

Dominion Command Poppy & Remembrance Committee

Meeting Minutes

04 April 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.



DOMINION COMMAND POPPY & REMEMBRANCE COMMITTEE MEETING
04 APRIL 2024, 1200 HRS EST – ZOOM
MEETING MINUTES

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IN ATTENDANCE:

Dominion Command Poppy and Remembrance Committee:

Berkley Lawrence	-	Chair
Derek Moore	-	Vice-Chair
Peter Merola	-	Member (arrived at item 13)
Carol Pedersen	-	Member
Daryl Alward	-	Member
Ernie Tester	-	Member
Sharon McKeown	-	Member
Brian Weaver	-	Member
Jack MacIsaac	-	Member
Lia Taha Cheng	-	Committee Coordinator
Shelby Sutherland	-	Assistant Committee Coordinator

ANNEXES:

Annex “A”	-	P & R Committee Meeting Minutes – 24 October 2023
Annex “B”	-	Operation Remembrance 2024
Annex “C”	-	Veteran Support Partnership Program Guidelines
Annex “D”	-	Heroes Mending on the Fly – 2023 Final Activity Report
Annex “E”	-	Heroes Mending on the Fly – 2023 Budget
Annex “F”	-	Heroes Mending on the Fly – 2024 Application
Annex “G”	-	Heroes Mending on the Fly – 2024 Budget
Annex “H”	-	Singing in Flanders Fields – Project Description
Annex “I”	-	Singing in Flanders Fields – Application
Annex “J”	-	Camp Aftermath – Brochure
Annex “K”	-	Camp Aftermath – Application
Annex “L”	-	Confederation Boulevard Remembrance Banner Display
Annex “M”	-	Remembrance Banner Display – Financial Profile
Annex “N”	-	Poppy Stories
Annex “O”	-	Project Athena

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1. OPENING RITUAL

The meeting commenced at 1200 hours on Thursday, 04 April 2024 via Zoom video conferencing. The chair conducted the opening ritual.

2. POPPY AND REMEMBRANCE COMMITTEE CHAIR'S REMARKS

The chair welcomed the Committee members and relayed his appreciation for their commitment to the Poppy and Remembrance Division.

3. NEW BUSINESS

The chair entertained requests to add new agenda items. No new items were added for discussion.

4. APPROVAL OF MINUTES FROM PREVIOUS MEETING

Minutes Approval – The 24 October 2023 Poppy and Remembrance Committee Meeting minutes are attached at Annex “A”.

MOTION: It was moved that the 24 October 2023 Poppy and Remembrance Committee Meeting minutes be approved as presented.

CARRIED

5. ELECTRONIC MOTIONS

As per the electronic motion and voting procedure, each electronic motion must be addressed, documented, and then recorded in the minutes at the next regularly scheduled Committee meeting. Therefore, all electronic motions are presented below.

a. Red Rose Ranch

A \$4,500 funding request from Red Rose Ranch in Manitoba was received for an equine therapy program. The budget includes transportation, rental of the horses, food, accommodations, equipment, and other expenses. The five-day camp is designed to provide the learner with the knowledge, techniques, and skills required to understand basic riding, horse care, and stable requirements. The target audience are Veterans and First Responders, and the goal is to provide the camp to the participants at little to no cost.

The application was reviewed by the Veterans, Service and Seniors Committee who advised the Poppy and Remembrance Committee that they did not support this funding request. The Poppy and Remembrance Committee concurred with the

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decision of the Veterans, Service and Seniors Committee.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$4,500 from Red Rose Ranch be approved.

DEFEATED

b. Helmets to Hardhats

Helmets to Hardhats, a CAF- and VAC-recognized third-party service provider invited to all Second Career Assistance Network (SCAN) workshops nationwide, requested \$270,000 for the marketing of their program: The Skills Awareness Project. The project will launch a national awareness campaign highlighting second career opportunities in Canada's unionized skilled trades sector. The Skills Awareness Project will refer 80%, or 160, clients to a unionized skilled trade of their choice.

