

DOMINION MEMBERSHIP COMMITTEE MEETING

Minutes 01/APRIL/2026

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.



**DOMINION MEMBERSHIP COMMITTEE MEETING
April 1, 2026 – VIDEOCONFERENCE MEETING**

MEETING MINUTES

FILE: 23-1

Contents

1. Call to Order 3

2. Chair’s Remarks 3

3. 2026 Membership Targets..... 3

4. 2025 Year-End Results & Current Membership Update 4

5. Resolution – Years of Service Pin..... 4

6. Administrative Update..... 4

Adjournment 5

MEMBERSHIP COMMITTEE MEETING MINUTES

PARTICIPANTS:

Dominion Membership Committee

IN ATTENDANCE:

Rosalind Larose	-	Member
Don McCumber	-	Member
Lynn McLellan	-	Member
Rob Cutbush	-	Member
Roberta Taylor	-	Member
Amanda Black	-	Coordinator
Randy Hayley	-	Assistant Coordinator

REGRETS:

Jack MacIsaac	-	Chair
Danny Redden	-	TVS

1. Call to Order

In the absence of the Committee Chair, Amanda Black called the meeting to order, delivered the Land Acknowledgement, and conducted the Opening Ritual.

2. Chair's Remarks

The Committee proceeded directly to Agenda Item 3 – 2026 Membership Targets. The Chair joined during the subsequent Member of the Whole meeting and provided remarks at that time.

3. 2026 Membership Targets

The Committee reviewed current performance metrics and discussed adjustments to key membership targets for the 2026 membership year.

Following discussion, the Committee agreed to the following updated targets:

- Renewal Email Coverage: Increase target to 90%.
- Digital Membership Cards: Replace the Branch Rates target with a Digital Card target. New target: 50%
- Member Email: Target set at 90%.
- Branch Portal Processing: Target increased to 90%.

- Auto Renewals: Target increased to 30%.

4. 2025 Year-End Results & Current Membership Update

The Committee reviewed the 2025 year-end results and current 2026 membership performance.

2025 Year-End Results (as of January 31, 2026):

- Total Paid Membership: 270,724
- Renewals: 231,227 (85.27%)
- New/Reinstated Members: 39,497

2026 Totals (as of March 30, 2026):

- Paid Membership: 275,600 (+18%)
- Renewals: 211,500 (+78%)
- New Members: 65,000 (+225%)

The Committee noted strong growth in both new members and retention, with an average of 1,050 new members per business day since January 5, 2026.

5. Resolution – Years of Service Pin

The Committee reviewed Resolution No. SASK 1/C regarding eligibility criteria for Years of Service Pins.

Following discussion, the Committee:

- Voted to NON-CONCUR with the resolution.

The Committee reaffirmed that Years of Service Pins will continue to be based on continuous service, with recognition of total service supported at the local branch level where appropriate.

6. Administrative Update

The Committee reviewed the proposal to transition the temporary Centenary Join model to a permanent process.

Following discussion, the Committee:

- Agreed to making the temporary Centenary Join process permanent, effective January 2027.

- Agreed that the “Centenary Member” identifier will be updated to “Welcome Member” identifier.

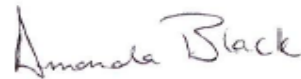
This decision reflects the success of the current streamlined join process and supports continued membership growth and ease of application process.

Adjournment

The meeting concluded with a reminder of the Membership of the Whole Meeting immediately following.



Jack MacIsaac – Membership Chair



Amanda Black – Coordinator

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