



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

Tuesday, October 12th. 2021

7 pm – 9 pm

Online Zoom Meeting

In Attendance: Grace Thrasher, *President* (GT); Bonnie Gray, *Director of Membership* (BG), Theresa Roberts, *VP Events* (TR); Leanne Van der Burgt, *Director Communications* (LV); Steve Levecque (SL). Nancy Horne, *Treasurer* (NH); Irene Staron (IS)

Apologies: Doug Valerio, *Secretary* (DV)

Meeting called to order, 7:00 pm

ITEMS

1. Approval of Minutes of Last Meeting & action items updates: BG /NH. All in favour.
2. Treasurer's Report for July and August (See Appendix A). Motion: Accept the Treasurer's Report. LV / TR. All in Favour
3. President's Report. (See Appendix B).
 - a. Official Plan – high volume of material, all reviewed, 15 Oct. Committee meeting. Request for volunteer to sit in, will know Thursday if required. BG volunteered; LV offered if BG not available.
 - b. Truck study – no questions
4. Events Report
 - a. Garage Sale – held Oct.3, changed from Oct.2 due to rain. Emails issued in advance. 22 signed up. St. Vincent de Paul truck – huge success.
 - i. Recommendations for future
 1. Date - select consistent date, ie 3rd weekend in September
 2. Maps – consider making 'maps' downloadable
 3. Promo – provide MVCA Membership cards at ea. location to promote membership
 4. Signage – should mention this is an MVCA event, some confusion on part of attendees
 - b. Report – events report will be prepared in future
 - c. Community Services Committee Hearing
 - i. 5 hr ZOOM meeting. Highlights include:
 1. plan to build recreation complex in Riverside South
 2. Commitment to adherence to 40% tree canopy (with exception of open fields ie. soccer). Westboro shared concerns of lack of green space NOTE: new developments do not include green space in their plans.
 3. Fact share - City of Ottawa has greatest number of outdoor rinks in North America.
5. Membership (See Appendix C).

- a. Renewals – in process of pursuing existing members to remind of renewals. First 3 reminders sent via email. Personal phone call after 3rd reminder.
 - b. Membership campaign – considering ‘door to door’ canvassing at end of November, to be confirmed. Noted the need to identify a ‘project’ to generate interest in membership, (ie., Truck study generated HUGE interest due to CBC & CTV coverage). Nancy offered to help in canvassing. Discussion continued re: prospective and existing MVCA members knowing the benefits of membership. BG suggested side meeting w/IS, NH and LV to explore further membership ideas. Date TBD.
6. Communications Report (See Appendix D).
- a. Truck Report – spurred great interest, TWITTER highly active. Consensus and congrats from all on job well done!
 - b. NOTE: President’s Column – is NOT going into next issue of Messenger. Joint Planning Committee in which GT participating is scheduled for this Thursday, Messenger deadline is Thursday. Insufficient prep time.
7. Transportation Report. (See Appendix E).
- a. Rural Transportation Survey – Sept.30 meeting, 3 focus groups established. SL will communicate further activities. Interest was expressed by Board members seeing survey results. SL will send around.
8. City Response
- a. Truck study has set up momentum that ALL agree needs to be maintained. No response from the City aside from offering to send Consultant to assess the health & safety impacts of truck traffic at intersection of Bridge & Main. GT waiting on stats from Phil Landry. City looking at restricting truck traffic from 11pm to 7am. Concerns were raised all around that this doesn’t solve the problem for ‘people’. Scott Moffatt pushing for funding for Earl Armstrong extension to be completed sooner. MVCA position is one of health & safety. The City is not appearing to view this issue in the same light.
 - b. Phase II
 - i. ACTION: Letter to city solicitors, NH to gather some details and send to GT to draft letter.
 - ii. ACTION: NH to prepare a plan to organize volunteers for monitoring traffic offences at Bridge and Main (photos/licenses of trucks driving over curb, going through red light etc.) and reporting them to the OPS.
 - iii. Letters to key trucking companies whose trucks go-long & wide on corner (floats, etc.). Nancy to compile list of trucking companies.
 - iv. Communicate – reach out to volunteers in community to help inform village residents on above efforts to solicit help. NOTE: no response from MPP.
 - v. ACTION: GT to schedule appointment w/Goldie Ghamari w/clear objectives defined in advance.
 - vi. ACTION: GT follow up w/rural communities/Leanne follow up w/downtown communities.
 - vii. Communication – All agreed it is important to communicate to residents WHAT we’re doing AS we do it.
 - viii. On-line survey / presentations to engage people in process. Survey now closed; results being compiled. NOTE: Discussion ensued exploring improved process to communicate w/Board members to obtain their input/comment during time-sensitive, key issues. It was agreed that providing more context in future would be helpful.

