

# **Annual General Meeting**

**Ottawa, Ontario**

**May 6-8, 2024**

**May 7, 2024**

## Presidential Welcome – J.P. Leguerrier

National President J.P. Leguerrier welcomed everyone to the 35th Annual General Meeting, with a special mention of the By-Town Chapter for their exceptional hard work and dedication in putting the conference together. He also acknowledged those members not in attendance and warmly welcomed the newcomers. J.P. reminded the presidents about the upcoming elections for President and second Vice President positions. As a particular highlight, he unveiled the new Heritage Club Logo designed by Canada Post, which will now be featured in all our correspondence.

## Chapter Introductions

The Four Montreal chapters, Richelieu, Maisonneuve, Ville Marie, and Laurentides, gave everyone a gift they created in honour of the Heritage Club's 35th anniversary.

## Financial Report - Bob Broomhall

Secretary/Treasurer Bob Broomhall discussed the expense claims, where to download this document, and his mailing address and email address to forward the completed form. Bob also went over what expenses would be covered: airfare, the driving equivalent of airfare—taxis—airport parking—any meals on the first day—pay for president only. 17.00 incidentals per day (includes tips).

Bob Broomhall sent electronic copies to all chapters of his PowerPoint presentation. This was discussed in length. It was discussed that there may be some changes to the Financial Report in the future. The formula for the paid membership dues may be removed, and the actual number will be all that is required. Another topic of discussion was regarding how to record future dues that are received. Thames Chapter President Henry Masek explained how his chapter deals with this issue. They place any future dues into a savings account so that they are not calculated based on the operating cost of the current year but instead saved for the year they were intended to support. This will be reviewed by the Secretary/Treasurer for next year, with a few different options for

recording these. The issue is that some chapters call for membership dues for the next year as early as September or October, while others do not call for membership dues until January 1. Bob also expressed heartfelt gratitude towards our sponsors and partners, especially acknowledging Johnson Insurance as our biggest sponsor for their continuous support and contributions to the Heritage Club.

Bob discussed the importance of ensuring each chapter has its chapter financial reports audited each year. He also requested that for financial security reasons, the national executive should be aware of any investments your chapter may hold.

The scorecard/activity report was discussed at length, and Bob went over how the scoring was adapted this year. It was explained how and why the categories point system was decided. Each chapter was awarded based on this scorecard, as well as what each chapter earned for seed money based on paid membership dues.

### belairdirect – Shawn McCord and Lynn Nasralla

Shawn McCord and Lynn Nasralla handed out hard copies of their presentation to each chapter. They went over in detail the changes and growth that have occurred since the transition of the Home and Auto switch to belairdirect in October 2023. Lynn explained that new membership quotes would go directly to belairdirect, and existing members will transition once their policies come due.

Shawn explained that belairdirect does not operate in Manitoba or Saskatchewan. Members already insured through Johnson in these provinces will be transitioned to a broker link that is a division of Intact. New members calling in for a quote are asked to call the belairdirect office, and they have a transfer system to transfer your members to the appropriate department.

Medoc Travel will stay under Johnson Insurance. A definite transition time has not been determined.

### Minutes of 2023

The floor was open to any questions regarding the minutes of 2023.

Heather Spence, Yellowhead chapter president, asked if any decisions had been made regarding accepting members who do not have 25 years. Several other chapters also voiced their agreement with changing the qualifications. J.P. said that Canada Post had not looked favourably upon this in past years. The topic has been studied, and the answer is no. He said the subject could be discussed the next day during the presentation from Canada Post.

Pierre Amyot, president of the Maisonneuve Chapter, asked if nonpostal people could become volunteers. J.P. explained that the only criterion for volunteers is that they cannot become presidents.

Louella AuCoin, Bluenose Chapter President, asked if Canada Post still finds the club a worthwhile organization and if they understand its purpose. The executive answered that regarding Santa Letters, they see value in our club. However, with such a high staff turnover, we are a forgotten bunch. There is no feeling that they understand what the club is all about.

A motion was made to adopt the minutes of the 2023 AGM. John Barrowclough was the first to accept the proposal, and it was seconded. The minutes were voted into acceptance.

### Envelopes – Fred Danells

Fred Danells asked all chapters to email him with their envelope requirements. He reminded everyone that five hundred envelopes were in a box and confirmed they would have the new logo.

