



# Sunset Villa Association The Longer-Term Vision: Next 5 Years and Beyond

*'Change what you can, accept what you cannot and manage the difference with the longer-term view in mind'.*



## Mission Statement

Provide a way forward to sustain the long-term viability of the Sunset Villa Association in terms of relevance and economics.



## Scope

The Longer-Term Vision will:

- address all aspects that affect the Mission statement
- be proposed on a 'when and if' financial footing that does not risk the status quo.
- provide an impetus for building membership under changing demographics.



## Underlying Basis

- Preservation of the Danish heritage in Southern Ontario
- Build on the cultural and social aspects of Danish life that sustains this heritage and its appeal.
- Validate the original purpose by presenting who and what we are to a wider demographic.
- Honour the Danes who paved the way, took the chance to come to Canada and added a Danish element to this part of the world.

*“We are Danes in Canada”*



## Overview

The Sunset Villa experience should reflect Danish life:

Simple • clean • organized • fair • egalitarian • small • artistic • socially responsible • environmentally conscientious • small • deep history • Danish artifacts and symbols • achievements • positive world impact • one of the happiest countries in the world • understated • humanitarian • picturesque and more.

*“We are Danes in Canada”*



## Overview cont.

All components/aspects should satisfy a need of the Sunset Villa experience.

Otherwise, they should be phased out.

*“We are Danes in Canada”*



## Topics

The Longer-Term Vision includes:

- mandate
- infrastructure
- volunteers
- residences
- member benefits.
- administration
- membership
- campgrounds
- facilities



SUNSET VILLA  
ASSOCIATION



# **RAISE the ROOF**

2019 – 2020

CAPITAL PROJECT

**\$40,000**

**FUND RAISING FOR NEW BARN ROOF**

ALL DONATIONS APPRECIATED

MEMORIAL NAME PLATES \$750

Sunset Villa Association Longer-Term Vision





## Amenities

- swimming pool – a need of younger families, visiting grandchildren and everyone
- rope climbing – an increasingly popular activity
- ice rink - the pond could be used when the ice is frozen or an area flooded
- hiking trails already exist but more can be done to maintain them and develop more. A pay-as-you-go box would enforce the understanding that this is private property.
- campsites with wooden camping platforms.
- bicycle paths on the Sunset Villa property and beyond could be developed and promoted
- green space – more use of the lawn amphitheatre and stage with summer theatre performances and similar.



## Amenities cont.

- museum – a tribute to the founders and history of Sunset Villa and to the Danish values that guide the organization. An online museum could be part of the Sunset Villa website where members could contribute stories, pictures and memories of times gone by or of current times.
- venues for speakers of various subject matter. For example, talks about how to create Danish “hygge,” Danish cooperative movements, reusable energy initiatives - a centre for conveying Danish values which are highly regarded in Canada.
- yurts could be rented out under the same terms as campsites.
- a “kolonihave” or community garden



## TIMELINE

These recommendations will be posted on the Sunset Villa website Members Section today for comments, suggestions, and critique over the summer months. Comments should be made online addressed to [planning.sunsetvilla@outlook.com](mailto:planning.sunsetvilla@outlook.com) or the response page on the website with the subject: Longer-Term Vision. Additionally, comments can be mailed to: Sunset Villa Association, 7150 Concession 1, Puslinch, ON, N0B 2J0



THANK YOU

Striving for a Better Future



## OnLine Voting

The changes are being made to:

1. encourage greater Member participation in Sunset Villa – attendance at the AGM is consistently low. This means that the wider views of the Membership are under-represented. This will engage Members who cannot attend to have their say in the affairs of Sunset Villa
2. increase Member renewals – every year a number of Members fail to renew their membership, meaning just to keep membership revenues even with the prior year a catch up is required. It is a fact that when Members feel greater involvement through such things as voting and involvement with the operations there is not only greater membership retention rates, but also greater volunteering – another issue that is of constant focus at Sunset Villa



## OnLine Voting cont.

3. attract new members – as the membership ages it is of critical importance that Sunset Villa remains relevant to an increasingly younger demographic. This will be the generation that carries Sunset Villa forward. We have to engage with these potential new members in the manner they are comfortable with. That includes the internet, email and social media. They typically vote with their thumbs.
4. reduce costs – it is expensive to handle affairs such as the AGM by mail alone. This will reduce many of the Members who agree to receive notifications and documentation by email. Those who prefer regular mail will continue to do so.



## OnLine Voting cont.

### **GetQuorum**

GetQuorum is an online proxy / ballot voting and AGM notice distribution service that helps increase voter turnout, pass bylaws, and save on printing costs.

GetQuorum has worked with Non-profits, membership associations, private companies, and more.



## OnLine Voting cont.

### Annual General and Bylaw Meetings

Increase membership engagement, prevent voter fraud, and save on printing costs.

Features include:

- Electronic proxy or ballot voting

- Email notice and pre-notice distribution

- Collection of consents to electronic distribution of notices

- Automatic meeting and voting reminders

- Real-time vote tabulation





## OnLine Voting cont.

### Security

We take a number of measures to screen for fraud including providing each owner with a unique access code, IP address tracking, and other encryption methods.

Each owner receives their own unique and secure PIN embedded in the email link we provide. With this, they are able to vote on their own behalf only, and not on behalf of other members.

This coupled with our IP tracking abilities allows us to protect our clients against fraudulent behaviours.



## OnLine Voting cont.

### **Security**

Additionally, our knowledge of who we allow membership and our follow up audits with our the membership should ensure an honest and secure vote. Perhaps more honest and secure than our present system.

And it allows for greater participation and representation - our ultimate goal behind online voting.