The application was reviewed by the Veterans, Service and Seniors Committee who advised the Poppy and Remembrance Committee that they did not support this funding request. The Poppy and Remembrance Committee concurred with the decision of the Veterans, Service and Seniors Committee.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$270,000 from Helmets to Hardhats be approved.

DEFEATED

c. Commemorative Pins

The Dominion Command Supply Department requested the use of the Poppy trademark design for two commemorative pins. One pin commemorating the end of The Battle of the Atlantic and another for the end of The Italian Campaign.

MOTION: It was moved that the Dominion Command Supply Department is authorized to use the Poppy trademark design for the two pins commemorating the end of The Battle of the Atlantic and the end of The Italian Campaign.

CARRIED

d. Commemorative and Poppy Products

The Dominion Command Supply Department requested the use of the Poppy trademark design for various commemorative and Poppy items. These products included:

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- A commemorative baseball hat featuring the design of the previously approved design of the end of The Battle of the Atlantic pin
- A commemorative baseball hat featuring the design of the previously approved design of the end of The Italian Campaign pin
- Two fanny pack designs featuring the Poppy design on the inside lining
- A hand painted ceramic mug
- A hand painted ornament

MOTION: It was moved that the Dominion Command Supply Department is authorized to use the Poppy trademark design on the above six commemorative and Poppy items.

CARRIED

e. Legion National Youth Track and Field Championships Medals

The Sports Committee requested the use of the Poppy trademark design for the 2024 Legion National Youth Track and Field Championships medals to commemorate the 10th anniversary of the end of Canada's Mission in Afghanistan. The design being used is similar to that of the Poppy Store's commemorative Afghanistan t-shirt.

MOTION: It was moved that the Sports Committee is authorized to use the Poppy trademark design for the 2024 Legion National Youth Track and Field Championships medals to commemorate the 10th anniversary of the end of Canada's Mission in Afghanistan.

CARRIED

6. REQUEST FOR FUNDING – OPERATION REMEMBRANCE 2024

Operation Remembrance's focus is to educate students on the importance of honouring Canada's military history and our Veterans. The 11 days of videos are researched by students and filmed within their schools. The videos will be shared on YouTube and Instagram.

Operation Remembrance has requested \$6,500 for their 2024 program as per the attached overview presentation and cost summary. Operation Remembrance has previously received the following funds from The Royal Canadian Legion Dominion Command:

- 2023: \$6,500
- 2022: \$6,500
- 2021: \$6,000
- 2020: \$5,000

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The Committee discussed the attached Veteran Support Partnership Program Poppy Fund Guidelines which state that a project is not eligible if it creates financial dependency. Based on the previous four years of funding, the Committee determined that this should be the final year of funding from The Royal Canadian Legion Dominion Command and recommended that Operation Remembrance should request support from the Legion National Foundation.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$6,500 from Operation Remembrance be approved for 2024 and that notice be provided that this is the final year of financial contribution from Dominion Command.

CARRIED

7. REQUEST FOR FUNDING – HEROES MENDING ON THE FLY

Heroes Mending on the Fly Canada (HMFC) is dedicated to the physical and emotional rehabilitation of injured Canadian military personnel, members of the RCMP, first responders and disabled Veterans through fly fishing and its associated ongoing activities, including education and outings. Their registered non-profit program provides basic fly fishing, fly casting and fly-tying classes and clinics for injured personnel, who are adapting their skills to their new realities. Activities and services are provided to the participants at no cost. Fly fishing and fly-tying equipment is lent to the participant for the duration of the program and all the tying material is provided to the participants. Heroes Mending on the Fly Canada presently has chapters in BC, AB, MB, ON, QC, NB, NS, and NL.