9. Manotick Secondary Plan

- a. Submission –GT email highlights points which differed from original plan. It was learned that the original plan was changed without MVCA input. The plan MVCA was asked to comment on was a REVISED version in which MVCA had no opportunity to comment. This is not according to what was agreed with the City. ACTION: GT will reach out to Scott Moffatt to resolve.
- b. Official Plan – refer to President’s Report

10. New Business

- a. Village Development – GT updated members as follows:
 - i. Main St Project (west of Royal Bank Building) – no update
 - ii. Highcroft Dr. – demolition postponed to 2022
 - iii. Bridge/Maple – put back on development plan, no timeline
 - iv. Beaverwood – no update
 - v. New Royal Lepage building – no update
- b. Ted’s BIA protest sign – needs to be relocated, City of Ottawa – meeting w/Scott Moffatt re: moving sign elsewhere. Location TBD.
- c. Filing system – in progress. Leanne has put folders in place & launched on-line. Has offered to provide help to members requiring assistance.
- d. Board Meetings – all agreed to continue via ZOOM
- e. Beryl Gaffney – no change in status

11. Motion to adjourn the Meeting: All in Favour.

Meeting Adjourned, 8:53 pm

NEXT MEETING: Nov. 9th Online

Minutes Approved:



Grace Thrasher; President

Date: 2021-11-09

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer's Report

Sep 2021	Opening balance	\$10,998.98	
	<u>Revenue</u>		
	Membership	\$382.51	
	Total Revenue	\$382.51	
	<u>Expenses</u>		
	Bank fees	-\$3.75	
	Derby Cart Storage	-\$375.00	Aug 21 to Jul 22
	Total Expenses	-\$378.75	
	Sep 30 balance	\$11,002.74	
			-\$10.00 to membership cash box
		\$10,992.74	
	<u>Liabilities</u>		
	Total Liabilities	\$0.00	\$10,992.74 Available balance
	GIC	\$20,000.00	
	Membership Cash Box	\$150.00	
	Events Cash Box	\$239.50	
	Derby reserve	\$3,229.50	after 2 yr cart storage removed

Appendix B. – President’s Report.

President’s Report –October 2021

Since our last meeting, I have completed the following activities:

- Conducted media interviews with CTV and CBC local news on the truck traffic study
- Spoke with Councillor Moffatt on September 15 about truck study, property at corner of Highcroft and Main, sidewalk construction on east side of Main to Mahogany Harbour, Official Plan
- Attended the quarterly meeting of Osgoode Ward Advisory council on September 21. Got update on traffic calming measures, projects in Osgoode Ward and upcoming events.
- Attended the Official Plan Open House on September 29 and drafted questions for submission.
- Responded to queries from local residents about smoke in First Line development houses, truck traffic on River Road, renumbering Manotick Mews businesses away from Beaverwood addresses, designation of prime agricultural land and Secondary Plan changes
- Connected with residents of Fernbank about their truck traffic issues
- Spoke with city planner about Phase 3 proposal by Minto. Subsequently crafted and submitted comments objecting to zoning amendment to allow for larger homes and noting the need to update traffic study. Had follow up conversation with planner on Sept 27. Met with Minto to discuss their proposal on September 28.
- Liaised with Uniform Developments about presentation on proposed development at Bankfield and Rideau Valley Drive
- Liaised with federal candidates about All Candidates meeting.
- Reviewed agenda items for Agriculture and Rural Affairs Committee
- Did comparison of original Manotick Secondary Plan with updated version attached to draft Official Plan. Identified a number of discrepancies and have followed up with City staff on the changes. No response as yet.
- Connected with other village community associations about draft OP. Only Greely has responded.

