



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

File:23:1

January 26, 2021

In Attendance:	Bruce Julian	-	Chair
	Valerie MacGregor	-	Vice-Chair
	Terry Campbell	-	Member
	David Flannigan	-	Member
	Marion Fryday-Cook	-	Member
	Duane MacEwen	-	Member
	Garry Pond	-	Member
	Randy Hayley	-	Committee Coordinator
	Amanda Black	-	Asst. Committee Coordinator

1. INTRODUCTORY REMARKS

The Membership Committee of The Whole convened via Zoom video conference on January 26, 2021 at 13:30 hrs. The Chair welcomed all.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added.

3. COMMITTEE TARGET REPORT

The Committee reviewed the 2020 year-end results and discussed the new 2021 Key Performance Indicator Targets and agreed on the following:

Renewals:	89%
Branch Rates:	100%
Member Emails:	50%
Branch Processing:	75%
Auto Renewals:	10%

The expectation is for Legion membership to grow in 2021 if all targets are achieved.

4. ELECTRONIC MEMBERSHIP CARD

Member Services is examining the possibility of an electronic membership card for new members who join directly online allowing us to continue expanding our online business model while improving customer service, internal efficiencies and reducing costs.

The following concept has been provided to our system programmers to see if this scenario would be possible within our current system:

- When a new member completes their online enrollment an electronic membership card would be attached to the welcome email they receive within the first hour of enrolling. The card could be downloaded to the members mobile device for easy accessibility.

This would only be available to new members who sign up directly online and if a member prefers a traditional card one would be produced.

Once our programmers report back on their analysis and set-up costs an update will be provided to the Committee for further discussion.

The Committee was fully supportive of further examining this opportunity.

ACTION: COMMITTEE COORDINATOR

5. NEXT MEETING

Next meeting to be held in March 2021. Date TBD.

6. CLOSING

The Chair thanked all attendees and closed the meeting at 14:20 hrs as the Committee was joining the Provincial Membership Chairs for the Committee Meeting of The Whole.

A handwritten signature in cursive script that reads "Bruce Julian".

Bruce Julian, Chair

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

Randy Hayley, Coordinator