### Scholarship Program – Eldred Holmes

Eldred presented the scholarship program and its results over the years and how it has grown to offer our members the opportunity to help their grandchildren. He stated that the chapters are doing a terrific job advertising the program to their members via the newsletters. Eldred also thanked Christiane Tailleux, Louella AuCoin and Lloyd Rogowski for acting as judges. All applicants must meet all the stated requirements on the application form, including two letters of reference from school and community. The submission by regular mail must be postmarked on or before June 30, 2024. Eldred confirmed that every application received gets a reply that it was received or turned down.

### Website and Membership – Marc Jacob, Gail Bourhill, Holly Perreault

English and French copies of the presentation were handed out to all chapters. Marc discussed the rise of online applications and membership updates on our website over the past year. Also discussed were the interests that new members have checked off on the application form, and there is over a 50% increase in travel. This is also a wonderful place to look for volunteers based on their interests.

Marc also said that Canada Post has provided us with the number of retired employees. Based on this, we can see that the number of retirees joining the club each year increases. Advertising in the IN TOUCH flyer has increased these numbers.

Henry Masek, the president of the Thames Chapter, states that he holds between 50 and 75 preretirement meetings a year and has had remarkable success in getting the retirees to join. He states that we need to seek out new membership. Some chapters discussed the difficulty of getting permission to place a flyer or advertising. Also, most chapters cannot access preretirement meetings or the knowledge to do these independently.

Cindy Daoust, By-Town Chapter President, states that whenever Canada Post advertises the Heritage Club, there always seems to be an influx of new members. Holly Perreault, Membership Coordinator, verified this.

The online application process was discussed. It was explained that when a member applies online and requests a specific chapter to join, an email goes directly to the chapter and the membership coordinator. This is just a notification to inform the chapter that someone has shown interest in joining their chapter. Holly Perreault then processes the application and verifies that the person is eligible for membership and, if in doubt, verifies the chapter they wish to join. The application is then sent to the chapters with a membership number. It has come to our attention that not all chapters want the online application to go directly to them until the membership coordinator has processed it. As a result, we ask each chapter to please email Marc Jacob and Gail Bourhill and tell them if their chapter wishes to receive the online application before it is processed or if they should wait and receive it after it is processed. Also, if you wish to receive the online application, please state if you still want it sent to the president or someone on your executive team who manages the membership. We also ask that those chapters that have created their membership applications please ensure that all the information on the National form is included.

Louella, Bluenose Chapter President, asked Holly how often the paid membership dues were sent to Good Life. Holly said that the chapters are only required to send updates quarterly; however, if there were new members you would like to add before that period, a new list is sent and produced each month. It was also verified that the same list was not sent to Johnson. However, Johnson does ask when a member calls in for a quote if they are a member in good standing. Good Life only requires the membership number, and Insurance companies need more data.

### Online electronic payment plan – Bob Broomhall

Bob Broomhall, Secretary/Treasurer, and Parkland Chapter President, did a PowerPoint presentation on the electronic payment plan the Parkland Chapter has

adopted. He shared this idea at the last AGM and has put it into action for his chapter. After some trial and error, his chapter has a system in place that allows members to go directly online and pay for their membership dues, as well as any functions that may be available. This process has also allowed the chapter to capture and update membership information. Bob did a step-by-step example of how this procedure works.

Stripe is the company we are using, and the cost is 2.9% + 30 cents for a credit card transaction on a \$10 membership, which costs \$0.58. If it is a \$20 membership, it is costing \$0.88. If you go to a debit card transaction, it is a flat \$0.10. This involved setting up our own email address and website domain. The developer would set it up for \$350.00 a chapter. He also agreed to give us a volume discount. If we have five or more chapters that want to go to simultaneously, he will do the setup for you for \$250 a chapter. Annual website administration will be \$150.00, which covers your renewal cost for the domain name, all the hosting fees, and backups that he does, and it would include one hour of support if you needed it. Any additional support is \$50.00 an hour, two 2-hour minimum, and he would try to get back and provide that support within 48 hours, and if it is emergency support, it will go up to \$75.00 an hour.

The meeting adjourned for the day.

