

## MACO Strategic Plan 2017-20

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**Vision:** Be a major and respected voice to promote the best interests of cottage owners in Manitoba

**Mission:** To promote and advance the common interests of cottage owners in areas throughout Manitoba

### **Goals:**

#### **1. Public Policy**

Represent the interests of cottage owners on public policy issues

- a. Reduction/elimination of education taxes on property
- b. Environmental issues

#### **2. Information Services**

Serve as a central resource for information curation and dissemination on issues of interest to cottage owners (website, Facebook, email)

#### **3. Member Services**

Provide access to cost-effective insurance program for cottage owner associations.

#### **4. Organizational Effectiveness**

- a. Board/volunteer recruitment
- b. Strategic plan implementation
- c. Effective Board meetings

## Action Planning:

### 1. Public Policy

#### Taxation

Volunteers: Dave, Jim, Val

- Promote reduction /elimination of education taxes on property
  - Research current status of education costs and taxation
    - Review provincial property tax comparison completed by Larry and update as required
    - Prepare comparison re: education costs by province, including number/cost of school divisions in each province – Jim
    - Identify opportunities for reducing costs of education – e.g. need for University 1, 36 public school divisions and education boards
  - Establish current MACO position
    - Review current position, update and ratify.
  - Submit current position to government (Val to bring forward draft letter for Board review)
  - Seek out organizations that may be interested in forming a coalition e.g Canadian Taxpayers Federation, real estate association, Chambers of Commerce
  - Create awareness and build public support for MACO position
    - Promote MACO position on Facebook
    - Update position on MACO website
    - Communicate MACO position to membership through email
    - Engage MACO membership in communicating MACO position to local MLAs
    - Promote MACO position at annual Cottage show.
    - Develop inventory of examples of education tax burden on cottage owners with documentation to verify.

### 2. Information Services

Volunteers: Dave, Ken

Serve as a central resource for information curation and dissemination on issues of interest to cottage owners.

- MACO will use its website, Facebook page and email distribution to disseminate information of interest to cottage owners e.g. legislative changes, water quality, land management, environmental issues
- MACO will serve as a central contact for media seeking the position of cottage owners on public policy issues of interest to cottage owners.

### 3. Organizational Effectiveness

3.1. **Board/Volunteer Development** - Recruit additional Board members and volunteers  
Volunteers – Ken/Ray (western MB)

#### ACTIONS:

- Review list of tasks that Pat has been responsible for and reassign (Pat to develop list for Board review)
- Develop FAQ to post to website to reduce burden on volunteers e.g. how to form a cottage owners association (Pat to develop list of FAQ based on her experience fielding public requests)
- Develop MACO business card for posting/distribution with website and email address to build awareness of MACO
- Review current membership brochure and update as required
- Create greater awareness of opportunity for individual membership in MACO (e.g. Facebook posts)
- Seek greater participation from local cottage owner associations in recruiting Board members
- Seek volunteers for short term projects in addition to ongoing Board participation.
- Seek information on status and best practices of provincial counterparts.
- Build list of people interested in getting information from MACO – as prospects for membership / short term project interest.

### 3.2 Board Meeting Management

#### Actions:

- Reduce number of Board meetings from 12 to 4 plus annual meeting (new schedule to start after 2017 annual meeting) (Board schedule to be developed based on time-sensitive requirements – e.g. planning for annual meeting, cottage show etc)
- MACO Board to approve annual budget that would include and provide authorization for annual expenditures e.g. annual corporate filing, Canada Post, CTF membership. (*what is MACO's fiscal year, when should budget be tabled?*)
- Finance report to be distributed monthly and reviewed at quarterly Board meetings - Jim
- Strategic Plan progress to be first issue on Board agenda, administrative matters to follow.
- Timed agenda

## MACO Timetable

Task	Month	Responsible
Annual Meeting <ul style="list-style-type: none"> <li>- Set date</li> <li>- Book room</li> <li>- Program development</li> <li>- Distribute notice of meeting</li> <li>- Nominating report</li> <li>- AV equipment</li> <li>- Confirm #s with hotel and room set-up</li> <li>- Registration fees</li> </ul>		
Annual membership invoicing & collections		
Annual budget		
Regular financial reports		
Review website to ensure up to date		
Board meeting notices/agenda distribution		
Board meeting minutes		
Facebook posts		
MACO contact for general inquiries		
Strategic Plan update		
Insurance program review		
Cottage show <ul style="list-style-type: none"> <li>- Volunteer timetable</li> <li>- Exhibits/handouts</li> </ul>		