



**DOMINION COMMAND
PUBLIC RELATIONS COMMITTEE MEETING MINUTES
Thursday, April 13, 2022, 2:00 p.m. ET**

In Attendance

Sharon McKeown	PR Committee Chair (ON Command)
Donna McRury	PR Committee Vice Chair (NS-NU Command)
Paulette Cook	Member (QC Command)
Dale Johnston	Member (BC-Y Command)
Rosalind "Roz" LaRose	Member (AB-NWT Command)
Carolyn McCaul	Member (ON Command)
Ernie Tester	Member (MB-NWO Command)
John Yeo	Member (PEI Command)
Tom Young	Member (NS-NU Command)
Nujma Bond	PR Committee Coordinator
Leah O'Neill	Assistant Coordinator

Regrets

Nathan Hoffmeister	Member (SK Command)
Law Power	Member (NL & L Command)
Dion Edmonds	Assistant Coordinator

(NOTE: this new iteration of the PR committee is composed of all PROs - Public Relations Officers - from each Command, and in cases where such a position does not exist, the Command has delegated a representative such as an Executive Director or President.)

RECORD OF DISCUSSION

1) Opening

Sharon/Nujma

a) Roundtable welcome

Sharon welcomed members.

b) Review/comments: February notes

Sharon invited any comments on the February 2023 notes. Members had no questions or comments.

i) Action item updates

(1) Legion Week

- (a) Sharon confirmed Legion Week starts on a Sunday and ends on a Saturday. The 2023 promotion is scheduled for September 17-23.
- (b) Members indicated the Branch email, with event information and the associated the tip sheet, were well received across their Commands. Most of the Commands shared they have or are in the process of pushing the information down to Districts, Zones and Branches.
- (c) John from PEI Command shared that this 2023 is the 150th anniversary of the Province joining Canada, and celebrations around this will continue throughout the year.

(2) Social media guidelines

- (a) Members shared they received the social media guidelines, and feedback has been positive.

(3) Legion 100 initiatives

- (a) Donna indicated NS-NU Command has a dedicated committee working on ideas. Additionally Roz shared AB-NWT will have a committee in place by summer.

2) Discussion

Sharon, All

a. National PR updates

Nujma

- (1) Nujma highlighted the recent news release on the federal budget response, sharing that Dominion Command is seeking more details on how \$156.7 million in VAC funding will be spent.
- (2) Nujma highlighted the importance of screening Branch bookings and encouraged members to continue to remind Branches to use the screening tool.

Committee discussion turned to Branch email open rates and whether Branches are reading and absorbing messages sent from Legion Headquarters. Members from BC-Y, AB-NWT, QC, ON, NS-NU Commands

indicated they share national emails through their own channels and at meetings within their Command and with Districts and Zones to help push the information down. Following the process of some Commands, members liked the idea of requiring their Districts and Zones to report back that they have shared the information.

b. Regional PR updates

PR reps

- Tom shared that Cape Breton Branches are starting to recover from Hurricane Fiona.
- John asked if members have heard about Canadian troops in Poland having to pay for their rations. Nujma would inquire with Veteran Services.
- John (PEI), Ros (AB-NWT) and Paulette (QC) shared that their Commands and Branches were struggling with increases in insurance and are investigating options for better rates.
- Dale shared that Legion Veterans Village is officially open and residents are moving in. Media surrounding the opening was very good.
- Dale reminded members that the 150th anniversary of the RCMP is coming up. Branches were notified of this in an all-branch email and in the Legion Week tip sheet, and encouraged to celebrate. Donna indicated NS-NU Command will be presenting to the RCMP to thank them and highlight the Legion's support for the RCMP. Sharon will provide feedback/updates on any developments related to the RCMP Commissioner's possible meeting with the Legion, further to the April DEC gathering. National Headquarters may also have some additional commemoration updates based on current conversations with the RCMP.

ACTION ITEM: Nujma to inquire about troops paying for rations and will report back when information comes in.

d. Committee work

i. Ideas for PR meetings or team actions

Sharon

Sharon reflected on the earlier conversation about Branch email open rates, and suggested Provincial Commands could take on greater responsibility for ensuring messages are received and opened at the branch level. Nujma noted that a related and formal process development is something the committee could take on. Additionally, checks and balances could be considered to ensure information sharing is happening, such as described by Donna in NS-NU. She receives a regular follow-up from District Commanders that information has been forwarded; Zone Commanders having first reported back to their District Commander.

3) Any other business

All

- Ernie shared that Ron Anderson is working with the city of Winnipeg to introduce free parking for Veterans. Ernie was encouraged to hear other cities across Canada has been successful in this effort.
- Sharon mentioned that banner programs have been another successful initiative introduced in cities across Canada. Leah shared a link to a recent [article](#) on Legion banner programs, highlighting Branches that had the program in place.
- Leah provided an update on the partnership with MailChimp. Work continues as the Legion and Mailchimp build a new program to support Branches with their bulk email efforts. An email to branches about the program is expected in May.
- Sharon mentioned an Ontario policing initiative dedicated to helping homeless Veterans and can provide further details for other regions to consider.

ACTION ITEM: Sharon to provide further information on the policing initiative next meeting.

4) Adjournment

After a final roundtable, the meeting was adjourned at 3:10

Next meeting – Next meeting date – Thursday, June 1, 2023, 2 PM ET