



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

### Approved Minutes

2023-06-13

7 pm – 9 pm

11176 Highcroft Drive, Manotick. ON

#### **In Attendance:**

Irene Staron, *President*

Theresa Roberts, *VP Events*

Leeanne Van der Burgt, *VP Communications*

Randy Andersson, *Treasurer*

Bruce Fanjoy, *Traffic and Community Well Being*

**Guests:** NIL

#### **Apologies:**

Karen Mcrae, *Secretary*

Peggy St John, *Director at Large*

Meeting called to order at 7:04 pm

#### ITEMS

1. Chair's Opening Remarks, Approval of Agenda
  - a. It was noted that AGM Minutes are not approved until the next AGM. The Agenda was amended to read: Review of AGM Draft Minutes  
Motion to approve the Agenda as amended: Theresa Roberts  
Second: Bruce Fanjoy  
All in favour. Motion carried.
2. Approval of the Minutes
  - a. Board Meeting Minutes May 9
    - i. Transportation report - Item e.(b) read that Dr. Sproul is chairing the Committee. This was amended to read that Bruce Fanjoy is willing to Chair the Committee.
    - ii. Ice Storm Review – Item f. The entire section in the draft minutes were removed and replaced with the following to best reflect what transpired: Irene Staron asked if further discussion was needed on the topic of the April ice storm and MVCA's response. MVCA had made decisions when publishing the Emergency Preparedness Plan on the website what the organization could and would do in the event of any incident in the community. No further discussion is required at this time.
  - iii. Events Report. Item b. The sentence about the designated charity was changed to read "The Board agreed the designated charity for the Garage Sale will be

ROSSS". It was noted that this decision was not an official vote and should be next year.

Motion to approve the May 9 Minutes as amended: Leeanne Van der Burgt

Second: Bruce Fanjoy

All in favour. Motion carried

b. Review of the Draft Minutes from the AGM on May 25

- i. Item C reads that the Year End Financial Statement is attached as Appendix A. This document was not circulated to the Membership nor available at the AGM and has yet to be distributed.
- ii. Item C (f) This was changed to read "Theo Vanderburgt asked when the year end financials were sent to Members. IS replied it had not. IS asked that the matter be brought up at the end of the meeting so we could continue with the full agenda"
- iii. Item C (g) This was changed to "Motion: Approve Year End Financial Statement (though the document was not available)
- iv. Item K Was changed to read "Theo Vanderburgt asked that MVCA Directors who resigned during the past year; Steve Leveque and Zachary King be recognized and thanked for their service."

These changes will be made to the Draft Minutes.

3. President's Report

Irene Staron reported the following work done in May: Preparations for the AGM, attended the Ward 21 Council Meeting, attended the MCPRA Centennial Park meeting, attended an information event at the Library hosted by Rural Ottawa South Support Services (ROSSS) and Manotick & Area Centre for Art & Wellness (MACAW), replied to residents inquiries.

- a. There was some discussion about the geographic area that MVCA serves.

Action Item: Bruce Fanjoy to research and provide suggestions on a possible service area map for MVCA

4. Treasurer's Report (Appendix A)

Randy Andersson circulated the report in advance.

Motion to approve the Treasurer's Report as presented: Theresa Roberts

Second: Bruce Fanjoy

All in favour. Motion carried.

5. AGM Lessons Learned

There was discussion about the AGM. Some good points about distributing the Financial Statement in advance and recognizing Board members who resign. There was discussion about accomplishments in 2022. Randy Andersson proposed the new Board create a priority list with goals and measurements. Proposed priorities include: Trucks/Traffic, Events, Monitoring Development, Communications and Outreach, Infrastructure

Action Item: Irene Staron to ask Councillor Brown for his thoughts on MVCA studying truck traffic on Vimy Bridge and ask for any data on truck traffic on that bridge.

