

**MINUTES OF THE
MEMBERSHIP COMMITTEE
January 11, 2018**

File:23-1

TABLE OF CONTENTS

1.	Opening Remarks	2
2.	Request for Additional Agenda Items	2
3.	November 16, 2017 meeting minutes	2
4.	Update on current membership numbers	3
5.	Update on new membership system	3
6.	Distribution of Branch Hospitality Program	4
7.	Convention Resolution - First Responders for Ordinary Membership	4
8.	Changes to Administration of Life Membership Awards	5
9.	Complementary Memberships for Reservists	5
10.	New Business	5
11.	Next meeting date	6
12.	Closing	6

**MINUTES OF THE DOMINION COMMAND
MEMBERSHIP COMMITTEE
January 11, 2018**

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

1. OPENING REMARKS

The Membership Committee convened on Thursday January 11, 2018 at 19:00 hrs via conference call. The Chairman opened by welcoming all.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

There were no additional items brought forward for the agenda.

3. NOVEMBER 16, 2017 MEETING MINUTES

The Secretary clarified a point recorded under New Business. At the time of our meeting, there was a resolution from an Ontario Branch, not Ontario Command, for any active military members to receive a 1-year free membership.

MOTION: To accept the minutes of the November 16, 2017 meeting.

CARRIED

4. UPDATE ON CURRENT MEMBERSHIP NUMBERS

- To date we have processed 267,440 2017 memberships, down approx. 8,600 members or 3.1% to the same time last year (96% of our 2016 final total)
- To date we have received 24,860 new/reinstated members up 8.7% (2,000 members) over the same time last year. Branch 02-264 is responsible for 500 of this increase (600 vs 164 last year)
- We have renewed over 153,000 memberships for 2018 compared to 119,000 2017 memberships at this time last year.
- In 2017 we received 17,745 inbound calls through our membership queue.
- This was an increase of 6,996 calls or 65% over 2016
- We achieved a service level of 95.1%. This is a highly acceptable industry standard based on our call volume and staffing levels and was a slight improvement over the 94.4% service level for 2016

ACTION: COMMITTEE SECRETARY

5. UPDATE ON NEW MEMBERSHIP SYSTEM

To date:

- Over 9,100 members have now registered their memberships online (providing us with their email addresses and phone numbers)
- 1,049 Branches (75%) have logged on to the new system.
- 528 Branches (38%) have processed at least one member on the portal since our launch
- 618 Branches (44%) have now provided their branch rate allowing their members to renew online.
- For 2017 (6 months) 81,252 members were processed through the membership portal representing over \$3.8 million.
- 1,600 members renewed their memberships online during 2017

Comrade Mark Barham asked if it would be possible to add an email inquiry link to our website for people seeking additional information regarding the Legion. The concept to be similar to the 'live chat' features some websites possess but recognizing ours would not be live.

ACTION: COMMITTEE SECRETARY

6. DISTRIBUTION OF THE BRANCH HOSPITALITY PROGRAM

Upon final review the committee agreed on removing the wording associated with the word CUSTOMER found within the hospitality program.

Now that the branch hospitality program has been reviewed by DEC the Chairman discussed how best to proceed with distribution to the branches.

It was decided to distribute the program with the non-renewing member exit survey to the commands and ask for the commands assistance in distributing the program within their respective jurisdictions.

We are awaiting final translation and then will distribute within the next couple of weeks.

ACTION: COMMITTEE SECRETARY

7. CONVENTION RESOLUTION – ORDINARY MEMBERSHIP FOR FIRST RESPONDERS

The committee reviewed the convention resolution requesting first responders to be recognized as ordinary members.

The membership committee has taken many steps to create a more inclusive Legion membership environment and as a result, the committee does not currently support expanding the qualifications of existing membership categories.

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

The committee further discussed how current membership categories could be viewed by some as a barrier to legion membership. As some PEC, meetings are scheduled within the next couple of months the represented committee members stated they would solicit further membership category opinions and report back to the membership committee.

ACTION: COMMITTEE SECRETARY

8. CHANGES TO ADMINISTRATION OF LIFE MEMBERSHIP AWARDS

At the November DEC meetings a motion was passed on the administration of new Life Membership Awards moving forward. All current Life Awards will remain unchanged but for any new Life Awards the branch will now submit a per capital payment on an annual basis. Two membership administration points to consider:

- 1) Annual stickers will only be issued for new life awards. The grandfathered life members will receive a life sticker for their new membership cards effective for the 2019 membership year.
- 2) In the event a new life member should transfer branches the following motion was made:

MOTION: If a new life award member should request a transfer then if the branch accepts the transferring member the branch also assumes the responsibility of remitting the annual per capita tax for the Life member moving forward. This recommendation to be pending approval from the Provincial Membership Chairs. If approved the recommendation will be made to the ritual and awards committee.

CARRIED.

ACTION: COMMITTEE SECRETARY

9. COMPLEMENTARY MEMBERSHIP FOR RETIRING RESERVISTS

The Chairman asked for this to be withdrawn from the agenda moving forward as this will be passed along to the next committee for consideration.

ACTION: COMMITTEE CHAIRMAN

10. NEW BUSINESS

Comrade Mark Barham requested adding the 2016 membership year back to the Branch Register reports as our non-renewing member survey revealed we should still be considering these

memberships for renewal.

The Secretary shared the current discussions and ideas surrounding the Dominion Convention membership workshops.

ACTION: COMMITTEE CHAIRMAN

11.NEXT MEETING DATE

The next meeting date will be Tuesday March 06, 2018 at 19:00 hrs.

12. CLOSING REMARKS

The Chairman thanked all for attending. The meeting concluded at 20:00 hrs.

Tom Irvine, Chairman

Randy Hayley, Secretary

DISTRIBUTION LIST

DEC

Membership and Outreach Committee

Provincial Command Secretaries

Provincial Command Membership Representatives (thru Provincial Secretaries)

Dominion Past Presidents

Committee Secretaries

Directors

