



## **Moira Lake Property Owners Association (MLPOA) 2024–2025 Strategic Planning & Communications Project**

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### **Project Summary**

Between Fall 2024 and Spring 2025, the Moira Lake Property Owners Association (MLPOA) undertook a major board-led project to strengthen its governance, planning, and communication practices. This work resulted in the development of a comprehensive suite of foundational documents that will guide the Association’s priorities, actions, and member engagement over the next five years.

The project’s core objective was to improve alignment between MLPOA’s long-standing mandate and the evolving expectations of its members—ensuring transparency, responsiveness, and environmental stewardship remain at the heart of its work.

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### **Objectives**

The project was designed to:

- Establish a modern, clearly articulated five-year strategic plan (2025–2030).
  - Translate strategic goals into annual operating plans with defined actions and metrics.
  - Develop a unified communications policy and strategy that reflects stakeholder input.
  - Align MLPOA’s legal and organizational framework through a new draft set of bylaws.
  - Refresh and align the Association’s mandate, mission, and vision statements.
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### **Process and Approach**

The project was entirely developed by the MLPOA Board of Directors, with contributions from volunteers and advisors. It unfolded in several phases:

1. **Strategic Planning Sessions**  
Facilitated by the Board, strategic workshops were held in late 2024 to identify core goals, evaluate strengths and gaps, and set a unified direction for the 2025–2030 period.
  2. **Document Development and Iteration**  
Multiple drafts were prepared, reviewed, and refined collaboratively. This included the strategic plan, operating plans, communications policy and strategy, and proposed bylaws.
  3. **Stakeholder Feedback Integration**  
Insights from the 2024 Stakeholder Survey directly shaped member engagement and communication priorities. The strategic and communications documents were revised to address the community’s call for clearer updates and easier access to information.
  4. **Research into Best Practices**  
The Board reviewed best practices in not-for-profit governance, lake association stewardship, and Ontario’s Not-for-Profit Corporations Act (ONCA), which informed both the communications framework and the updated bylaws.
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## Key Deliverables

- **Strategic Plan (2025–2030):**  
Establishes four strategic pillars—Environmental Stewardship, Member Engagement, Governance & Administration, and Financial Sustainability—with outcomes and KPIs through 2030.
- **Annual Operating Plans (2025–2030):**  
Translates strategic objectives into yearly actions, timelines, and deliverables.
- **Communications Policy (Mar 21, 2025):**  
Sets out communication protocols, roles, and approval processes to ensure clarity and consistency.
- **Communications Strategy (Apr 7, 2025):**  
Identifies goals, channels, messaging cadence, and performance metrics to enhance transparency and member outreach.
- **Mandate, Mission, and Vision Framework:**  
Aligns MLPOA’s founding documents with current priorities and legal requirements, while retaining consistency with its original Letters Patent.
- **Draft Bylaws (Mar 25, 2025):**  
Modernized and ONCA-compliant bylaws were developed to replace the 2006 version. These clarify governance roles, membership structure, board procedures, officer duties, and member rights.

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## **Impact**

This project has positioned MLPOA with a robust governance and planning framework tailored to current realities and future ambitions. It strengthens the Association's ability to:

- Protect and restore Moira Lake's ecosystem.
- Engage and represent property owners.
- Operate transparently and efficiently.
- Deliver on long-term goals with accountability.

By investing in this framework, MLPOA is ensuring it can serve its community more effectively—and sustainably—for years to come.

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## **For More Information**

For more information on this project or on any of the documents produced please contact the MLPOA.