



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

### Approved Minutes

Tuesday, January 14, 2020

7 pm – 9 pm

5492 South River Drive. Manotick

**In Attendance:** Grace Thrasher, *President* (GT); Nancy Horne, *Treasurer* (NH); Bonnie Gray, *Director of Membership* (BG), Theresa Roberts, *VP Events* (TR); Doug Valerio, *Secretary* (DV); LeeAnne Van der Burgt, *Director Communications* (LV) Guest, Mark Raizenne

**Apologies:** Allan Smith, *Director at Large* (AS); John Harrison, *Director of Road Safety* (JH)

Meeting called to order, time: 7pm

Opening Remarks: Happy New Year!

1. Approval of last Minutes and Action Items
  - a. Motion: BG, TR
  - b. Action Items, Four potential storage facilities have been identified. Two are too expensive. BG and TR to continue to investigate the less expensive options.
2. Treasurer's Report – See Appendix A.
  - a. 2020 Draft Budget has been lowered as we have not received any money from the city this year despite application paperwork being sent in. Asset values have been depreciated.
  - b. Questions: If we have to pay for storage, will it be posted to the Derby budget? Discussion: it could come from the Derby reserve. We have seven Derby carts that we give for free for those that don't have one. None were used last year. Another question was raised; Why we are storing them at cost if they aren't used? Response: This might be a good topic for a further meeting.
  - c. Motion to approve Treasurer's Report. LV, BG All in favour.
  - d. Motion to approve monthly financial statement; TR, BG all in favour
3. President's Report
  - a. Not much to report due to the Christmas slowdown.
  - b. Feb 6<sup>th</sup> next ARAC meeting
  - c. Received a few emails over the unploughed sidewalk at Dickinson Rd. Issue is the sidewalk is too narrow for snow plows.
4. Events Report
  - a. Picnic in the Park did not get City funding this year. The City received 67 funding applications. All permits are in place for the event. MCPRA have put in the application for rental of the rink area for Shiverfest so that we have it for free. Businesses are donating. We are still looking for volunteers for Saturday.
5. Membership Report – See Appendix B.
  - a. Not much happening due to the Christmas slow down.

6. Communications Report – See Appendix C.
  - a. Spike in web activity on the 30<sup>th</sup> Dec. May be due to people looking for New Year events and found our Shiverfest advert.
7. Website Update
  - a. Updates that have been talked about have now been implemented.
  - b. A calendar has been included as it is one of the most visited pages.
  - c. Responses: Join or renew now to be a button. Main page title to be bigger. Change tag line to wording on printed brochure. Instagram live feed will keep photos current.
8. Other Business and Adjournment.
  - a. Planning Hierarchy and Development Application handouts were circulated by GT. Local applications for Plans of Subdivisions need to consult with MVCA.
  - b. TR to prepare role process for Board orientation next month. The purpose of these orientations is in part to build up a Board process manual for each portfolio.
  - c. Water main is coming down River Road from David Bartlett park will be done this year.
  - d. Motion to adjourn meeting, TR, BG. Meeting adjourned 9pm

Next Meeting: Feb. 11, 2020

Minutes Accepted:



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Grace Thrasher; President

2020-02-11

## Appendix A. – Treasurer’s Report.

### Manotick Village and Community Association

#### Treasurer’s Report

Dec. 2019	Opening balance	\$8,693.06
	<b><u>Revenue</u></b>	
	Membership	\$40.00 (\$10 cash to event cash box)
	Shiverfest Sponsors	\$700.00
	<b>Total Revenue</b>	<b>\$740.00</b>
	<b><u>Expenses</u></b>	
	Association	-\$219.25 Website, wreath
	Derby	-\$300.00 sound system
	<b>Total Expenses</b>	<b>-\$519.25</b>
	<b>Dec. 30 balance</b>	<b>\$8,903.81</b>
	<b><u>Liabilities</u></b>	
	Uncleared cheques	\$28.70 City of Ottawa
	<b>Available balance</b>	<b>\$8,875.11</b>
	Membership Cash Box	\$100.00
	Events Cash Box	\$239.50
	GIC	\$15,000.00
	GIC	\$8,000.00
	<b>Reserved Funds</b>	
	Derby reserve	\$4,000.00

## Manotick Village and Community Association

### 2019 Annual Statement

**Opening Balance** \$7,311.66

#### Revenue

Membership	\$2,835.49
Shiverfest Event	\$4,829.95
Derby Event	\$6,239.39
Picnic Event	\$2,993.00
"Other" Events	\$679.50
GIC Interest	\$273.01
Donations	\$205.00
<b>Total Revenue</b>	<b>\$18,055.34</b>

