

MINUTES OF
Media, Marketing and Communications Commission
MEETING
Saturday, October 4th, 2025, 2:30 P.M.
Virtual (MS Teams)

1. Call to Order 2:31 P.M.

Substitute Chair, Holly Lewis - District 10, called the meeting of the Department Media, Marketing and Communications Commission to order at 2:30 P.M. The Salute to the Colors, flag supplied by Joe Navarre – District 1, was directed by temp. Chair Lewis and the Invocation was delegated to Bob White, sub.com. member of the 13th District. 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 through the MS Teams software application 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
 - DISTRICT 5 – Robert (Bob) Mason – *(Al Beyer Sub. For Mr. Mason)*
 - DISTRICT 6 – Shallon Smith – *(Excused)*
 - DISTRICT 7 – *Vacant*
 - DISTRICT 8 – Laura Blake – *Not Present*
 - DISTRICT 9 – Jacqueline Whetstone – *Not Present*
 - DISTRICT 10 – Debra Gilchrist – *Not Present*
 - DISTRICT 11 – Jason Malec – *Not Present*
 - DISTRICT 12 – Steve Ebersole
 - DISTRICT 13 – James Lockyer
 - DISTRICT 14 – Rodger Wiant – *Not Present*

Roll Call of Sub Commission Member(s):

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

7 Members present:

- DISTRICT 1 – Frank (Joe) Navarre
- DISTRICT 2 – Tim Shaw
- DISTRICT 3 – Brian Fowle
- DISTRICT 4 – Jean L Wilson
- DISTRICT 5 – Al Beyer *(sub.)*
- DISTRICT 6 – Absent
- DISTRICT 7 – *Vacant*
- DISTRICT 8 – Absent
- DISTRICT 9 – Absent
- DISTRICT 10 – Absent
- DISTRICT 11 – Absent
- DISTRICT 12 – Steve Ebersole
- DISTRICT 13 – James Lockyer
- DISTRICT 14 – Absent

3 Sub Com. Member(s) present:

- DISTRICT 5 – Dayna Beyer
- DISTRICT 13 – Robert (Bob) White
- 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 August 2nd, 2025, being emailed to the members of the DEC for review, Sub. Chair Holly Lewis - District 10, moved to entertain a motion to approve and suspend the reading of the previous meeting minutes. Steve Ebersole - District 12, so motioned and James Lockyer - District 13, 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 Objective Motions

a. Review of new Affiliate Partnerships Marketing materials

Sub. Chair, Holly Lewis - District 10, had some follow up suggestions on what Department Adjutant, John Robinson presented to the Commission last meeting on our newest partner affiliations. The Commission objective was to create QR codes for each of the partnerships to further promote – which has been mass emailed to the membership, and this ‘QR code flyer’ was also included in the fall Post mailing as well as presented on social media. Lewis suggested each partner have their own single page flyer to decrease confusion when scanning the affiliate QR code as well as having the physical URL link associated with it to further maximize their marketing. Bob White – District 13 added to use front and backside of the flyer to maximize dissemination.

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

Sub. Chair, Holly Lewis - District 10, next gave the floor to MM&C Commission staff liaison, Jon Vulgamore, to present his OLN report. The Summer online newsletter email blast was sent by Constant Contact mass email client program on August 29th to all active Legion members with a listed email, those signed up with the previous Digital Only program, plus DEC members, all Posts with a listed email, and all Post Commanders & Adjutants listed emails. The current reporting metrics are: 20,930 (46%) opens; 53,755 successful sends; 1,649 (4%) click thrus; 7,912 (15%) bounced (full inboxes, undeliverable/suspended, blocked, non-existent emails) & 92 (1%) unsubscribed from receiving further emails from the Constant Contact server. Holly Lewis - District 10, suggested producing figures for an overall trending statistic for these C.C. metrics to gauge how much progress Department has had with the online newsletter, Vulgamore will have these statistical ‘mean’ numbers for review by next meeting. Steve Ebersole – District 12, inquired as to the specifics of the unsubscribed’s statistic, and discussion on how to reach out to these unsubscribed members to regain their clicks/views was had – Vulgamore reminded the Commission that the active member email distribution list is scrubbed and updated every quarter. The newsletter is also posted on the Department website for anyone to view in .pdf and interactive format. Fall edition deadline is roughly Oct. 15th and being designed currently. This concludes the Ohio Legion News report. Next Vulgamore gave an update on the previous meeting mandate to