6. Events Report

- a. Dickinson Days was a success though there seemed to be fewer people in general. The new location worked well. \$971 sales of cotton candy \$33 donation \$110 Memberships. There is interest in recognizing a volunteer who helps with cotton candy.  
Action Item: Theresa Roberts will speak to the volunteer about a possible charitable donation in their name.
  - b. Community Garage Sale was a success. There were more than 40 registered sales in the community. Many were happy to support ROSSS. There was only one query about the St Vincent de Paul truck that was available in the past.
  - c. Insurance. Theresa Roberts inquired if there is an update on our new insurance policy so she can confirm coverage for upcoming events.
  - d. Picnic in the Park/Soap Box Derby planning is starting including work to secure sponsors.
  - e. Office Pro account. As per the budget for 2023, an account has been set up with Office Pro for photocopies for MVCA. If anyone would like to have copies made there, please contact Irene or Theresa in advance.
7. Transportation Report
- a. Bruce Fanjoy reported that the Terms of Reference for the proposed Drive for Zero Committee is pending. It will be presented to the Board for approval. Bruce Fanjoy will circulate the names of individuals who have already expressed interest in being Committee members. The group has already met and walked through the village discussing advocacy, communications, outreach and methods for persuading drivers to change bad habits.
  - b. Bruce Fanjoy plans to meet with the principals of the elementary schools to pursue a perceived need for crossing guards. Other topics discussed by the group included speaking to Manotick Place and The Miller about encouraging families and staff to cross Bridge Street at one of the crosswalks, the effectiveness of the intersection at Bridge and Dickinson and infrastructure related to new development.
  - c. Bruce Fanjoy and Irene Staron met with the Councillor regarding the pathway that comes to Century Road.
8. Membership Report was circulated in advance. (Appendix B)  
Bonnie Gray, who has managed Memberships, has resigned from the MVCA Board. Peggy St John has agreed to manage the file for now. Leeanne Van der Burgt noted that there are a number of newsletter bounce backs that will need to be investigated through Membership.
9. Communications Report (Appendix C)  
Leeanne Van der Burgt circulated the report in advance. The first community survey was soft launched at Dickinson Days. A communication strategy and deadline need to be set.
10. Other Business
- a. Governance Committee. Leeanne Van der Burgt proposed creating a Governance Committee to complete the ONCA work and update Policies and Procedures as required. The proposal was met with a positive response. Terms of Reference will be presented at an upcoming meeting for Board approval.

b. Board Contact List.

Action Item: Leeanne Van der Burgt will complete the 2023 Board List.

11. Motion to adjourn the meeting: Theresa Roberts

Second: Bruce Fanjoy

All in favour Motion carried

Meeting adjourned at 9:12 pm

Next Meeting - Tuesday, July 11, 2023

Minutes Approved:

A handwritten signature in purple ink, appearing to be 'Irene Staron', written in a cursive style.

Irene Staron; President

Date: August 8, 2023

## Appendix A

### MANOTICK VILLAGE AND COMMUNITY ASSOCIATION

#### Treasurer's Report

As at May 31, 2023

|   |                           |
|---|---------------------------|
| <b>Opening Balance RBC as of 01 May 2023</b>  | <b><u>\$32,831.72</u></b> |
| <b>Revenue</b>                                |                           |
| Membership                                    | \$ 20.00                  |
| Square Deposit from Previous months           | \$ 2,260.05               |
| <b>Total Revenue</b>                          | <b><u>\$ 2,280.05</u></b> |
| <b>Expenses</b>                               |                           |
| Cheq #729: Kiwanis Club of Manotick           | \$ 170.00                 |
| Cheq #730: FCA                                | \$ 35.00                  |
| Bank fee                                      | <u>3.75</u>               |
| <b>Total Expenses</b>                         | <b><u>\$ 208.75</u></b>   |
| <b>Closing Balance RBC as at May 31, 2023</b> | <b><u>\$34,903.02</u></b> |

