

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.

14 MAY 2024

Legion 

CENTENARY COMMITTEE – MEETING MINUTES

ZOOM VIDEO MEETING – 14 MAY 2024

File: 48-20

Present:

John Mahon	-	Chair
Valerie MacGregor	-	Vice-Chair
Craig Thompson	-	BC-YK Representative
Deb Bolduc	-	AB-NWT Representative
Gail Conrad Davey	-	MB-NWO Representative
Garry Pond	-	ON representative
Jean St-Laurent	-	QC Representative
Duane MacEwen	-	PEI Representative
Marion Fryday-Cook	-	NS-NU Representative
Bill Meadus	-	NL Representative
Larry Murray	-	Ex-Officio
Berkley Lawrence	-	Ex-Officio
Ty Backer	-	Committee Coordinator

Absent:

Carol Pedersen	-	SK Representative
Thea McEvoy	-	NB Representative
Kandys Merola	-	TVS Representative
Chris Richardson	-	Member at Large
Steven Clark	-	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 27 March 2024 be approved.

CARRIED

2. WELCOME AND COMMITTEE INTRODUCTIONS FROM CHAIR

Comrade John Mahon welcomed the newest members of the Centenary Committee. Comrade Bill Meadus is now the NL representative.

3. DEC MEETING UPDATE

Comrade John shared a few updates from the DEC weekend. He updated the committee with the latest results from Centenary Medal resolution. With the backing of the Ritual and Awards Committee, DEC supported the Centenary Committees plans to move forward with the creation of this medal.

4. PROJECT COORD UPDATES

a) Centenary Medal:

Comrade Jean provided an update on the design phase of the medal. The latest renderings of the medals were presented to the committee to illustrate the latest ideas and proposals for the medal. The committee chair suggested that we narrow the drafts to the top three design recommendations before bringing it back to the committee for a decision.

b) Documentary:

The Legion documentary is underway, and the first version of the script is currently being written.

c) Centenary Merchandise:

The next stage of planning is to sit back down with the Legion House supply team to come up with centennial drafts for our top selling items.

d) Brand Partnerships:

After convention, we will begin ramping up and sending out request to various corporate partners and well-known Canadian corporations which are currently being organized. Suggestions such as reaching out to CANEX and various Canadian sports teams was suggested at this time.

e) War Museum Exhibit:

The Committee Coordinator and Director of Poppy & Remembrance met with Glenn Ogden of the Canadian War Museum. Intentions, content/design ideas and the next steps for the projects production were all discussed.

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:

No update at this time. Comrade Duane will follow-up with Nujma for further discussions.

i) Gala and Sponsorships:

Comrade John and Gail will begin discussing potential corporate partners. Comrade John will take part in the Winnipeg convention recce planned for September 2024.

j) Legion 100th Anniversary Day:

Committee Coordinator will begin discussions with Marketing regarding the 100th anniversary day media plan.

5. SUB-COMMITTEE ASSIGNMENTS

- Comrade Deb Bolduc will assist in Corporate Sponsorships.
- Comrade Craig Thomson will assist in the Legion 100th Anniversary Day
- Comrade Bill Meadus will assist in the Museum Exhibit project.
- Comrade Kandys Merola will let us know which project she would like to join.

6. ADDITIONAL AGENDA ITEMS/ROUNDTABLE

The committee agreed to arrange an in-person meeting during the 2024 Dominion Convention in Saint John. This will most likely take place on the Saturday of Convention.

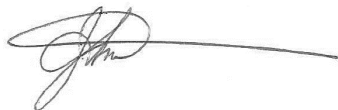
ACTION: COMMITTEE COORDINATOR

7. NEXT MEETING

The next Committee meeting is tentatively set for Tuesday 16 July 2024 at 1400 hours.

8. ADJOURNMENT

The meeting was adjourned at 15:23 hours EST.



**John Mahon
Chair**



**Ty Backer
Committee Coordinator**

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DEC

Dominion Past Presidents

Centenary Committee Members

Provincial Executive Directors