

## RFAC Meeting

**Minutes**– January 12, 2026 - 10:30 - 11:30

**Future Meeting Dates** - 10:30 am - 11:30 am (1 hour meeting time frame)

February 2, 2026

March 2, 2026

April 6, 2026

May 4, 2026

June 1, 2026

July 6, 2026

August 3, 2026

September 14, 2026 – (September 7 is Labour Day)

October 5, 2026

November 2, 2026

December 7, 2026

**Attendance** - Brynn Bennett, Dainna Datchko, Jim Follwell, Veletia Richards

### **Agenda**

#### **1. Confirming priorities and focus areas for the year**

- RFAC does not turn ideas into reality, and every project will go under one of the charitable headings. To clarify, RFAC is not executing the plan for ideas.
- Currently, most important for RFAC is a communication plan
- The Awareness Lead is Jim Follwell

#### **2. Aligning RFAC work with the Guild business planning cycle - Steve Graham / Business Planner**

- **Business Planner is Steve Graham**, Jim shared that he will be starting the business plan soon.

#### **3. Clarifying how to engage Regiment, Association, and Family Reps - work on**

- **New - Every quarter a newsletter**, like a formal letter, from the Guild will be sent out. RFAC will have some space for updates
- **QR Code** - Brynn suggested that a QR Code be put in the Regimental Lines on the tv to collect ideas from members and add some tag lines on who the RFAC is. Like a live survey **(Jim will prepare QRC, Dainna and Veletia will provide taglines to Brynn)**
- the website needs to be updated - Jim controls the website and all social media and requires RFAC ideas and input.
- **Missing** - It was discussed that the current members at the Regiment are in the know but the missing piece is the ERE people, Retired, Cadets and families which are harder to reach. *How do we reach these people?*
- **Idea Suggestion Page** - is needed for people to submit ideas – this will be the landing for the QRC mentioned above.

- **Social Media** - Dainna suggested that traffic stats be taken for all social media platforms to date - Facebook, Instagram, LinkedIn etc. to provide a starting point to see if there is an increase in engagement each month or by year end. To allow us to measure the effectiveness of what we are posting on each. (*Who are we, what do you want to know, What ideas do you have?*)

- **Facebook Groups for Spouses** - Katelyn was the 'head' of the spousal deployment group and we discussed how to keep a Deployment FB group and how to carry on previous deployment groups - *How does the network keep going and growing?* (**Brynn will discuss with Katleyn**)

- **Monthly Spousal coffee** hosted monetarily by the Guild was suggested to engage spouses as well as hosting a guest speaker - some ideas for speakers included and hopefully those attending coffee can suggest more relevant topics for consideration - Military Awareness/Career Paths - Brynn Bennett; Financial Presentation; Life Coach; Monica Bobbitt "A Goat Rodeo". Brynn will check into possible locations - maybe the Cent room to start then note numbers of interest and then decide what is the best location (maybe alternate the Messes or the old Coriano Club which is a new facility for a meeting space).

- **Social Media Platforms** - RCD website, FB, Instagram and Linked In - Jim is working on getting ownership of all sites- he is able to post but has yet to gain ownership.

#### 4. Finalizing clear, plain-language RFAC key messages

- Create a simplified message to put on FB and Instagram about the RFAC (**Dainna and Veletia**)

#### 5. Identifying one or two achievable actions to build early momentum

- Improve Communication

- Stats from all Social Media sites for January so we use the data for a comparison (**Jim to provide**)

#### 6. Deployment Bears (Brynn) -

- Brynn showed the Council a plush Springbok and then discussed changing the Deployment Bear to Deployment Springbok - he has been investigating the plush Springbok through [AliExpress](#) an Online Shopping forum the price and details. Roughly \$15 per unit and he is hoping to purchase 200 initially. The CO has suggested a bandana to be put around the ones given to family members of deployment members. The mini bandanas can be blue and red with a Guild logo. The Springboks would not include voice recorders due to the logistics of having the voice recorded then coming back to the Regiment to be sewn in and then distributed to the appropriate family.
- Plush Springboks will also be sold at the Kit Shop (without a bandana).
- All members today are in agreement with the plush Springbok.

## 7. OTHER - see below

### Reviewed quickly the agenda from December December

- 1) TOR Ready for Approval - *ready and complete*
- 2) Dragoon Ornament / Fundraising - *update below*

## RCD Ornaments

Who	Amount	sold	\$\$
Regiment - for dinner (Jim F)	70	?	
Regiment - kit shop	200	?	
Veletia - sold	35	35	700
Katrin - Kingston	20	20	400
Extra - (Kit Shop/Gagetown/RCD)	175	?	
<b>TOTAL</b>	<b>500</b>		

- *Brynn will deposit the money for Veletia*

### 3) Board Meeting Update - *Jim - February 10th*

### 4) How to Expand the RFAC - *as discussed today*

### 5) Springbok article - *quarterly newsletters to begin*

### 6) Business Planner - *see above discussion*

### 7) RFAC - team - respond to -

- *Jim reached out to Julia Fear-Slade who was curious about volunteering for the RCD regiment (she emailed November 3) but Jim has not heard back from her to date.*
- *RFAC should have 2-3 goals to work towards and have key things for each month*
- *RFAC is 'Awareness' so RFAC will be the collector of great ideas, activities*
- *There is the Wall of Recognition at the Regiment - how do we (RFAC) continue to support this and get the word out. Denis Levesque is looking into the approach to revitalizing the Wall fundraiser.*

### 8) Marketing Person - and documents to view - from Nov 17

### 9) Next Steps/Additional Information/Discussion

- *RCD Association Reunion - in Alliston - June 12-14, 2026 - Veletia and Dainna to gather the partners together during the event for brainstorming of ideas, challenges, ideas for future projects, break into working groups to generate ideas.(promote RFAC)*
- *There is a calendar on the website once you access RFAC email. There is a Guild network. There is also a Teams (Microsoft) network for the Guild.*
- *"Co-pilot" AI tool is being approved for our use with the Microsoft 360 suite.*

- *We will add the Deployment person to the team as Katelyn is on the RFAC.*
- *Concerns/disappointments with MFRC over the time of the deployment so the regiment can address and fill in the gaps for future deployments*
- *Jim mentioned that he will be sending two ornaments to Holland - one to the Mayor and one for the first baby born after liberation who is now in her 90s. We mentioned a great story to tell and for pictures to be taken.*

**Completed for feedback - see attached**

APPENDIX A – IDEAS AND SPONSORSHIP SUBMISSION REQUEST FORM (UPDATE REQUIRED TBD)

APPENDIX B – PROPOSAL REQUIREMENTS FORM (IDEAS/SPONSORSHIP) (UPDATE REQUIRED TBD)

## **ACTION ITEMS - to do before next meeting February 2, 2026**

1. Plush Springboks - Brynn
2. Social Media Stats- Jim
3. Social Media ownership - Jim
4. Post RFAC meeting dates in calendar - Jim
5. Who We are Message - get this out on Social Media and link TOR - Dainna and Veletia
6. QR Code with three questions and Tagline on who we are (see above - Dainna and Veletia will send) - Brynn
7. Talk to Katelyn - re - Deployment Groups, and staying on RFAC if posted - Brynn