#### Expenses

Association	\$1,279.80
Shiverfest	\$3,118.97
Derby	\$5,410.33
Picnic	\$3,200.79
"Other" event expense	
Donations and Grants	\$3,335.00
<b>Total Expenses</b>	<b>\$16,344.89</b>

**Income/Loss** \$1,710.45

**Closing Balance** \$9,022.11

#### Assets

Membership Cash Box	\$100.00	
Events Cash Box	\$239.50	
GIC	\$15,000.00	
GIC	\$8,000.00	<u>2019 value</u>
Derby carts	\$840.00	\$1,200.00
Popcorn machine	\$280.00	\$400.00
Candy floss machine	\$560.00	\$800.00
Propane burner	\$47.00	\$67.00
	<b>\$25,066.50</b>	

## MVCA 2020 Budget

	2019 Budget	2019 estimate	2020 Budget
<b>Revenue</b>			
Membership	\$1,500	\$2,800	\$2,800
Shiverfest	\$4,367	\$4,830	\$4,600
Derby	\$6,869	\$6,239 *	\$6,200
Picnic in park	\$979	\$231	\$1,100
Garage Sale	\$0	\$0	\$0
Dickenson Days	\$700	\$680	\$700
Grants	\$0	\$2,762	\$0
Donations	\$0	\$205	\$0
Investment int.	\$115	\$273	\$547
<b>Total revenue</b>	<b>\$14,530</b>	<b>\$18,020</b>	<b>\$15,947</b>
<b>Expense</b>			
Shiverfest	\$3,625	\$3,119	\$3,064
Derby	\$3,827	\$5,410	\$5,000
Picnic in park	\$2,400	\$3,201	\$2,400
Garage Sale	\$20	\$0	\$100
Donations	\$2,815	\$2,335	\$1,500
Awards	\$1,000	\$1,000	\$1,000
Association	\$713	\$898	\$900
Marketing	\$300	\$0	\$300
Communication	\$700	\$381	\$500
<b>Total Expense</b>	<b>\$15,360</b>	<b>\$16,344</b>	<b>\$14,764</b>
<b>Net Profit/Loss</b>	<b>\$830</b>	<b>\$1,676</b>	<b>\$1,183</b>

\*not including reserve

Communication includes expenses related to Website  
(Domain name, WIX, Constant Contact)

## Appendix B. – Membership Report

Board of Directors MVCA Membership Report January 2020

### December 2019

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1				1
<ul style="list-style-type: none"><li>• Paid Up Members as of December 31 = 330 some of these are Family Memberships but only one name on our list.</li></ul>				

Notes:

- No renewals were sent out during Dec. I had sent 13 Nov-Dec notice in Nov so thought I would give it a rest in Dec., then start again in January.
- The difference (decrease in Membership) above (354 to 330) represents the paid up memberships and doesn't include those members that have not renewed to present.
- Attended Board Meeting with thanks to Grace and all yummy goodies supplied by the Board members.

Respectfully submitted & Happy New Year All!



Bonnie Gray  
Director of Membership, MVCA  
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## Appendix C. – Communication Report



MVCA Communications Report  
 To: MVCA Board of Directors  
 Data from: December 2019

\*Note – comparisons are to the previous month

### Facebook

Number of posts	11	-48%
Page Views	98	+20%
Post Reach	1643	+41%
Post Engagements	192	-24%

### Twitter

Tweets	7	-56%
Impressions	3128	-38%
Profile visits	49	+28%
Mentions	5	+60%
Followers	668	- 1%

#### \*Definitions

- Tweet impressions – the number of times people have seen the Tweet
- Mentions – the number of times people used “@ManotickVCA”

### Instagram

Number of posts	1	-50%
Followers	72	+43%

### Website

Sessions	168		-19%
Page views	343		-22%
New visitors	144		-13%
Avg. session duration	1 min 11 sec		Unchanged
Bounce rate:	58.33%		+ 8%
Acquisition			
Organic search	44.6%	+10%	Direct 21% -29%
Social media	24.8%	+ 50%	Referrals 9.6% +13%

After the Home Page, the most visited pages were:

- Shiverfest
- Board Members
- Calendar
- MVCA Events

#### Comments:

There was one spike in activity on the website: December 30. The pages most visited were the Home and Shiverfest pages on that date.

#### \*Definitions

- Sessions – the number of visits to the website
- Bounce rate – the percentage of visitors who enter the site and leave without viewing other pages. 41-55% is considered an average bounce rate.
- Organic Searches – visitors arrive at the site through a search engine rather than a referral

Dec 2019