Heroes Mending on the Fly Canada has requested \$50,000 for their 2024 program as per the attached application and budget. They have previously received the following funds from The Royal Canadian Legion Dominion Command:

- 2023: \$35,000
- 2022: \$35,000
- 2021: \$25,000
- 2020: \$25,000
- 2019: \$25,000
- 2018: \$20,000

The Committee discussed the attached Veteran Support Partnership Program Poppy Fund Guidelines which state that a project is not eligible if it creates financial dependency. They reviewed the attached 2023 Final Activity Report and Budget and noted that in addition to the \$35,000 provided by Dominion Command, Heroes Mending on the Fly received \$109,400 from Legion Provincial Commands and Branches. They also discussed the requested increase from \$35,000 in 2023 to \$50,000 for this year. Based on the previous six years of funding, the Committee

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determined that this should be the final year of funding from The Royal Canadian Legion Dominion Command and that they should not approve the \$15,000 requested increase.

MOTION: It was moved that \$35,000 be approved to support Heroes Mending on the Fly for 2024 and that notice be provided that this is the final year of financial contribution from Dominion Command.

CARRIED

8. REQUEST FOR FUNDING – SINGING IN FLANDERS FIELDS

The Acadia University Singers have spent the past few years studying and performing some of the many choral versions of “In Flanders Fields”. They will travel to Arras, France and then to Ypres, Belgium to perform choral compositions of the poem and other Remembrance-themed music by Canadian composers. Following the tour’s completion, a digital exhibit about the trip will be developed to raise awareness of the diverse body of “In Flanders Fields” music.

The Signing in Flanders Fields project has requested \$13,000 to cover the travel fees of 12 students. The Committee reviewed the attached application and project description and determined that the project was ineligible for the Veteran Support Partnership Program as the funding would not be used to assist Veterans.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$13,000 from the Acadia University Singers be approved.

DEFEATED

9. REQUEST FOR FUNDING – CAMP AFTERMATH 2024

Camp Aftermath aims to provide crucial support to Veterans and their families by offering a comprehensive program centered around volunteerism. Camp Aftermath, a registered charity, will be conducting a one-year program in 2024 consisting of three cohorts, with a total of 30 Veterans participating. As part of the program, Veterans will engage in various volunteer activities aimed at providing them with a sense of purpose beyond their military careers.

Camp Aftermath requested \$30,000 to cover the costs of mental health professionals for 1 year, flights and hotels for out of province participants, and room and board at a sister charity (Camp Garagona) as per the attached application and brochure.

The application was reviewed by the Veterans, Service and Seniors Committee who advised the Poppy and Remembrance Committee that they supported this

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funding request. The Poppy and Remembrance Committee concurred with the decision of the Veterans, Service and Seniors Committee.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$30,000 from Camp Aftermath be approved for 2024.

CARRIED

10. REQUEST FOR FUNDING – REMEMBRANCE BANNER DISPLAY

Canadian Heritage has offered the Legion the opportunity to partner with them for their Confederation Boulevard Remembrance Banner Display. They would like to produce special Poppy-themed, Remembrance banners to display around the National War Memorial and Vimy Place during the Poppy Campaign. They have proposed a 5-year partnership which would allow the Legion to be directly involved in the banner designs and include the Legion logo on all banners.

These Remembrance banners would effectively set the stage for the Poppy Campaign and Remembrance Day. Although the Legion, on behalf of the people of Canada, organizes and conducts the National Remembrance Day service in Ottawa, many individuals are unaware of the Legion's involvement. Having the Legion name and logo surrounding this significant Ceremony provides the Legion with the opportunity to show Canadians how they are supporting one pillar of their mission: The Legion exists so that Canada never forgets.

Following discussions on the original proposal, Canadian Heritage offered to cover the \$7,500 design costs. Therefore, the Legion's financial contribution would be \$19,918.09 for year one and then \$5,800 for each of the 4 succeeding years (representing a 5-year average annual cost of approximately \$8,623.62). It is a cost-recovery model and the total commitment would be \$43,118.09 over the 5 years.

