The membership strength of the Branch must be shown, as service in a small or large community may have an impact.* This would be difficult to measure the true impact of service as applications are made on basis of local impact and our Branch services members nationally and internationally.
- *The date and type of meeting where the award was approved and copy of the meeting minutes.* The At-Large Branches do not hold General meetings.

In addition, the Committee could not ensure the recommendation process would be consistent and fair for all At-Large Branch members.

The Committee concluded if an At-Large member wished to be considered for a Life membership then they would be required to transfer to a local Branch and follow the established process and requirements.

6. NEW BUSINESS –

The Committee received two recently submitted Dominion Convention Resolutions. The formal responses will be reviewed during our next meeting.

The Committee discussed a Sports Committee request to consider standardizing the Branch welcoming ceremony to ensure new members were not waiting for long periods of time to join thus affecting their eligibility for Legion sports.

The Committee will encourage Branches to revisit and examine their local Branch bylaws to ensure they are assisting with the overall membership experience. Additionally, Branches will be reminded to review chapter 4 section 403 of the Ritual and Awards Manual which highlights how the acceptance of new members can be a more timely and efficient process.

The Committee will also attempt to work closer with the Sports Committee as Legion Sports can be used as an acquisition tool to attract new members.

The Committee also discussed recognizing Branches who achieve 100% or better of their previous year membership. The recognition could be highlighting on the membership website.

ACTION: COMMITTEE COORDINATOR

7. NEXT MEETING

February 12, 2020 at 1:30 p.m. EST. The meeting will be a Committee of the Whole meeting.

8. CLOSING

The Chair closed the meeting at 12:00 hrs with the Closing Ritual.



Bruce Julian, Chair



Randy Hayley, Coordinator