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#### Additional Funding details

|  |         |
|--|---------|
| Membership - Square Acct                     | \$ 0.00 |
| SQUARE account Balance (as of May 31 2023) - | \$ 0.00 |

#### Committed (Cheques Not Cashd Yet)

none

Derby reserve (included in RBC balance) - \$3,229.50

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#### Cash Boxes

|   |            |
|---|------------|
| Membership cash box - \$(as of 31 May 2023) | \$ unknown |
|---|------------|

## Appendix B



### Board of Directors MVCA Membership Report June 2023

#### April & May 2023

Please note that the April report was submitted in e-mail form but was never included in the minutes.

|       | New Single Memberships | New Family Memberships | Renewal Notices Sent Out | Single Renewals | Family Renewals |
|-------|------------------------|------------------------|--------------------------|-----------------|-----------------|
| April | 2                      | 0                      |                          | 3               | 2               |
| May   | 4                      | 1                      | 54                       | 4               | 10              |

- Paid Up Members as of May 31: 403
- Some of these are Family Memberships but only one name on our list.

#### Monthly Notes:

##### April:

- Attended ONCA Meetings April 3 & 17

##### May:

- May 4, Hosted ONCA review via zoom with Leanne & Doug
- May 25, Forty (40) 1<sup>st</sup> renewal membership letters sent out (May/June)
- May 25, Thirteen (13) 2<sup>nd</sup> renewal membership letters sent out (Mar/Apr)
- May 25, One (1) 3<sup>rd</sup> final renewal membership letter sent out will moved to inactive status June 15, 2023 (Feb)
- May 25, Seven (7) members to the inactive list (Jan)
- May 9, ONCA meeting with retained Lawyer & Leeanne
- May 31 Submitted resignation – All files uploaded to the Cloud & files delivered to Secretary as required.

#### The follow is business that is outstanding for the Board from my portfolio:

- All policies and procedures (Organizational Manual) have to be reviewed and brought to the next AM to conform with our bylaws & ONCA;
- ONCA Bylaws, Articles, Incorporation papers must be passed and submitted;
- Bylaws must be reviewed again as I found another error after the AGM where we have two different dates for eligibility to vote related to the notification of the AMG;
- Nominations Procedure needs to be established if so desired by the Board since this was one of Irene's reasons for pulling ONCA at the last minute;
- Extended job descriptions need to be reviewed, still missing Director at Large, Director of Transportation & Community Well Being, & some of the Events portfolio. Director of Finance, needs to be updated, missing a lot of details. Since I had asked for these to be submitted by the end of Nov. '22, and continued to ask well into 2023, I simply filed them until they were all received which was never achieved. These in my mind are particularly worthwhile for incoming Board members to allow them to see what the job actually entails & in case someone has to step down suddenly;
- Draft #1 of Template for committee meetings needs to be approved or modified,
- I have asked numerous times for a system to be set up in case someone has an unexpected event and/or is on vacation and their position needs to be covered for a short/long time. I am bringing it up again because we had the unexpected exit of 3 Board members & our Newsletter editor which left a very sparse board to fill in with lack of written guidance because the extended job descriptions were never completed or reviewed.

Respectfully submitted,

Bonnie Gray

Retired, Director of Membership, MVCA

(h) 613.692.4436

# Appendix C



MVCA Communications Report  
 To: MVCA Board of Directors  
 Data for: May 2023

The first community survey has been published online and was made available to the public at Dickinson Days. The intent is to collect input from residents about what they feel could be MVCA priorities and opinions about MVCA events.

Activity on the MVCA website increased considerably in May. The greatest interest was in the Community Garage Sale. User trends continue to reflect an interest in local events and activities. The Bounce Rate improved though is still not back into the preferred range. Google Analytics format is changing next month which could impact this report.