Upcoming events:

- October 13 – Councillors’ Budget consultation
- October 14 - Joint Planning Committee and Agriculture and Rural Affairs committee meeting
- October 20 – presentation on the MVCA to Federation of Citizens’ Associations monthly meeting

Appendix C. – Membership Report.

Board of Directors MVCA Membership Report October 2021

September 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
2	3	15	1	8
<ul style="list-style-type: none">• Paid Up Members as of September 362• Some of these are Family Memberships but only one name on our list.				

Notes:

- Sep 22 - Six (6) 1st renewal membership letters sent (Oct 2021)
- Sept 22 – Eight (8) 2nd renewal membership letters sent (Expiring Aug/Sept 2021)
- Sept 22 – One (1) 3rd Final renewal membership letters sent (Expired June) – non renewal will be moved September 30, 2021 to the inactive list
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early, non payment etc.)

Respectfully submitted,



Bonnie Gray
Director of Membership, MVCA
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Appendix D. – Communications Report.



MVCA Communications Report
To: MVCA Board of Directors
Data for: September 2021

The website activity was dramatically higher than in recent months. This is due to the Community Garage Sale, the All Candidates Meeting for the federal election and the release of the MVCA Truck Traffic Survey Report. It is evident from the activity that visitors had specific intent for visiting the site. While many more people visited the site, the time spent there was brief and targeted.

Facebook activity was different. There was more activity on the MVCA Facebook Page. Again, it was for the Garage Sale, All Candidates Meeting and the Truck Survey Report. Activity on the Facebook Groups was slower than the month before. Membership for both continues to rise. Twitter activity was significantly higher. Much of this can be related to the media coverage of the Truck Traffic Survey Report. 58.4% of the traffic from social media to our website was due to Twitter posts. There were new posts on Instagram and the Followers continue to increase.

MVCA Website

	This Month	Last Month	
Sessions	996	246	X4
Page Views	1704	432	X4
Users	750	200	X3.75
Avg Session	1:09	1:23	0:14 decline
Bounce Rate	65.16%	64.63%	0.81% decline

Acquisition

	This Month	Last Month	
Social	39.8%	Organic	65.7%
Organic	33.6%	Direct	31.8%
Direct	24.9%	Referral	2.5%
Referral	1.7%	Social	0
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Community Garage Sale	Community Garage Sale
All Candidates Meeting	Membership
Truck Traffic Survey Report	Resources for Residents
Membership	Beryl Gaffney Park

*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.

Facebook

MVCA has a public Facebook page and two Groups
MVCA Group is Private Group for local residents
Manotick Neighbours Helping Neighbours Group is public

MVCA Page	This Month	Last Month	
Posts	10	19	-47.4%
Page Views	256	131	+95.4%
Post Reach	2827	1695	+66.8%
Engagements	1158	412	X2.8

MVCA Group

	This Month	Last Month	
Members	956	940	+1.7%
Posts	36	55	-34.5%
Comments/Reactions	366	442	-17.2%

Manotick Neighbours

	This Month	Last Month	
Members	2143	2055	+4.3%
Posts	231	235	-1.7%
Comments/Reactions	4100	4732	-13.4%

Twitter

	This Month	Last Month	
Tweets	17	7	X2.4
Impressions	4902	1751	X2.8
Profile Visits	469	271	+73.1%
Mentions	22	15	+46.7%
Followers	777	766	+1.4%

Instagram

	This Month	Last Month	
Posts (75)	5	0	-
Followers	333	322	+3.4%

September 2021

Appendix E. – Transportation Report.

Transportation Report – October 2021

Since taking over this role I have spent most of my board time continuing to read into various files. I have done the following:

- Participated in all candidates meetings and prep
- Participated in Rural Transportation Survey meeting
 - o Focus groups pending, 2 daytime, one evening sessions – date pending