## **May 8, 2024**

### Canada Post Community Investment Group – Lindsey Armstrong and Marianne Soucy

Lindsey Armstrong and Marianne Soucy gave a bilingual PowerPoint presentation about the Canada Post Community Foundation and the Santa Letter Program. They gave a brief history of the Community Foundation and explained that there is a significant need for children and youth across Canada. The number of applications received year over year has almost doubled. In 2022, the Foundation received 1200 applications. In 2023, they received 2400; this year, they received over 3600 applications. Since 2012, the foundation has raised over \$13.5 million and has supported over 1100 organizations, focusing on youth and children ages twenty-one and under. A 5-week retail fundraising campaign is underway where stamp booklets and postcards are being sold. \$1.00 from each booklet goes directly to the foundation, and \$.10 from each booklet. Last year, the retail fundraising brought in \$840,000. The foundation also thanked the Heritage Club for their contributions and continued support.

### Santa Program – Lindsey Armstrong and Marianne Soucy

Last year, 1.4 million letters were answered by over 10,000 volunteers. There are lots of ways that we can get you involved and lots of ways to help. If you would be interested.

And Marianne and I are always open. So, if you think it would benefit your group to have a virtual meeting, would you like Lindsey or Marianne to explain the volunteer opportunities and ways you can volunteer more in-depth? Let them know. They are happy to do so. It never goes unnoticed, and the foundation and Santa Program appreciate all the help and everything that the Heritage Club does across Canada.

The National Executive, as well as several chapters, gave donations to the Community Foundation.

#### Canada Post Human Resources and Development – Katherine Price-Raas, Pamela Tokarew, Elizabeth Matthews

Katherine Price-Raas gave a PowerPoint presentation overview and introduction of the team. They explained that they are responsible for learning, development, culture, talent, performance, employee engagement, recognition, and the relationship with the Heritage Club. Katherine explained the values and behaviours that the company is instilling. They want our leaders at the most senior levels to demonstrate their values and behaviors. She also explained that employee engagement is creating a space as part of doing right by our people, building pride in their work, recognizing when someone does something special, and recognizing those significant milestones that all of you have experienced over your careers. As a result, they have launched a new recognition program and retirement packages. The Heritage Club is an integral part of this.

#### Canada Post recognition program and retirement packages – Pamela Tokarew

Pamela Tokarew gave a quick overview of the recognition program. Part of the new National employee survey launched in September of 2022 was developed and implemented as a more accessible and better way to recognize employees. This came from a need to show our employees that we acknowledge and appreciate what they do and that what they do matters.

Pamela also highlighted the retirement package. When an employee retires, it is a significant milestone in their career, and they will be sent a personalized frame. They get the option to pick a non-branded item from our recognition program, or they can choose to donate to the Community Foundation. They also receive a beautiful keychain, and we also include the Heritage Club brochure. Pamela showed the new Heritage Club brochure that will be included in all the retirement packages. We worked with the Heritage Club to put this together.

Every chapter was gifted a cooler bag with the new Heritage Club logo on the front as a thank-you for the Heritage Club's hard work. The organization was also presented with a framed photo of the National Executive to hang in the head office in the Hall of Fame.

During a question-and-answer session, it was explained that a brochure is included in every retirement package and every 25-year recognition package. Information about the Heritage Club could be added to the promotional TV advertising inside the plant. Katherine will investigate this, as her team is not in control.

Heather Spence discussed the fact that our membership, of course, is getting older, and the younger people are not staying with the company as long as 25 years. Heather asked if it was possible to lower the membership requirements for working employees to help our clubs remain in existence in the future by lowering that 25-year requirement to 15 or 20 years. Katherine said this is a decision we could make as a club.

J.P. asked Lindsey and Marianne about framed prints no longer available for sale by Canada Post and if chapters could auction them off to raise money for the Community Foundation. Each chapter can reach out to Lindsey or Marianne to obtain.

#### Electronic Newsletters – Cindy Daoust

Cindy Daoust, By-Town Chapter President, did a PowerPoint presentation explaining how her chapter switched its newsletters from paper to entirely electronic. Cindy describes the chapter's process to make this happen, from updating its database to promoting email address collection at events and in newsletters and giving the chapter notice of the switchover in previous newsletters. This has also allowed the chapter to send out and correspond with its members more frequently. The chapter opted to use MailChimp as the delivery method for their electronic newsletters. This did require getting a registered domain email address. This robust software program has various marketing and communication options in your chapter. There is a free version; however, By-Town opted to pay for the upgraded version with a monthly cost of \$35 because of various limitations with the free version. The cost of this program versus the cost of printing and mailing offers substantial savings.

