

**MINUTES OF THE
MEMBERSHIP COMMITTEE
April 10, 2018**

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**MINUTES OF THE DOMINION COMMAND
MEMBERSHIP COMMITTEE
April 10, 2018**

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

1. OPENING REMARKS

The Membership Committee convened on Tuesday April 10, 2018 at 19:00 hrs via conference call. The Chairman opened by welcoming all.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items were added to the agenda.

3. MARCH 06, 2018 MEETING MINUTES

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

MOTION: To accept the minutes of the March 06, 2018 meeting.

CARRIED

4. UPDATE ON CURRENT MEMBERSHIP NUMBERS

- To date we have processed 225,674 2018 memberships or 84% of last years total.
- Total Membership is slightly ahead of the same time last year.
- To date we have received 13,296 new/reinstated members up 13.5% over the same time last year
- The 60,000 renewal reminder letters were mailed out mid March and generated tremendous response. We rec'd 2,361 calls in the last 4 weeks with over 1,000 members renewing online and an additional 500 members calling Member Services to make a payment.

ACTION: COMMITTEE SECRETARY

5. UPDATE ON MEMBERSHIP WEBSITE

- Since launch, 115,000 members have been processed through the processing website
 - 16,000 members have now registered their memberships online (providing us with their email addresses and phone numbers).
 - 1111 Branches (79%) have logged on to the membership website.
 - 602 Branches (43%) are processing members on the portal.
 - 714 Branches (51%) have provided their branch rate allowing their members to renew online.
- A Letter from the Dominion President addressed to the Membership Chairs will be sent this week to branches who have not entered/shared their membership fees allowing their members to renew online. The Member Services team will follow up with these branches by phone. Attached to these minutes is a copy of the letter.

ACTION: COMMITTEE SECRETARY

6. MEMBERSHIP CATEGORIES – AMERICAN LEGION

The Chairman revisited the concerns from members regarding some American Legions not allowing RCL member access to their Legion. Some will allow access to Ordinary members but no

other membership category.

The Chairman asked for the committee's opinion on adding the membership category to current Life Award members.

The concern was raised that changing membership cards would be costly to satisfy a small minority of members and there are no guarantees the change would solve the issue, as there is no reciprocal agreement with the American Legion. As a result, individual branches could yet again change their admittance rules further restricting RCL members.

7. DOMINION CONVENTION RESOLUTIONS

Membership Cards (NS/NU 4/C)

Re: The new membership card has omitted 'The Royal Canadian Legion'. The new cards indicate a membership status of 'Lifetime' rather than Life. No expiry date should be indicated on the card of a Life member.

From our very beginnings, and as written as part of the Act to Incorporate, The Royal Canadian Legion is also called The Legion. The new membership cards were designed to reflect the new Royal Canadian Legion logo depicted in our ongoing marketing campaigns promoting Legion membership, and were approved by the Dominion Executive Council. The committee recognizes some member concerns and are committed to adding 'The Royal Canadian Legion' to the next printing of all membership cards in approximately 5 years. In addition, the Lifetime term will be updated at the same time to reflect the term 'Life'. The expiry date on Life Award cards will remain, as it is an operational requirement for changes to the administration of Life Awards.

The Committee will not be re-printing all cards at this time as it is cost prohibitive.

Therefore, this resolution is non-concurred by the Committee.

Ladies Auxiliary Life Membership Transferable (NB 1/C)

Re: That Ladies' auxiliary with Life memberships be able to transfer their Life memberships into the Legion when they join the Legion as a member.

The committee agrees to recognize the Ladies Auxiliary Life Member Awards as DEC has already recognized the years of service for Ladies Auxiliary members when they join the Legion. The Committee also acknowledges no per capita tax payment is required when transferring the Life Award to the Legion.

Therefore, this resolution is concurred by the Committee.

8. LIFE MEMBER AWARD UPDATE

Additional questions have arisen over the new administration process for new Life Awards.

The Committee reviewed the additional administrative questions and in doing so raised concerns on some of the answers, the potential impact to new Life Award Members and the challenges of communicating the proper information to both branches and members moving forward.

Due to these considerations, the Committee is recommending to ask DEC to reconsider the new administration process for new Life Award Members.

RECOMMENDATION:

Due to the administrative challenges of successfully executing the new Life Award per capita tax payment process the committee is recommending DEC reconsider the decision regarding the administration of new Life Awards.

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

The Secretary will follow up with the Ritual and Awards committee.

ACTION: COMMITTEE SECRETARY

9. NEW BUSINESS

The Chairman informed all we now have new software installed allowing us to automatically email anniversary letters of thanks to members. This program is contingent on receiving the members email address when they sign up.

Comrade Mark Barham talked about Reach and Resources and the approaching membership cliff our organization faces due to an ageing demographic. This was part of the discussions at the Going Forward Committee meeting over the past weekend. The Chairman and comrade Mark re-iterated the need for all Legion members to place membership as the number one priority to ensure we maintain all our current programs in addition to maintaining relevancy as a National Veterans support organization.

ACTION: COMMITTEE SECRETARY

10. NEXT MEETING DATE

The next meeting date will be May 08, 2018 at 19:00 hrs.

11. CLOSING REMARKS

The Chairman thanked all for attending. The meeting concluded at 20:30 hrs.

Tom Irvine, Chairman

Randy Hayley, Secretary

DISTRIBUTION LIST

DEC

Membership Committee

Provincial Executive Directors

Provincial Command Membership Representatives (thru Provincial Executive Directors)

Dominion Past Presidents

Committee Secretaries

Directors

