

# **DOMINION MEMBERSHIP COMMITTEE MEETING**

## **Minutes 30 October 2024**

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.



**MEMBERSHIP COMMITTEE MEETING MINUTES**  
**October 30, 2024, 12:30 PM – 1:30 PM EST**  
**Zoom Video Conference**

**MEETING MINUTES**

**ATTENDANCE:**

- Sharon McKeown, Chair
- Don McCumber, Member
- Lynn McClellan, Member
- Robert CutBush, Member
- Jack MacIsaac, Member
- Danny Redden, Member
- Amanda Black, Coordinator
- Randy Hayley, Assistant Coordinator
- Kathleen Mannoly, Observer

**Regrets:**

- Rosalind LaRose
  - Roberta Taylor
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**1. MEMBERSHIP COMMITTEE CHAIR REMARKS**

- The chair welcomed the members of the Membership Committee.

**Land Acknowledgement & Opening Ritual**

- The Chair asked members if they would be comfortable forgoing the land acknowledgment and opening ritual to make the meeting more casual and discussion-focused, rather than formal. All members agreed.

**2. INTRODUCTION OF MEMBERS**

- Each member present provided an introduction, detailing their history with the Legion and sharing any preliminary suggestions or thoughts for committee consideration.
- The Membership Committee comprises 6 new members, 2 returning members, 2 returning coordinators, and 1 new observer.

### **3. REVIEW OF PAST MEETINGS AND RESOLUTION**

- A recap of the May 15, 2024, Membership Committee Meeting was provided.
- Resolution 1, concerning the revision of online membership categories, was discussed, noting it was non-concurred on May 15th and subsequently passed on the Convention Floor.

In response to privacy concerns related to membership verification, legal counsel has been consulted, and we await their recommendations. Further details will be reviewed once legal feedback is received.

### **4. LEGION CENTENARY YEAR 2026**

- Randy Hayley presented a slideshow outlining key initiatives for the 2026 Legion Centenary Year.
- **Recommendation:** It was recommended to offer a complimentary one-year membership to any new member joining the Legion during the 2026 centenary year. For these new members, no per capita tax or membership fees would be collected or remitted at any level of the organization, including Dominion Command, Provincial Command, Local Branches, and Legion Magazine, for the first year.
- This proposal was discussed by the committee and received full support. It was presented as an acquisition strategy to attract and engage new members during the centenary celebrations, with the assurance that current members would continue to benefit from valuable programs like Member Perks.
- The recommendation to offer a complimentary one-year membership for the 2026 centenary year was discussed and **concurred** by the committee.

### **5. 2025 PER CAPITA TAX INCREASE**

- Updates on the approved per capita tax rate increases set for January 1, 2025:
  - **\$1.25 for Dominion** and **\$3.00 plus tax for Legion Magazine.**
- Emphasis on encouraging early renewals for 2025 and beyond before the new rates apply.
- Communication plans include mailing updated 2025 per capita tax sheets to branches and sending a separate all-branch email.
- Deadline extension: Branches can submit payments at the original 2025 rate until January 30<sup>th</sup>, 2025 to allow for holiday delays. January 31<sup>st</sup> the new rates come into full effect.

### **6. MEMBERSHIP STATS – 2024**

- **2024 Membership Total:** 260,074 members processed to date, marking 101% of the 2023 total.
- Membership is up **5.4% year-over-year** (~13,000 members).
- **New/Reinstated Members:** 39,156, an increase of 6.0%- or 2,000-members year-over-year.

## **7. RENEWALS**

- **Renewal Rate:** Currently at 85.4%.
- **Reminder Mailings:** 90,000 members received renewal reminders.
- **2025 Renewal Stickers:** Delivered to all branches.
- **Auto-Renew Process:** Started for the 2025 membership year, with over 40,000 members invoiced through mid-December.

## **8. MEMBERSHIP STATS – 2025**

- **To Date:** 47,142 members processed, approximately 1,000 members ahead of last year at this time.

## **9. NEW COMMITTEE TARGETS**

- Discussed potential areas for growth and focus for setting committee targets for the upcoming year.

## **10. NEW BUSINESS**

The next meeting will be scheduled for the last week of February. The Membership of the Whole meeting will follow the committee meeting. Key discussions will cover the new membership manual, year-end membership successes, and setting new targets and goals for various membership metrics.

## **11. CLOSING REMARKS**

Sharon McKeown provided a summary of the key takeaways and closed the meeting at 1:50 PM EST.

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**NOTE:** Any recommendations contained within these minutes are subject to the approval of Dominion Executive Council or Dominion Convention as appropriate.

## **ACTION ITEMS:**

- Amanda Black will compile and distribute these minutes to all committee members.
- Amanda will provide a list of all committee members, including their full names, email

addresses, and the province in which they reside.

- The Membership Team will organize an all-branch email communication and mailout of hard copies regarding the updated per capita tax rates.
- Kathleen will meet with Lynn McLellan to provide a portal overview, share links to training videos, and demonstrate how branches and members manage transactions, access reports, and utilize portal features.



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Sharon McKeown  
Chair

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Amanda Black  
Coordinator

E-Signature - It was noted that the document requires an e-signature; however, the signing will need to be completed in person. Sharon will be able to sign upon her arrival for the DEC meeting on November 23rd. Sharon has approved the minutes via email.

#### DISTRIBUTION LIST

Membership Committee  
DEC  
Dominion Past Presidents  
Provincial Command Executive Directors  
Dominion Command Committee Coordinators and Assistant Coordinators  
Directors  
Membership Provincial Chairs