The Committee reviewed the attached proposal and budget and determined that although Remembrance banner programs are excellent, financial contributions should continue to come from General Funds.

11. REQUEST FOR FUNDING – POPPY STORIES 2024

For a second year, the Legion was proud to present "Poppy Stories", an initiative that allows Canadians to scan a lapel Poppy with their smartphone as per the attached overview presentation. With every scan, Canadians were introduced to a fallen soldier with a story to remember. 50 new stories were added in 2023 that focused on peacekeeping.

The Poppy and Remembrance Division requested \$50,000 to continue with Poppy

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Stories by developing a desktop application (it is currently only available on mobile devices), exploring voiceovers for each story, and possibly sharing stories to highlight the Royal Canadian Air Force centennial.

MOTION: It was moved that the funding request of \$50,000 for Poppy Stories be approved.

CARRIED

12. REQUEST FOR SUPPORT – REMEMBERING THEIR FACES

Mohawk College is investigating using facial recognition AI technology to identify Veterans in old photos with the goal of preserving Canadian military history. There are thousands of photos in museum archives that are not labelled so their intent is to use AI tools to automatically identify Veterans in photos. They plan to launch a website called Remembering their Faces to let people search, upload, and share digital artifacts to honour our Canadian Veterans. The website will allow users to search by conflicts, date ranges, and other criteria.

The next phase of their project involves the public. They want them to contribute their photographs to their project for mutual benefit. They hope to find their Veteran in the museum's collection using AI and provide the new identification information to the museum to enhance their curatorial efforts. They have requested that the Legion adds a checkbox on the Virtual Wall of Honour and Remembrance page so that contributors can consent to sharing submitted images with their project and museum partners.

The below media links provide additional information on this project.

<https://www.youtube.com/watch?v=eLWxkoEQQEM>

https://www.thespec.com/news/hamilton-region/mohawk-college-professor-leading-effort-in-preserving-war-history-with-ai/article_6e490d44-e36f-54cb-bfc2-24211d3a40f7.html

<https://www.cbc.ca/listen/live-radio/1-193-fresh-air/clip/16046494-preserving-war-history-ai-a-mohawk-college-professors>

The Committee discussed if this project is something that the Legion is interested in supporting and if they would consider adding a checkbox on the Virtual Wall of Honour and Remembrance page so that contributors can consent to sharing submitted images with the Remembering Their Faces project and museum partners. The Committee was interested in the project; however, they would like to see further developments prior to supporting the initiative.

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13. REQUEST FOR SUPPORT – PROJECT ATHENA

Project Athena, encompassing Operations Apollo, Athena, and Attention, is a pioneering digital initiative by the Project '44 team that captures Canada's involvement in Afghanistan from 2001 to 2014. Through an interactive map and a user-friendly editor, Canadian Armed Forces Veterans can work together to map out the history of Canada in Afghanistan. Project Athena will be open for the public to view, and for Veterans to contribute to. Their first version will show IED strikes over a 5-year period from 2004-2009, as well as select Geotagged photos from Afghanistan.

The committee reviewed the attached project summary and discussed if it is something that the Legion is interested in supporting. There were concerns about privacy and the impact that it may have on some Veterans. Although interested in the concept, the Committee determined that the request should be referred to the Veterans, Service and Seniors Committee and the Operational Stress Injury Special Section for their recommendations.

14. POPPY MANUAL UPDATES – POPPY TRADEMARK

The Poppy and Remembrance Division continues to work on the standardization and formalization of the Poppy Trademark use request process. The following items were brought forward for the Committee to consider.

a. Poppy Manual 815a and a(i)

815. Situations where the use of the Poppy image would NOT be considered include:

a. Community Use:

- i. Parks: Any area on the ground that could result in the Poppy being trod upon

The intention of the above section was to ensure that the Poppy is never placed in an area where it could be walked upon or stepped on. Therefore, the intent of the following amendment is to replace “Community Use” with “General Use” and remove the word “Parks”.

