



**MINUTES OF THE DOMINION COMMAND
MEMBERSHIP COMMITTEE MEETING OF THE WHOLE**

File: 23:1

December 07, 2021

In Attendance:	Owen Parkhouse	-	Chair
	Valerie MacGregor	-	Vice-Chair
	Terry Campbell	-	Member
	Marion Fryday-Cook	-	Member
	Rosalind Larose	-	Member
	Duane MacEwen	-	Member
	Garry Pond	-	Member
	Rob Cutbush	-	MB NWO Prov Mem Chair
	Shirley Hodder	-	NFLD LAB Prov Mem Chair
	Lorne MacDonald	-	NS NU Prov Mem Chair
	Derek Moore	-	ON Prov Mem Chair
	Carol Pedersen	-	SK Prov Mem Chair
	Darren Reid	-	OSI Mem Chair
	John Scott	-	BC YK Prov Mem Chair
	Randy Hayley	-	Committee Coordinator
	Amanda Black	-	Asst. Committee Coordinator
Regrets:	Carolyn Braun	-	NB Prov Mem Chair
	Lizz Lindsay	-	TVS Mem Chair
	Sandra Routledge	-	QC Prov Mem Chair

1. INTRODUCTORY REMARKS

The Membership Committee of The Whole convened via Zoom on December 07, 2021 at 14:00 hrs. The Chair welcomed all.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added.

3. DIGITAL ELECTRONIC MEMBERSHIP CARD - UPDATE

The committee Assistant Coordinator updated the progress being made on the new digital card

- The launch has been delayed slightly and is scheduled for early in the new year
- Card downloadable to a mobile wallet
- Available for both new and renewing Legion members
- When ready to launch the card will launch with a stand -alone All Branch email to all Branches to communicate processes.

ACTION: COMMITTEE COORDINATOR

4. UPDATE ON THE VETERAN FAMILY WELCOME PROGRAM

Currently there are 335 members signed up for the new program. The program was launched with an independent All Branch email. Expectations are for 2,000 new members by the end of 2022.

The Committee suggested the expansion of the program to include the parents and guardians of CF and RCMP members.

In addition, it was suggested Silver Cross Parents receive a 'honoury Life Membership' The Coordinator will bring both suggestions to the Membership Committee for further consideration.

ACTION: COMMITTEE COORDINATOR

5. UDATE: MEMBERSHIP APPLICATION FORM

As a result of a Constitution and Law resolution to DEC and as reviewed and approved at our previous Membership Committee Meeting the following statement has been added to the Membership Application Form under the Member Declaration and Initiation:

I hereby certify that I have never been convicted of any serious criminal offence involving either violence or sexual misconduct of any type

The updated Application form is now available on the membership website. The online Join process has also been updated.

6. UPDATE: BRANCH MEMBERSHIP PAYMENTS TO DOMINION COMMAND

The Dominion Finance Team is working towards streamlining Branch Per Capita Membership Payments to improve efficiencies and reduce growing Branch accounts receivables and has communicated a move to eliminating accepting cheques by the end of 2022. As this plan continues to be developed with Provincial Commands the following is for clarification purposes:

Until further notice:

- Memberships processed on the portal can be paid by the Branch using a credit card (preferred method of payment) or by cheque mailed to Dominion Membership
- All memberships processed manually (not on the portal) can be paid by credit card (over the phone) or by cheque mailed to Dominion Membership
- Cheques will continue to be accepted until other options of payment outside of VISA and MASTERCARD have been explored, tested, implemented, and fully communicated (target end of 2022)
- **Please Do Not** send Membership Payments via Direct Deposit/Electronic Fund Transfer or E-Transfer. We are unable to accept these payments
- Direct Deposit/Electronic Fund Transfer payments are only used to transfer funds from Dominion Command to Branches (Membership, Poppy etc.)**NOT**...for Branches sending funds to Dominion Command

As we continue to work with Provincial Commands towards other Branch Membership payment options, we will keep all updated.

ACTION: COMMITTEE COORDINATOR

7. ROUND TABLE DISCUSSION

Call participants discussed suggestions for attracting younger CF members.

- The free membership programs are strong effective steps in attracting new veterans
- We need to provide better visibility with the Military Family Resource Centres
- Greater Course briefingsNational graduation centres.....transition centres.....
- We need to publicize and share our service bureau stats ...to show the tremendous work being done on behalf of our Veterans
- Celebrate our successes to show the impact the Legion is having with financial and volunteer commitments
- Target more of our Marketing towards female Veterans
- Focus on recruit centres....new potential members entering the CF i.e St Jean
- Strong communication to Branch level about these programs is critical
- Greater Outreach to Cadets
- Homeless Vets.....greater focus and emphasis
- It was suggested New veterans want us to change...eliminate our Legion medals and liquor in the Legions, let them become part of Branch Executive
- Let local Legions provide a specific space to allow Veterans to meet with each other.....some 'Buddy Checks' operate this way.....maybe a separate Veterans Day at the local Legion
- Continue to be progressive.....Encourage and promote 1st female Branch president in local history.....review some potentially outdated local club rules (wearing of ball caps)
- Promote the Youth programs within the Legion
- Legion Recruiting Poster 'We need a whole lot of good Veterans to join the Legion'
- Mea culpa letter..... 'This is not your grandfathers Legion'...Admit we have made some mistakes.....WW1 vets didn't welcome WW2 vets ...WW2 vets didn't welcome others.

ACTION: COMMITTEE COORDINATOR

9. NEXT MEETING

The next meeting will take place in the first quarter of 2022 and will follow the next Membership Committee meeting.

10. CLOSING

The Chair wished all a Merry Christmas and a Happy New Year. The Chair thanked all for their participation. The meeting concluded at 15:45 hours.

A handwritten signature in brown ink that reads "Owen Parkhouse" followed by a stylized monogram "OP".

Owen Parkhouse, Chair

A handwritten signature in black ink that reads "Randy Hayley" in a cursive script.

Randy Hayley, Coordinator