

MACO Strategic Plan

2020-2024

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

- a. Represent the interests of cottage owners on public policy issues
- b. Reduction/elimination of education taxes on property
- c. Environmental issues *especially with water*
- d. Building relationships with all levels of governments

2. Information Services

- a. Serve as a central resource of information selection, organization and dissemination on issues of interest to cottage owners via the website, Facebook and email

Member Services

- b. Provide access to cost-effective insurance program for cottage owner associations.
Actively seek new members to join MACO. With the increase in cottage sales in 2020 there should be willing members to join MACO.

3. Organizational Effectiveness

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

Public Policy

1. Taxation

Volunteers: MACO Board of Directors

- Continue to promote reduction /elimination of education taxes on property
- Pressure Provincial government on election promise to eliminate education tax on property taxes
- Continue to research current status of education costs and taxation
- Review provincial property tax comparison
- Prepare comparison re: education costs by province, including number/cost of school divisions in each province.
- Submit current position to government
- 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. Environmental Issues

- Continue to be an active participant at all levels in the reduction and elimination of phosphorus discharge into our lakes and waterways
- Partner with committee set up to work with City of Winnipeg to reduce and meet acceptable levels of Phosphorus discharge into waterways
- Continue to warn all cottage owners of the dangers of Blue Green Algae
- Work with all levels of Government on the elimination of Zebra Muscles in Manitoba's lakes and waterways
- Work with all levels of Governments to reduce shore erosion
- Continue to be an advocate on safe recreation on all Manitoba's lakes and waterways

3. Information Services

Volunteers: and Board members

- Serve as a central resource for information selection, organization and dissemination on issues of interest to cottage owners via the website, Facebook and email.
- 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.

4. Organizational Effectiveness

4.1. Board/Volunteer Development

Recruit additional Board members and volunteers

This is an essential activity if MACO is to continue into the future.

ACTIONS:

- Develop Advertising MACO 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
This is very important.
- 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.

4.2 Board Meeting Management

Actions:

- Board meetings three or more plus the annual meeting 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.
- Finance report to be distributed monthly and reviewed at quarterly Board meetings - Treasurer
- 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 provided by Gus if needed - Confirm #s with hotel and room set-up - Registration fees 	November	Secretary
Annual membership invoicing & collections	December	Membership Chair
Annual budget	December	Treasurer
Regular financial reports; including annual corporate filing	Meeting Dates	Treasurer
Review website to ensure up to date	Ongoing	Everyone
Board meeting notices/agenda distribution	Meeting Dates	Secretary
Board meeting minutes	Meeting Dates	Secretary
Facebook posts	Ongoing	President
MACO contact for general inquiries	Ongoing	Secretary / President
Strategic Plan update	Meeting Dates	President
Insurance program review	Ongoing	Coalition member
Cottage show <ul style="list-style-type: none"> - Volunteer timetable - Exhibits/handouts 	March	Board of Directors