

Dominion Command Poppy & Remembrance Committee of the Whole

Meeting Minutes

16 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 OF THE WHOLE MEETING
16 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 (left following item 7)
Peter Merola	-	Member (also representing TVS)
Carol Pedersen	-	Member
Ernie Tester	-	Member
Brian Weaver	-	Member
Lia Taha Cheng	-	Committee Coordinator
Shelby Sutherland	-	Assistant Committee Coordinator

Provincial Command Poppy Chairs:

BC/YT	-	Glenn Hodge
AB/NT	-	Scott Sadler
MB/NWO	-	Gail Conrad Davey
ON	-	Brian Harris
QC	-	Terrance Deslage
NB	-	Harold Defazio
NS/NU	-	Clarence Dawe (left following item 6)

REGRETS:

Dominion Command Poppy and Remembrance Committee:

Daryl Alward	-	Member
Sharon McKeown	-	Member
Jack MacIsaac	-	Member

Provincial Command Poppy Chairs:

SK	-	Roberta Taylor
PE	-	Dave Blacquiere
NL	-	Janis Boone

Other:

OSI	-	Darren Reid
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ANNEX:

Annex "A"	-	Poppy and Remembrance Committee of the Whole Meeting
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1. OPENING RITUAL

The meeting commenced at 1200 hours on Thursday, 16 April 2024 via Zoom video conferencing. The chair conducted the opening ritual.

2. POPPY AND REMEMBRANCE COMMITTEE CHAIR'S REMARKS

The chair welcomed the 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. The following items were added for discussion and will be dealt with under agenda item #11 entitled "New Business":

- a. Poppy Trust Fund
- b. Poppy Manual – Special Use Expenditures: Cadet Units
- c. Poppy Store Product (Poppy & Remembrance Committee Only)

4. NATIONAL YOUTH REMEMBRANCE CONTESTS

A summary of the 2023 National Youth Remembrance Contests, contest participation by Branch, entries year-over-year and by contest, and updated promotional materials for 2024 were presented as attached at Annex A.

Although intended to only be offered as a hardcopy to the winners and winners' schools moving forward, the members requested that the winners booklet continue to be available for Branches for at least 2024. As there is a large cost associated with printing and shipping the booklets, the Provincial Command Poppy Chairs will survey their Branches to determine how beneficial the hardcopy is and if the quantity ordered can be decreased.

The members also discussed the importance of Youth Education Chairs or Branch representatives going into schools to promote the contest and provide support for Remembrance Day ceremonies.

5. POPPY STORIES

A summary of the 2023 Poppy Stories initiative and future plans for 2024 were presented as attached at Annex A.

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6. POPPY BOXES – CARDBOARD

The Poppy and Remembrance Committee is in the process of developing cardboard Poppy boxes to continue to reduce the Legion's environmental footprint as attached at Annex A. Some of the members were concerned about the longevity of cardboard. Ontario Command, who has been using cardboard Poppy boxes for many years, shared that there is some attrition, but overall, they are sustainable. As some provinces are phasing out plastic, many of the members were very supportive with the transition to cardboard.

7. CORPORATE PARTNERS

a. Pay Tribute

Statistics from the 2023 Pay Tribute program were presented as attached at Annex A.

b. Starbucks

Statistics from the Starbucks program over the past 3 years were presented as attached at Annex A. The members discussed the importance of continuing to provide clear communications to Legion Branches and Starbucks stores so that the roles of each party are understood. A major concern with this communications channel is that there is still only a 64% open rate of emails from Dominion Command to Legion Branches.

c. Other

The Poppy and Remembrance Committee continues to explore opportunities to collect donations via PoS systems. The members agreed that modernizing the Poppy Campaign and offering cashless donation options are critical as individuals carry less cash and volunteers are declining.

8. POPPY TRADEMARK

The Poppy and Remembrance Committee is working on the standardization and formalization of the Poppy Trademark use request process. Their focus is on outlining new terms and conditions and developing an application form to request the use of the trademark. Third party violations in 2023 were presented as attached at Annex A.

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9. MEMORIAL BANNERS

The Poppy and Remembrance Committee is working on developing a framework for Memorial Banners so that Branches have a template to use for their banner designs. With the goal of promoting Remembrance and recognizing deceased Canadian Veterans in local communities, the template will include a Remembrance message, the Poppy design, a space for a photo and name of the fallen Veteran, a line for their military service details, and a space for the Legion Branch logo and other partner logo.

10. BRANCH STATUS REPORT

The Poppy and Remembrance Committee is undergoing a review of the Branch Status Report as there is public interest in donations raised during the Poppy Campaign and how the funds are disbursed. The members agreed that there is great merit in updating and improving the form as reporting to the public is very important.

11. NEW BUSINESS

As referenced at item 3, the following new business items were raised:

a. POPPY TRUST FUND

Since banks define trust funds as monies held for a beneficiary, some Branches are having challenges opening accounts for their Poppy Funds. It was discussed that the actual bank account type is just a regular account, but that the use of the funds is restricted. The committee coordinator has been tasked at further exploring this.

