

MACO Strategic Plan 2017-2020

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: Gus, 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 Jim 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 / Shelly 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: Val, Shelly, Guy, Gordon

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
– Gus, Shelly, Guy, Val, Jim, Gordon

ACTIONS:

- Review list of tasks and deligate (Gus 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
- Develop MACO Magnet 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:

- 3 Board meetings plus annual meeting
- MACO Board to approve annual budget that would include and provide authorization for annual expenditures e.g. annual corporate filing, Canada Post, CTF membership
- 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"> - Set date - Book room - Program development - Distribute notice of meeting - Nominating report - AV equipment - Confirm #s with hotel and room set-up - Registration fees 	November	Shelly
Annual membership invoicing & collections	December	Val
Annual budget	November	Jim
Regular financial reports	Meeting Dates	Jim
Review website to ensure up to date	Ongoing	Guy
Board meeting notices/agenda distribution	Meeting Dates	Shelly
Board meeting minutes	Meeting Dates	Shelly
Facebook posts	Ongoing	Gus
MACO contact for general inquiries	Ongoing	Shelly
Strategic Plan update	Meeting Dates	Board Members
Insurance program review	Ongoing	Board Members
Cottage show <ul style="list-style-type: none"> - Volunteer timetable - Exhibits/handouts 	March	Board Members