

MINUTES OF
Media, Marketing and Communications Commission
MEETING
Saturday, March 21st, 2026, 2:00 P.M.
Virtual (MS Teams)

1. Call to Order 2:03 P.M.

Substitute Chair, Holly Lewis - District 10, called the meeting of the Department Media, Marketing and Communications Commission to order at 2:03 P.M. The Invocation was delegated and led by Bob Mason, - District 5 along with the Salute to the Colors which was directed by sub. Chair Lewis. Following this, the Pledge of Allegiance was also led by Lewis and recited by all present. The meeting secretary appointment was substituted by all present agreeing to be digitally recorded to produce minutes from.

2. Roll Call:
- DISTRICT 1 – Frank (Joe) Navarre
 - DISTRICT 2 – Tim Shaw
 - DISTRICT 3 – Brian Fowle
 - DISTRICT 4 – Jean L Wilson – *(Excused, mandatory OVSC training)*
 - DISTRICT 5 – Robert (Bob) Mason
 - DISTRICT 6 – Shallon Smith – *(Excused, deployed)*
 - DISTRICT 7 – *Vacant*
 - DISTRICT 8 – Laura Blake
 - DISTRICT 9 – Jacqueline Whetstone – *Not Present*
 - DISTRICT 10 – Debra Gilchrist
 - DISTRICT 11 – Jason Malec – *Not Present*
 - DISTRICT 12 – Steve Ebersole – *Not Present*
 - DISTRICT 13 – James Lockyer – *Not Present*
 - DISTRICT 14 – Rodger Wiant

Roll Call of Sub Commission Member(s):

- DISTRICT 5 – Dayna Beyer
- DISTRICT 13 – Robert (Bob) White – *(Excused, illness)*
- DISTRICT 10 – Holly Lewis – *(Chair Sub.)*

8 Members present:

- DISTRICT 1 – Frank (Joe) Navarre
- DISTRICT 2 – Tim Shaw
- DISTRICT 3 – Brian Fowle
- DISTRICT 4 – Absent
- DISTRICT 5 – Robert (Bob) Mason
- DISTRICT 6 – Mel Cantrell *(sub.)*
- DISTRICT 7 – *Vacant*
- DISTRICT 8 – Laura Blake
- DISTRICT 9 – Absent
- DISTRICT 10 – Debra Gilchrist
- DISTRICT 11 – Absent
- DISTRICT 12 – Absent
- DISTRICT 13 – Absent
- DISTRICT 14 – Rodger Wiant

2 Sub Com. Member(s) present:

- DISTRICT 5 – Dayna Beyer
- DISTRICT 13 – Absent
- DISTRICT 10 – Holly Lewis

1 Guest(s) Present:

- Jon Vulgamore – Department staff liaison

3. Reading of Previous Minutes

Due to the previous meeting minutes from October 4th, 2025, being emailed to the members of the DEC and MMC Commission for review, Sub. Chair Holly Lewis - District 10, moved to entertain a motion to suspend the reading of the previous meeting minutes and approve them as submitted. Bob Mason - District 5, so motioned and Brian Fowle - District 3, seconded the motion. No discussion was offered, and the Commission oral vote unanimously passed approving the minutes as presented.

MOTION CARRIED

4. New Business; Unfinished/Old Business; Discussions; Additional Commission Objectives & Motions

a. *Review of the most recent edition(s) of Ohio Legion News:*

Sub. Chair Lewis – District 10, gave the floor to staff liaison, Jon Vulgamore who first notified the Commission of the change in mass email service providers and platform from Constant Contact to Voter Voice. He encouraged all present to spread the word that this is in fact a legitimate source from Department and to please review all information coming from VoterVoice going forward. The Winter online newsletter email blast was sent by our new VoterVoice mass email client program on March 4th to all Legion members with a listed email, SAL members with a listed email, those signed up with the previous Digital Only newsletter program, plus DEC members, all Posts with a listed email, and all Post Commanders & Adjutants listed emails. The current reporting metrics are: 16,937 (28%) opens; 62,097 successful sends; 1,412 (8.3%) click thrus; 2,480 (4%); 207 (>1%) unsubscribed from VoterVoice. The newsletter is also posted on the Department website for anyone to view in .pdf and interactive format. Spring edition deadline is April 19th. The past Summer OLN edition was attempted to be submitted for National's Media & Communications contest awards in the 'publications' category for Department/Districts. Issues on the root account to submit and pay from have come up and need investigated before the deadline of April 15th. This had to be a publication during the 2025 calendar year, \$5 per submission – will keep you all informed on any progress. Past meeting suggestion to produce figures for overall trending statistics using the old Constant Contact metrics to gauge how much progress Department has had with the online newsletter since its inception are: first C.C. campaign: 21% opens and 3% clicks of 51,000 sends vs./ last C.C. campaign: 44% opens and 4% clicks of 55,000 sends – In the more than 5 years using Constant Contact there was @ 4,000 member email increase (despite our membership numbers lessening); A slight increase of 1% in clickable items within the newsletter; and a 23% increase in overall all newsletter email opens. Lewis – District 10, mentioned that it's not uncommon for the 'open' rate to decrease when switching providers, several factors involved such as the message going to the email junk folder initially will affect these metrics but should improve as time progresses. Mason – District 5, added that he is actively reminding his District to update their emails and open these Dept. emails in efforts to improve communication and advertising especially with the current membership dues increase topic.