ACTION: Committee Coordinator

b. POPPY MANUAL – SPECIAL USE EXPENDITURES: CADET UNITS

Following the 25 November 2023 DEC Meeting, the Poppy and Remembrance Committee's original recommendation regarding cadet support, 403.ii.g. of the Poppy Manual, was amended to include the balance on the 30th of September. Below is the recent history on the changes to this section.

21 April 2022 Committee of the Whole Meeting

MOTION: It was moved that section 403 ii (g) of the Poppy Manual be amended to read: "Support of Cadet Units: (prior Provincial Command approval is required) up to 20 percent of the balance on the 30th of September, to support and encourage

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Cadet Units that have assisted the Branch with the Poppy Campaign or other Remembrance activities. Cadet units are defined as Sea Cadets, Army Cadets, Air Cadets, Navy League Cadets and Junior Canadian Rangers. An allotment would be for assistance to Cadet units, not reimbursements for individual expenses. See “Example” in Subsection 403.i.e.”

CARRIED: DEC 30 April 2022

13 October 2022 Committee of the Whole Meeting

DISCUSSION: The members discussed changing the dates of when Poppy Trust Funds could be allocated to support cadet units. It was clarified that these dates were added to cap donation amounts being given by Branches; therefore, no further changes to the Poppy Manual were made.

21 March 2023 Committee of the Whole Meeting

DISCUSSION: Since the reporting year for the Poppy Trust Fund account is no longer 1 October to 30 September but 1 January to 31 December, discussion was had around eliminating the restriction of using the balance of the Poppy Trust Fund account on 30 September to calculate the up to 20% of funds for the support of cadet units. This is the only Special Use Expenditure that specifies the date of the balance that should be used.

MOTION: It was moved that the first phrase in Section 403.ii.g be changed to the following: “Support of Cadet Units: (prior Provincial Command approval is required) Up to 20 percent of the balance, to support and encourage Cadet Units that have assisted the Branch with the Poppy Campaign or other Remembrance activities.

CARRIED: DEC 29 April 2023

24 October 2023 Committee Meeting

DISCUSSION: Branches have been permitted to donate to several cadet corps or squadrons multiple times per year. Therefore, the intent of the following amendment is to ensure that each cadet corps or squadron is only receiving one donation per year from the Branch. To note, the total of the combined donations cannot exceed 20 percent of the balance of the Branch Poppy Fund.

MOTION: It was moved that section 403.ii.g. of the Poppy Manual be amended to the read: “Support of Cadet Units: (prior Provincial Command approval is required) Once a year, up to 20 percent of the balance, to support and encourage Cadet Units that have assisted the Branch with the Poppy Campaign or other

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Remembrance activities. Cadet units are defined as Sea Cadets, Army Cadets, Air Cadets, Navy League Cadets and Junior Canadian Rangers. An allotment would be for assistance to Cadet units, not reimbursements for individual expenses. See “Example” in Subsection 403.i.e.”

DISCUSSION at DEC meeting 25 November 2023: It was discussed that the reason 30 September was included in the past was because that is when there could be leftover funds after Veterans have been assisted. There was concern that if cadets request their funding in December when the pot of Poppy funds are higher, at that time Branches do not know what Veterans will need assistance in the coming months. It was determined that Branches need to know what financial support Veterans require before providing funds to cadets; therefore, the above motion was amended to read:

AMENDED MOTION: DEC moved that section 403.ii.g. of the Poppy Manual be amended to the read: “Support of Cadet Units: (prior Provincial Command approval is required) Once a year, up to 20 percent of the balance on the 30th of September, to support and encourage Cadet Units that have assisted the Branch with the Poppy Campaign or other Remembrance activities. Cadet units are defined as Sea Cadets, Army Cadets, Air Cadets, Navy League Cadets and Junior Canadian Rangers. An allotment would be for assistance to Cadet units, not reimbursements for individual expenses. See “Example” in Subsection 403.i.e.”

The members addressed that this most recent change should not have been implemented immediately as a one-year transition should have been permitted. The new date is also causing some challenges within some Provincial Commands; therefore, the Provincial Command Poppy Chairs have been requested to submit their preferred date for a review by the Poppy and Remembrance Committee.

c. POPPY STORE PRODUCT (POPPY & REMEMBRANCE COMMITTEE ONLY)

The Dominion Command Supply Department requested the use of the Poppy trademark design for PopSockets. The members considered the appropriateness of the usage request and discussed that this phone grip is an extension of the same concept of other products already available on the Poppy Store, offers a product that appeals to a younger demographic, and will be another way to promote Remembrance year-round.

MOTION: It was moved that the Dominion Command Supply Department is authorized to use the Poppy trademark design for the Poppy Store PopSockets.

CARRIED

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12. NEXT MEETING OF THE POPPY AND REMEMBRANCE COMMITTEE

The next Poppy and Remembrance Committee meeting will be scheduled in the fall of 2024.

13. CLOSING RITUAL AND ADJOURNMENT

The chair concluded the meeting by thanking the members for their insight and valued input. The meeting adjourned 16 April 2024 at 13:55 hours EST and the chair conducted the closing ritual.