Gail Bourhill, Grand Saugeen Chapter President, stated that her small chapter cannot afford the \$35 a month. The chapter will send electronic emails in a standard format and add the newsletters as PDF attachments.

Rene Lareau, Richelieu Chapter President, states that his chapter uses a program called Web Hosting. This program is more expensive and technologically challenging.

#### New Annual Report – Cindy Daoust

Cindy passed out copies of the new annual report revision to everyone. It is organized a little better, with all the communications in one section, all the finance stuff in one section, and a couple of important things for Bob to know: If you do not have it reviewed, is it attached, and has it been reviewed? And if not, why? It asks some of those

questions in advance. Try it again next year, and when the time comes, we are open to revising.

### Santa Letter Program – Fred Danells

Fred gave an overview of the most valuable information for 2023. In 2023, we had approximately 626 members across the country participating. It is the most we have had in the Heritage Club's participation history. Several people also participate in events to support the Santa letter-writing program, meaning Santa parades, a celebration of Christmas, and a celebration of the Lights turning on the lights in various communities, as well as letter-writing activities for children in community centers and events. And, of course, the Santa parades, including picking up letters to Santa from children on the parade route, which they also respond to. We replied to 204,680 letters to Santa. The National Heritage Club, of course, has been providing an ELF draw for 10 volunteers, and the National Heritage Club is providing \$50.00 for each draw.

Fred was asked about the lack of letters provided to some chapters. Fred was unaware of this until it was too late in the season. He stated that all the Santa Coordinators are on a call weekly, and this was never mentioned. Fred also stated that he gives the list to each chapter of the coordinator for their area and the chapter.

Fred was also asked about the supply of walking mailboxes for Santa parades. There seems to be a lack of availability. Fred will investigate this and see if anything is being done to increase the supply.

### New Business

J.P. apologized to the chapters, stating that the National Executive did not do its due diligence regarding following up on some items from the 2023 AGM minutes. They will review these and discuss them at the next AGM.

### Future location for AGM

Kathryn Cunningham, Chinook Chapter President, offered to host the 2025 AGM in early May.

Montreal Chapters will host in 2026.

Golden Horseshoe and Humber will host in 2027.

### Constitutional Amendment, Article 10 – Lloyd Rogowski



Lloyd reminded everyone that a preliminary revision of Article 10 was handed out at the 2023 AGM. Everyone was given a year to review it and give their input. Based on these results, a revision was sent out to everyone a month prior to the AGM. This motion was passed and voted into place.

### Volunteer Awards – Michel Racine

Michel Racine proposed recognizing the volunteers within the chapters who have gone above and beyond. Much discussion was held around the table, with various opinions being to keep this award at the chapter level and to approach Head Office with a National award, similar to the old Silver Postmark Award. No decision was made.

### Membership qualifications

Based on Katherine Price-Raas's answer, the topic of lowering the qualifications for membership was brought up. Cindy Daoust will compile a survey for all chapters to have some input into the topic. The National Executive will put together proposals for the chapters to vote on at the next AGM to amend the constitution.

### Elections

Two positions were up for election this year: the National President and the second Vice President. J.P. Leguerrier accepted the nomination for the National President. There were no other nominations, and as a result, J.P. Leguerrier remains the National President. Lloyd Rogowski accepted the nomination for the second Vice President. There were no other nominations, and as a result, Lloyd Rogowski remains the Second Vice President.

### Military Mail – J.P. Leguerrier

Each chapter received copies of the Military Mail presentation. Based on his work experience in Canada Post working with Military Personnel, J.P. did a PowerPoint presentation discussing how the Military Mail system was developed by Canada Post and how it has operated historically over the years. George William Ross, who had very influential careers within the Canadian Forces and the Canada Post, oversaw the creation of this system.

J.P. Leguerrier thanked the By-Town chapter once again for all their work on the AGM, and Cindy Daoust introduced her team.

Meeting adjourned.