

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

March 18, 2019

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**MINUTES**

**1. Call to Order** – the meeting was called to order at 6:42 p.m.

**2. Adoption of Agenda**

Brian asked that Director Recruitment be added to the agenda under New/Other Business  
Brian moved and Val seconded that the agenda be adopted as amended. CARRIED

**3. Minutes – February 12, 2019**

Brian moved and Val seconded that the minutes of the February 12, 2019 MACO Board meeting be approved. CARRIED

**4. Strategic Plan**

**a. Organizational Effectiveness**

- i. Membership Report – Gus emphasized the importance of the Cottage show this weekend in recruitment more members/volunteers.
- ii. Member Services - MACO Role in promoting Cottage Rentals – Request from Lac du Bonnet CDC  
Gus spoke to the contact from Scott Jones at the Lac du Bonnet CDC re: advertising cottages for rent. 40% of all members of MACO come from that area. Board response was positive. MACO could ask its membership associations if they are interested in this revenue generating activity and it would be up to them to circulate to members. It could also be included on MACO Facebook page.

Brian moved and Jim seconded that MACO participate in the proposed LCB CDC initiative to promote cottage rentals. CARRIED

Brian agreed to write up the piece and will circulate to the Board

**b. MACO Promotion**

**i. MACO participation in Cottage show**

Re: staffing the booth – Jim/Gus will staff booth. On Friday night, Brian will work with Val (available Fri only). Dave said he was OK for early to mid Sat. Val would be available later Sat. afternoon. Val referred to handouts to have at the show with material taken from the website. She will have clear stands with information that we wish to profile – including list of cottage associations, education tax issue, zebra mussel issue. We should have most pertinent info at the front. Question re: value of petition. Could be callout for volunteers with opportunity to sign up for one-time roles. Banners will be set up.

**ii. MACO Facebook**

Gus referred to the publicity campaign last fall involving Cyndi Mitchell. Every time something is posted, there is some response. Question if we should pursue again. The cost is \$250 per month. Jim asked to consider cost/benefit. It doesn't seem there has been a membership response. Brian's view is that it is more an awareness campaign and not to expect revenue generation. He suggests a 4 month campaign.

Brian moved and Jim seconded that that MACO enter into a 4 month contract with Cyndi Mitchell for Facebook publicity for the period May-August 2019 for total cost of \$1000. CARRIED

Brian spoke to the value of having MACO representation at local cottage association meetings, especially in Lac du Bonnet and RM of Alexander.

- iii. MB Community Newspapers** – the cost is \$30 for inclusion in 70 member newspapers and it was used for promoting last year's AGM. It is another tool for getting the MACO name out. Brian would like to put together a news release re: MACO supporting the education review underway by Minister Goertzen. It is up to the local paper what they choose to print.
- iv. MACO email address** – magnet has [maco@mymts.net](mailto:maco@mymts.net), the website has [maco@mts.net](mailto:maco@mts.net). Val was not able to access in the last couple of weeks and asked if there had been a password change. Shelley emailed Dave asking that maco email be automatically forwarded to Gus.

**c. Public Policy**

- i. Education Tax** - AMM Positions (emailed Feb 17 by Jim Nicholson) – Jim referred to AMM policy positions related to education funding and asked Board members what action would they like to see taken. Brian's view is that school boards are not going to easily give up their position. Brian suggested that Jim consider a letter writing campaign to bring awareness to the costs imposed by the existing unwieldy school board system. Once complete, he will circulate to the Board.

If the subject comes up at the cottage show, interested people should be directed to send communications to the Premier, Minister Goertzen and local MLA.

Discussion re: what the MACO position should be. Jim would like to see something more specific than the AMM position. There was not necessarily consensus within the Board on position e.g abolition of school boards vs. reduction in the number of school boards. Gus suggested progressive reduction in education administration as the MACO stance. Re: bussing and transportation, the thought was this was too detailed. Jim spoke to the point re: funding – it is a provincial responsibility and should be funded out of general revenues.

Board discussed the idea of a public forum, perhaps in the form of a panel – MACO, school board, AMM, provincial government. For inclusion on the next

agenda.

- ii. Guest Speaker – Craig McGregor for May 6 meeting – Brian said it was in limbo but would prefer to see a bigger group in attendance. Will be removed from the agenda for now – Brian may revisit later.
- iii. 5<sup>th</sup> Annual Assiniboine River Basin Initiative Conference – to be removed from the agenda
- iv. Canadian Premium Sand / Hwy 59 traffic issues – remove from the agenda. May be more of an issue for the local cottage owner association.

**5. Finance Report**

Deferred – Jim has not had time to complete. He will provide reports for Feb/Mar in early April.

**6. New/Other Business**

**Director Recruitment** – Brian is open to attending local association meetings in nearby areas in the summer and fall. Val suggested that travel costs should be covered. Brian will draft communication and Val will provide email addresses of organizations.

Val moved and Jim seconded that Shelley Morris be appointed as director of the Board and Secretary of MACO. CARRIED

7. **Next Meeting Dates** -May 6, 2019, June 17, Aug 19, Oct 22 (AGM)

8. **Adjournment** – The meeting was adjourned at 8:20 p.m.