

**MINUTES OF THE
MEMBERSHIP COMMITTEE – MEETING OF THE WHOLE
May 16, 2019**

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**MINUTES OF THE DOMINION COMMAND
MEMBERSHIP COMMITTEE MEETING OF THE WHOLE
May 16, 2019**

In Attendance:	Bruce Julian	-	Chairman
	Valerie MacGregor	-	Vice-Chairman
	Keith Andrews	-	SASK Prov Membership Chair
	Tony Chevalier	-	NB Prov Mem Chair
	Marion Fryday-Cook	-	NS/NU Prov Mem Chair
	Duane MacEwen	-	Member
	Derek Moore	-	ON Prov Mem Chair
	Garry Pond	-	Member
	Ernie Tester	-	MB/NWO Prov Mem Chair
	Christopher Wheatley	-	QUE Prov Mem Chair
	Randy Hayley	-	Committee Coordinator
Regrets:	Terry Campbell	-	Member
	David Flannigan	-	Member
	Shirley Hodder	-	NFLD/LB Prov Mem Chair
	Danny Martin	-	Asst. Committee Coordinator

1. OPENING REMARKS

The Membership Committee and Provincial Membership Chairs convened via teleconference on May 16, 2019 at 16:00 hrs. The Chairman welcomed all.

2. REQUEST FOR ADDITIONAL AGENDA ITEMS

No additional items added to the agenda.

3. UPDATE ON CURRENT MEMBERSHIP NUMBERS/WEBSITE

- To date we have processed 230,000 memberships (87% of last year's total). Membership is currently down 3.8% year over year.
- 2019 Renewals are at 80.2% vs 82.6% at this time last year.
- We have processed 18,350 new members (including the free Veterans Welcome Program) up 12.7% to the same time last year
- We have processed approx. 1,650 new 1-year free memberships as part of our Veterans Welcome Program.
- We have processed 1,513 deceased members vs 1,642 at this time last year.

PROCESSING WEBSITE UPDATE

- 34,250 members have now created an online profile (providing us with their email addresses and allowing them to renew online).
- 1245 Branches (89%) have logged on to the membership website.
- 752 Branches (53%) are fully processing members on the portal.
- 1207 Branches (86%) have now provided their branch rate allowing their members to renew online.

4. REVIEW OF ONTARIO PROV CONVENTION MEMBERSHIP PRESENTATION

Garry Pond reported on presenting the standardized membership presentation at the Ontario Command convention. Gary felt the presentation was well received and generated some good questions and believed the attendees grasped what we presented which should keep us on track to improving our membership totals. Garry mentioned some attendees were extremely positive about the membership portal speaking publically about the advantages. Garry believed this type of public support could help us sell the message to any naysayers. Bruce Julian and Derek Moore who were both present reiterated Garry's comments.

The coordinator stated we will post the RENEW strategy on the member services website and it will be distributed with the next All Branch communication.

ACTION: COMMITTEE COORDINATOR

5. VETERANS WELCOME MEMBERSHIPS

The Coordinator updated the success of the current program, which has generated over 1,650 memberships but also reviewed the challenges with retention of 'virtual' online members.

As previously discussed, our Marketing team will begin executing a 3-part email campaign to engage our free military members and encourage them to transfer to their local Branch and renew as a paid member.

The plan is to encourage:

1. visiting and getting to know Legion Branches
2. getting more involved, participating in Branch activities, and transferring to a local branch
3. renewing their membership at their local branch, or as a last result, continue as an online supporter

The Coordinator will share the email communications with the group once they have been completed.

ACTION: COMMITTEE COORDINATOR

6. MEMBERSHIP APPLICATION FORM – PRIVACY UPDATE

The Coordinator shared the revised wording for the membership application form. This update has been recommended by our legal counsel to ensure we are remaining compliant and transparent regarding how we use member personal information.

The application form will be updated within the next few weeks to incorporate the changes.

At the same time, we will be amending the declaration section of the membership application form to add a reference to a potential member certifying that they have never had their membership in the Legion revoked.

ACTION: COMMITTEE COORDINATOR

7. NEW BUSINESS

A round table discussion took place focussing on our current provincial member renewal focus and challenges.

A Manitoba/NWO PEC concurred resolution to not allow their members the opportunity to renew online was discussed and the committee coordinator will follow up with comrade Ernie Tester.

No other new business to report.

8. NEXT MEETING DATE

The next committee meeting will be the 2nd week in September 2019 at 16:00 hrs. Date to be announced.

9. CLOSING REMARKS

The Chairman closed the meeting by thanking all for their participation. The meeting concluded at 17:05 hrs.



Bruce Julian, Chairman



Randy Hayley, Coordinator