continue efforts with The Digital Ready Posts Campaign “Operation: Stay Connected”. This campaign is moving along with slow and steady progress. It doesn’t really need an expiration date but certainly urge Commission members to continue to push and publicize for better contact with our members. Al Beyer – District 5 urged a reminder to the District Commanders to relay information on keeping all members emails updated for the next DEC meeting; Jean Wilson – District 4 also added that when renewal notices are returned to their Post there is a spot for email addresses in which to update the Legion database with. Lewis reminded the Commission of the media from this campaign, being these QR code business cards, to keep pushing, Steve Ebersole – District 12 added that he generates information reports to see who has emails or whom doesn’t and all we can do is encourage members to update when given the opportunity.

Here is the link:
<https://forms.office.com/Pages/DesignPageV2.aspx?subpage=design&FormId=Kq5Z7uRgtk6leazyFfa8CMHb37sAOxdCrlRsm4DMxGFUQjc0UE1YSTQzWVgxNDFSRE1QMkQzNFIKVCQIQCN0PWcu&ToKen=b08315369cbf49c7b91fa606bad4265d>

Next Vulgamore gave the Department website and Social Media report. The Department website has some exciting changes coming in the near future. Kiki Kiana, who is currently designing the new Auxiliary’s website, more than likely will be giving our website an updated and fresh look. We are getting her skills at a phenomenal rate of cost and just the financial logistics are left to finalize before she and Department staff start working on getting our 50-some-odd paged current Department site and content organized, transitioned, and formatted into a new user interface. This will be time consuming and arduous process to complete; patience will be appreciated. Our Department Facebook page is undergoing some administrative changes to unlock the ownership credentials that were lost by a previous Adjutant who set the original page up years ago. This ‘business admin dispute’ to gain primary access to the Facebook business portfolio is needed for our iHeart partner to run our recruitment Ads through our Facebook page. I’ve been told this will be a time-consuming process as well, providing several pages of documentation and attestation letters to prove our legitimacy to owning the site page – will keep the Commission up to speed with this. The Department X, YouTube and Instagram channels have no major updates/changes to report. American Legion Ohio Family Events Facebook page report was given by Dayna Beyer, mentioning more District representation posts and newsletters is being requested. There was some technical trouble with communication which delayed her some of her report. Holly Lewis – District 10, suggested if all Chinese influence is ousted from TikTok, we should strongly consider adding this platform to our social media channels. Vulgamore continued on with the publications and mailings report. The Fall Post mailing is currently being assembled and will be sent out to all Post Adjutants listed home addresses around mid-October. The most recent publications created have been the Department Directory – available only by request to protect our members’ contact information, with the exception of being in the fall Post mailing. The next major publications will be the Department Impact Report and updates to the Americanism/Boys State/Oratorical informational booklets. Vulgamore wrapped up his report with the I.T. & Audio/Visual updates. Subcommittee research results for the

professional short-throw projectors was not provided, this research is currently at a standstill. Smaller meeting A/V equipment still functioning satisfactorily. The Delaware office has just recently obtained 3 new laptops for the front desk, fiscal secretary, and adjutant workstations. Immediate office needs monitors and ComResource ticketed site visit to get our security software installed and new machines on the office network, Vulgamore will set the rest up himself.

5. Good of the Commission / Announcements

Holly Lewis – District 10, mentioned at this past Membership Workshop at Nt'l, a Post-level impact report is available in myLegion – investigation on this provocative tool is needed before offering to the membership. Also, Lewis and Bob White – District 13, suggested more advertising of Legionnaire Insurance Trust with their new/updated toolkit, due to our significant revenue we receive with them. Dayna Beyer – District 5, offered to post any district or Post level flyers/newsletter through the Family Events FB page as well as LIT materials. Bob White – District 13, also urged Department to get more involved in the Cleveland Gaming Classic event next year with more marketing and getting the word out for more participation. Steve Ebersole – District 12, also added promotion of the Vietnam wall in Gahanna may have fell through the cracks as well and need to improve this communication.

6. Close

Holly Lewis – District 10, closed the meeting with directing a Salute to the Colors. The meeting was adjourned at 3:31 P.M.