MOTION: It was moved that section 815a and a(i) of the Poppy Manual be amended to read: “a. *General* Use: i. Any area that could result in the Poppy being trod upon.”

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b. Poppy Manual 815a

Historically, The Royal Canadian Legion has not permitted the use of the Poppy in any instance where it could be consumed. However, this is not explicitly stated in the Poppy Manual. Therefore, the intent of the following amendment is to add subsection v to 815a to include not allowing the Poppy image to be used in any situation that could result in the Poppy being consumed.

MOTION: It was moved that section 815a (“situations where the Poppy image would NOT be considered include”) be expanded to include subsection v as follows: “v. Any situation that could result in the Poppy being consumed, including edible goods.”

CARRIED

15. POPPY MANUAL UPDATES – POPPY TRUST FUNDS

a. Poppy Manual 501

In 2007, the Poppy and Remembrance Committee recommended to DEC that the list of expenditures not authorized from Poppy Trust Funds be expanded to include mileage or gas reimbursement to volunteers to distribute or pick up Poppy trays or to deliver comforts to ex-service personnel or their surviving spouse. This motion was carried by DEC at their 07 June 2007 meeting. This approved change was not updated in the Poppy Manual; therefore, the Committee Coordinator is requested to correct this administrative oversight.

ACTION: Committee Coordinator

b. Poppy Manual 403ii(f) and 501iii(f)

Saskatchewan Command requested that the Committee review Poppy Manual subsections 403ii(f) and 501iii(f) as they are somewhat contradictory. As contextual information, a Branch found that a Veteran’s name was missing from their cenotaph. This Second World War Veteran was injured overseas and sent back to Canada near the end of the Second World War. A couple of years later, the Veteran passed away from his injuries sustained during his active duty. The Branch would like to add his name to the cenotaph, but since it is already constructed, the only way to accomplish this is by adding a plaque to the cenotaph. Subsection 501iii(f) states “the following expenditures are not authorized: the purchase of headstones, grave markers, memorial plaques for cenotaphs.”; therefore, the use of Poppy Funds to add a plaque with the Veteran’s name on it is not permitted. However, if a new cenotaph is constructed, which would include a memorial plaque with names, Poppy Funds would be authorized as per subsection 403ii(f): “authorized special use expenditures: monuments: up to 25 percent of the current balance, for the purpose of constructing, maintaining or

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preserving local monuments for Veterans”.

The Committee discussed that these subsections contradict one another. Therefore, the intent of the following amendment is to remove “memorial plaques for cenotaphs” from unauthorized Poppy Fund expenditures in subsection 501iii(f).

MOTION: It was moved that subsection 501iii(f) (unauthorized Poppy Fund expenditures) be amended to read: “f. the purchase of headstones or grave markers”.

CARRIED

16. RESOLUTIONS FOR THE 2024 DOMINION CONVENTION

Five Resolutions (MAN&NWO 3/C, NS/NU 2/C, NS/NU 3/C, NS/NU 4/C and NS/NU 5/C) related to Poppy and Remembrance were reviewed by the Committee and their recommendations will be presented at the 2024 Dominion Convention.

17. NEW BUSINESS

No new business items were raised by the Poppy and Remembrance Committee.

18. NEXT MEETING OF THE POPPY AND REMEMBRANCE COMMITTEE

The next Poppy and Remembrance Committee meeting will be a Committee of the Whole meeting where all Provincial Command Poppy Chairs will be invited. It is scheduled for 16 April 2024 at 1200 EST via Zoom.

19. CLOSING RITUAL AND ADJOURNMENT

The chair concluded the meeting by thanking the Committee members for their insight and valued input. The meeting adjourned 04 April 2024 at 13:25 hours EST and the chair conducted the closing ritual.



Berkley Lawrence
Chair



Lia Taha Cheng
Committee Coordinator

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