

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

December 11, 2018

Minutes

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

Regrets: Ray Poole, Dave Crabb, Ken Corbett

Chair: Gus Wruck

Recording Secretary: Shelley Morris

1. **Call to Order** – The meeting was called to order at 6:40 p.m.
Gus noted that it was his first meeting as President and likes to maintain certain order at meetings. He also noted as an apolitical organization, it is not appropriate to air political views.
2. **Adoption of Agenda**
Brian moved and Val seconded that the agenda be adopted. CARRIED
3. **Minutes – August 21, 2018**
Brian moved and Val seconded that the minutes of the August 21, 2018 MACO Board meeting be approved. CARRIED
4. **Minutes – Annual Meeting – October 16, 2018**
Corrections to the minutes were submitted to Shelley and she will incorporate so that the minutes are ready for presentation at the 2019 annual meeting.
5. **Strategic Plan**
 - a. **Organizational Effectiveness**
 - i. **Membership Value**

Gus thought it was important to generate ideas to create value for the membership. Cyndie suggested MACO Facebook being used as a resource for cottage owners that wish to rent their cottages.
Gus also suggested MACO Board members being represented at local cottage association meetings.
Val noted she had sent out a reminder on dues. A letter also goes out with receipts – it hasn't been changed for some time and could be freshened up. Gus and Brian will review and comment.
Gus had a writer from The Cottager make contact with him and there should be an upcoming article.
 - ii. **Membership Report**

Val reported on reminders that have been sent in Oct/Nov, all but 9 have paid, 1 indicated they were disbanded. Some sent back notes suggesting the

communication was well received. Gus thanked Val for her efforts.

b. MACO Promotion

i. Evaluation of Facebook project

Gus referred to the report prepared by Cyndie Mitchell and thought there had been success in generating publicity for MACO through Facebook. Given that activity is quite low over the next several months, Brian thought it may be best to hold until the spring. We could generate other earned media publicity, e.g. reasons to join MACO. MB Community Newspaper Association can provide information on tracking of which publications picked up our release. Cost is \$35.

Jim moved and Brian seconded that we postpone engagement of Cyndie Mitchell and promotion of Facebook until April. CARRIED

ii. MACO participation in Cottage show

Brian's concern is that while there is value in being at the cottage show, with the small Board, it is difficult to man it for the full time. Additional Board members would help share the load. It is usually held around the 3rd or 4th weekend in March.

Brian moved and Val seconded that MACO participate in the 2019 Cottage Show. CARRIED.

Val suggested changing up the MACO display booth. Jim had circulated photos of other booths last spring. Gus added that we need to look at the subject matter of our booth. Val is open to organizing the zebra mussel display but we don't want it to be overtaking the MACO booth. Jim noted a number of booths with screens and looped powerpoint presentations. Brian thought this might negatively affect more personal interaction. Booth visitors seemed to be most interested in the education tax issue. Board discussed options for giveaways at the cottage show – fridge magnets, bumper stickers.

Brian moved and Jim seconded that we significantly reduce the province's zebra mussel display and replace it with several education and related tax visuals. CARRIED

Brian moved and Val seconded that MACO explore the costs of purchasing MACO promotional items. CARRIED
(Base it on quantity of 500 e.g. fridge magnets etc)

c. Public Policy

i. Education Tax - MREA article

Jim referred to the article that Pat had circulated from the Winnipeg Real Estate News. Jim went to the MREA website and circulated information on the policy issues being pursued by MREA. Jim suggested making them in to poster size to include in the booth at the cottage show. Board recommended focussing on the education tax issue. The land transfer tax is a second issue and it's not clear if it applies to cottages vs homes.

Jim moved and Brian seconded that Board approve a maximum budget of \$100 for graphic design services for developing a MACO infographic on education tax issues for the cottage show. CARRIED

Brian moved and seconded that Board approve payment of the \$750 invoice from Cyndie Mitchell for Facebook publicity work. CARRIED

6. Finance Report

Jim reported on statements from Aug to Nov. Main activity was income from renewal of memberships. Expenses paid included Canada Post box rental, MACO show booth materials, AGM expenses and news release. Balance is \$12,903.21 at end of November.

Jim moved and Brian seconded that Board accept the reports from Aug to Nov. CARRIED

7. New/Other Business

Guest Speaker

Brian raised the option of having a speaker who was a 2-term school trustee who may be able to speak to us about the education challenges and strategies for moving our positions forward. The May 6th date would be preferable.

Brian moved and Jim seconded that Craig McGregor, former school trustee, be invited to speak to the Board on education tax issues on May 6. CARRIED

Possibility of promoting to the membership was raised, but it would depend if Craig would want to address a larger group.

8. Next Meeting Dates / Schedule for 2019 – February 4, May 6

9. Adjournment

Brian moved and Jim seconded that the meeting be adjourned at 8:25 p.m.

