

Manitoba Association of Cottage Owners
Garden City Inn, 2100 McPhillips Street, Winnipeg

February 20, 2018

Minutes

Present: Dave Crabb, Val Hammond, Jim Nicholson, Gus Wruck, Brian Smiley

Regrets: Ray Poole, Ken Corbett

Chair: Dave Crabb

Secretary: Shelley Morris

1. Call to Order – 6:35 p.m.

2. Adoption of Agenda

Gus asked for addition of email items he had sent Dave re: hotel booking service for contra promotion – to be added under new business

It was moved by Gus and seconded by Brian that the agenda be adopted as amended. CARRIED

3. Minutes – November 21, 2017

(Title to be changed to Minutes from Agenda)

It was moved by Val and seconded by Jim that the minutes be adopted as amended. CARRIED

4. Minutes – Annual Meeting 2017

The minutes have not been finalized yet. Val and Jim have submitted information and comments to Dave previously. Dave to revisit and this will be brought forward to the next meeting.

5. Priority Issues

a. Cottage Show Planning

Show starts at 3:00 p.m. on Friday. Jim has folding tables, Val has banners and can check with Pat re: signs. Set up shouldn't be more than one hour

Friday 3 to 9 – Brian & Val to look after set up around 2:30 and will work Friday afternoon.

Friday night – Dave

Sat a.m. – Dave / Brian 10 to 1

Sat 2 - 7 – Val

Sunday 10 to 5 – Jim / Gus (1 to 5)

Sunday – take down, ends at 5:00 p.m. but winds down around 3 to 4. Val could take down

Material to be copied for the booth. Plastic signs re: taxes – if you want one, have them provide contact info and sign would be sent out. Val will ask Pat if she would be interested in working a shift. Gus asked about putting a flyer on the table re: the presentation he gave at the AGM. Question re: mussel display – Val will ask Pat how to obtain it.

Dave to look after submission of paperwork for show entry.

Brian asked about messaging to be conveyed at the show. Dave said the focus is usually on tax issues.

Membership brochure – should focus on encouraging MACO membership at the cottage show.

6. Strategic Plan

a. Member Services – Insurance

This could be a good membership benefit but not sure about administrative work required. Morris has not yet responded. Brian suggested having presentation at the Board.

b. Organizational Effectiveness

i. Board/volunteer Recruitment -

Brian's background is in communications/writing and he offered to write an article covering MACO's purpose and why people should get involved and see if MB Community Newspapers Association would print it. MPI uses the service and there is a charge of about \$50. There is an article on the web page that could be updated.

ii. Membership Report

Val reported there has been one renewal since the last meeting. It's a very quiet time of the year. Brian will speak to his association re: why they are not a member.

c. Public Policy

i. Education Tax

Val sorted the materials and turned it over to Brian for review.

Brian suggested a news release that would garner attention. We need to be proactive when it's timely e.g. there is a provincial budget in a few weeks and a provincial election in 2 years. MACO as an organization has credibility and has voters.

ii. Lake Manitoba

Pat used to provide these updates. Not likely to be much of a threat of flooding – more the opposite.

d. Information Services

i. Facebook

Post news about upcoming cottage show.

There has been some likes so the site is still being looked at

ii. Website

Stats – can be accessed on the back end. Pat sent reports previously.

Dave will check.

Dave has meeting dates posted.

Minutes have not yet been posted though they have been sent to him.

7. Finance Report

a. Financial Statements - Nov/Dec/Jan

Jim reviewed the financial statements for each month. Balance as of Jan 31, 2018 is \$11,694.

It was moved by Jim and seconded by Brian that the financial reports for Nov/Dec/Jan be approved. CARRIED

b. PayPal account

Jim sent information on PayPal service fees - 2.9% plus 30 cents per transaction. Brian noted PayPal was recently introduced for another club and over time, it's been quite useful, though there was a slow start. Jim will work on concluding the introduction of PayPal.

8. New/Other Business

An email was sent to Gus re: Hotels Combined, which is like Trivago, offering contra promotion. Board was not in favor of a contra arrangement but advertising would be an option at \$100 per month for a banner ad. Some expressed concern re: business reputation – we would want some assurance they are a legitimate business.

Cottage Depot –offer of 5% discount to our members. No interest from the Board expressed. MACO email housed with relative of Dave's and it's fine there for now.

9. Date of Next Meeting - Tuesday, May 15, 2018

10. Adjournment – the meeting was adjourned at 7:50 p.m.