



**DOMINION COMMAND
PUBLIC RELATIONS COMMITTEE MEETING MINUTES
Thursday, April 21, 2022, 2:00 p.m. ET**

In Attendance

Sharon McKeown	PR Committee Chair
Donna McRury	PR Committee Vice Chair
Carolyn McCaul	Member
Jack Clayton	Member
John Mahon	Member
John Yeo	Member
Karen Kuzek	Member
Paulette Cook	Member
Nujma Bond	PR Committee Coordinator
Leah O'Neill	Assistant Coordinator

Regrets

Jerry Lava	Member
Nathan Lehr	Member
Roberta Taylor	Member
Tom Young	Member
Dion Edmonds	Assistant Coordinator

RECORD OF DISCUSSION

1) Opening

Sharon

a. Comments: February notes

Sharon greeted all present and invited comments and feedback on the February meeting minutes. Paulette mentioned the request for Commands to forward their newsletters to Committee members, indicating she had not received any. The process was further clarified that Commands that produce newsletters will forward them to Nujma to distribute to Committee members.

2) Consultation/updates: timely national topics Sharon, Nujma

a. Advocacy

- i. Juno Beach development – Committee members are familiar with the issue. The Legion is not in favour of development. While the Legion and VAC cannot dictate what France can do, both are advocating for an appropriate resolution.
- ii. Federal budget 2022 – The Legion released our reaction to the budget. While significant money went to defence, culture change, and homelessness, we still want to see movement on previous promises including the marriage over 60 clause.

b. Media coverage of note

- i. Leave the Streets Behind: 1000th Veteran – Pamela Sweeny was interviewed on CTV news to talk about the bittersweet milestone of helping 1000 homeless Veterans through its Leave the Streets Behind program.
Watch the clip here: <https://www.ctv.ca/shows/ctv-your-morning/helping-veterans-experiencing-homelessness-s6e174?fbclid=IwAR3SH0AtPAYvg5G-wlHBs-tUsYilgcTVgWoCX9w2GEhUoO35FtFMqP7GViQ>

c. DEC and HQ items affecting PR

- i. Report to DEC – Sharon reinforced that the Committee's role is to get the word out on PR activities and support Commands and Branches in sharing that information. To further support this objective, the monthly PRO report will be made available on the Member Services Website, under the Marketing and Public Relations section.

Members discussed challenges with some Branches who do not have PROs or who are not as engaged in receiving and sharing information from across the organization. Commands are pushing down information through their Districts and Zones, however they are not able to follow through to see if the Branches are using it. Sharon noted that each Command needs to get districts to filter down information via zones and Branch representatives. Information sharing needs to be province driven.

- ii. Telemarketing campaign – A reminder that Legion Headquarters is conducting a telemarketing campaign to encourage lapsed members to renew. Committee members are encouraged to make their Branches aware of this, as some members may be concerned it is a fraudulent phone call.

d. Committee work

- i. List of authorized Poppy symbol use – The Poppy and Remembrance Committee is creating an updated list of approved Poppy logo projects

nationally. This spreadsheet will help ensure initiatives within the community have sought national authorization to use the Remembrance Poppy. To further support awareness of the Poppy trademark, an education flyer was developed and shared with Branches in the monthly Legion Dispatch and is posted on the Member Services Website. The information is also available publicly at: <https://www.legion.ca/remembrance/the-poppy/the-poppy-trademark>

e. Other/follow up

- i. Jubilee medals for Branches – Branches are echoing our disappointment that the Federal Government did not develop a Platinum Jubilee medal. Instead, the government issued a limited supply of Jubilee pins that were made available to Commands. Some Commands are holding on to the pins until they learn whether pins can be worn on Legion dress. NS/Nunavut Command has dispersed the pins to members based on years of service. Additional pins can be ordered or purchased through the Monarchist League of Canada. Sharon will confirm at the upcoming DEC meeting whether pins can be worn on the Legion lapel.
- ii. Supporting people in Ukraine – A number of Commands received calls asking what the Legion is doing to support Ukraine. The Legion is not in a position to act as an international aid organization. Legion Headquarters issued the following response: *From a national perspective, any activities undertaken cannot be political, must be legal and align with Legion by-laws, and should not override the Legion's primary goal of supporting Veterans (raising funds for other causes no matter how important they may be, is not the Legion's mandate). Organizations designed to help during world tragedies such as in Ukraine, are best equipped to do so. Note that because the Legion is not a support agency for refugees, Poppy Funds cannot be used to support refugees.*

Should a Branch choose, they are welcome to fly the Ukrainian flag on a separate flagpole, and/or conduct fundraising to their General Funds. However, support for initiatives outside the scope of the Legion's mission cannot supersede the support the Legion gives to Veterans and Remembrance, and the community.

- iii. Biodegradable wreaths and poppies – This new initiative coming in 2022 is expected to generate a lot of media nationally. Around the campaign period, there will also be opportunities for branches to use this story to generate interest in the Poppy Campaign and in the Legion within their communities. Committee members can encourage Branches to start thinking now about how they can help share this initiative locally. Some committee members felt it would be helpful to have a media kit to help Branches pitch the initiative. Nujma will confirm whether Supply will be using up their existing inventory before switching to the biodegradable products. *(Post meeting note: Supply department confirms that Branches can first use up their existing supply before moving to the new products).*

- iv. RCMP 150 – Sharon indicated the Defence and Security committee is involved in discussions (as are other National Headquarters colleagues) so at this time we will wait to hear if or how the Legion will move forward.

3. Regional matters

Members with updates

- a. Select regions with significant updates were invited to outline them.

Paulette asked whether CFMWS promotes a personal home and auto group insurer. John indicated PIC has provided services for years through CFMWS and the solicitation likely came through a CFOne card.

Carolyn asked whether the Legion bookmark and Legion recruitment brochure with application form will be available soon, as Supply has run out. Leah will check on status and provide an update. *(Post meeting note: the bookmarks have been discontinued, and the brochure is currently under review, a new version is not yet confirmed).*

Carolyn indicated they are running a branch survey within their Command and will share the survey and the results once completed. It has been 3 years since their last survey, asking Branches a variety of questions from where they spend their money, to programs they support, to volunteer hours and more. John M asked how they got Branch buy in, as their Command has trouble getting Poppy Reports each year. Ontario Command is persistent, and their Branches have learned that the survey results are useful for them as well.

John M – Their Command is holding District rallies in the Spring. John will be sharing the Communications presentation recorded at the 2021 Dominion Convention, as well as the new Service Officer video. These videos have been very well received

4. Any other business

None

5. Adjournment

The meeting ran a little overtime and Sharon thanked the committee members for their time and input. The meeting was adjourned at 3:12 pm.

Next meeting – planned for June 2, 2022, at 2:00 pm ET