- b. Next Vulgamore gave the Department website and Social Media report. Kiki Kiana, who is currently designing the new website, has made great progress. Tentative launch date by the April DEC meeting - is the goal. We are currently going through all initially edited webpages for proofing. Our website is huge! This will be a time-consuming and arduous process to complete; patience will be appreciated as delays may occur. The Department Facebook, X, YouTube and Instagram channels has no major updates/changes to report other than a rise in engagement with all the A&G Trip posts recently. Currently no advancement on possible Department TikTok social media channel, Lewis – District 10 cautioned going forward with this until the Oracle involvement is figured out and out of Chinese ownership. American Legion Ohio Family Events Facebook page report by Dayna Beyer – District 5(Aux.), included a fix on the Department Cornhole tourney flyer and continued encouragement for submissions on Post and District level events and promotions. The link to this Facebook page was included in the meeting chat along with LegionTown, National’s success stories website - which Lewis and Beyer suggested increased involvement with and offered guidance on the process.
- c. Vulgamore continued on with the publications and mailings report. Follow-up was done on the single page flyers to decrease confusion when scanning our affiliate partnerships QR codes as well as having the physical URL link associated with it to further maximize their marketing - flyers in meeting packet attachments. The participation with these partnership opportunities seem to be dying down however. Mason – District 5, inquired how much has been made from these affiliate partnerships, Vulgamore will investigate this and also iHeart financials and impact statistics (tv ads, radio ads) and returns for next meeting. Lewis added that we can cancel our involvement at any time with these partnerships. Rodger Wiant – District 14, suggested we collect testimonials of our past purchasers and add this to the marketing campaign for increased traffic. Beyer reported that additional revenue streams (over 100) through the myAuxiliary portal benefits section along with ALA academy resources, could be good opportunities to take advantage of various discounts such as the travel-hub portal price comparisons. Past meeting mention of National’s Post-level impact report, available in myLegion, also in attachment meeting packet for further investigation/use. The Spring mandatory forms Post & Squadron mailing(s) was recently assembled and sent out to all Post Adjutants listed home addresses (around March 13th). Convention Call mailing is next - around late April early May, mail time. Several office and Charities header envelopes have been printed recently. The most recent publications created have been the Department Baseball Rulebook, updates to the Oratorical and Gifts For Yanks informational booklets, Charities Ad for Detachment Convention program book, and customized thank you cards. The next major publications will be the Department Convention program book and the Baseball program book. The Digital Ready Posts Campaign “Operation: Stay Connected” - This campaign doesn’t really need an expiration date but certainly continue to push this for better contact with our members. Reminder posting of this went out on socials on Mar. 18th Here is the link: <https://forms.office.com/Pages/DesignPageV2.aspx?subpage=design&FormId=Kq5Z7uRgtk6leazyFfa8CMHb37sAOxdCrlRsm4DMxGFUQic0UE1YSTQzWVqxNDFSRE1QMkQzNFIKVCQIQCN0PWcu&To>

[ken=b08315369cbf49c7b91fa606bad4265d](#)

d. Vulgamore wrapped up his report with the I.T. & Audio/Visual updates. An old NAS storage device that was being used was decommissioned and scrubbed. Technical and network issues with the large copier/printer machine - connecting to our printer contractor, DCS – looks to be fixed and auto-monitored. A laptop swap out with the main teleconferencing machine was done to eliminate camera issues and lag from recent virtual meetings. DEC audio set up will need done for the April meeting. Pressing office needs are adapters, docking station, and two to three new staff laptops. Lewis – District 10, mentioned the communication and logistics for Commission expenses continues to improve and in good form asked the Commission for anything else to be considered for the Commission budget, no suggestions were verbalized.

5. Good of the Commission / Announcements

Bob White – District 13, absent, also wanted to remind Department to get more involved in the Cleveland Gaming Classic event held in Sept. with more marketing and getting the word out for participation. Lewis – District 10, reminded all of the upcoming Department Oratorical contest & cornhole and pool tournaments as well as the USS Cleveland christening in mid-May. Tim Shaw – District 2, added he was deployed on the USS Cleveland and encouraged involvement in this milestone event. Lewis also announced her new position as Chair of National's Media and Communications Commission, congratulations! She hopes that this position will be advantageous in bringing more information and resources back to this Commission in order to improve our operations. Beyer also inquired how much of the America 250 challenge that has been advertised and suggested we publicize this again and often to increase our involvement with our 250 personal notes to veterans – deadline by July 1st.

6. Close

Holly Lewis – District 10, closed the meeting with directing a Salute to the Colors. The meeting was adjourned at 3:28 P.M.