### MVCA Website

|             | This Month | Last Month |                |
|-------------|------------|------------|----------------|
| Sessions    | 841        | 432        | X1.9           |
| Page Views  | 1432       | 760        | X1.9           |
| Users       | 641        | 366        | X1.8           |
| Avg Session | 1:11       | 1:18       | 0:07 decline   |
| Bounce Rate | 69.32%     | 71.53%     | 2.21% improved |

### Acquisition

|          | This Month | Last Month |       |
|----------|------------|------------|-------|
| Organic  | 61.7%      | Organic    | 64.0% |
| Direct   | 25.2%      | Direct     | 30.5% |
| Social   | 11.4%      | Social     | 3.5%  |
| Referral | 1.7%       | Referrals  | 1.9%  |
| Other    | 0%         | Other      | 0%    |

### Top 5 Most Visited Pages

| This Month            | Last Month             |
|-----------------------|------------------------|
| Community Garage Sale | Home                   |
| Home                  | Community Garage Sale  |
| Membership            | Planning & Development |
| Board                 | Soap Box Derby         |
| Soap Box Derby        | Membership             |

### \*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.

The most active post on the MVCA page was the one referencing the public information meeting about the new subdivision. The post about ROSSS' move and the post about the new subdivision meeting were the most popular posts on the MVCA Facebook Group. Manotick Neighbours Helping Neighbours Group's most active posts were focused on the loss of a young local resident. A private Manotick Neighbours Helping Neighbours Group has been established at the request of the group's members.

### Facebook

MVCA has a public Facebook page and one Group. MVCA Group is a Private Group for local residents. Manotick Neighbours Helping Neighbours Group is public and hosted separate from MVCA

| MVCA Page   | This Month | Last Month |        |
|-------------|------------|------------|--------|
| Posts       | 11         | 19         | -42.1% |
| Page Views  | 455        | 650        | -30.0% |
| Post Reach  | 3376       | 2310       | X1.5   |
| Engagements | 681        | 233        | X2.9   |

### MVCA Group

|                    | This Month | Last Month |        |
|--------------------|------------|------------|--------|
| Members            | 1395       | 1358       | +2.8%  |
| Posts              | 42         | 49         | -14.3% |
| Comments/Reactions | 156        | 241        | -35.3% |

### Manotick Neighbours

|                    | This Month | Last Month |       |
|--------------------|------------|------------|-------|
| Members            | 5456       | 5163       | +5.7% |
| Posts              | 903        | 965        | -6.4% |
| Comments/Reactions | 21,042     | 21,932     | -4.1% |

### Twitter

|                | This Month | Last Month |        |
|----------------|------------|------------|--------|
| Tweets         | 1          | 3          | -66.7% |
| Impressions    | 68         | 872        | -92.2% |
| Profile Visits | 27         | 160        | -98.8% |
| Mentions       | 0          | 1          | -      |
| Followers      | 831        | 828        | -      |

### Instagram

|           | This Month | Last Month |        |
|-----------|------------|------------|--------|
| Posts     | 1          | 2          | -50.0% |
| Followers | 508        | 504        | +0.8%  |

.....more

May 2023

**Members Newsletter - May Insights**

Top 3 Clicks per Newsletter

|                   | #1   | #2  | #3   |
|-------------------|--|---|--|
| May 3             | Governance Town Hall Registration                            | Governance Town Hall page on the MVCA website | Link to MVCA Twitter                           |
| May 9             | OPH well water testing                                       | Councillor Brown’s Hydro letter               | OPH Tick and Lyme Disease page                 |
| May 10 (AGM info) | MVCA Memberships page  |   |  |
| May 23            | Rideau Valley development application on City of Ottawa site | OPH well water testing                        | MCPRA Centennial Park Pathways Upgrades Survey |

2023 Q2 Newsletter

|              | April 4 | April 18 | April 25 | May 3 | May 9 | May 10 | May 23 |
|--------------|---------|----------|----------|-------|-------|--------|--------|
| Sent         | 367     | 368      | 368      | 368   | 368   | 368    | 368    |
| Open rate    | 77%     | 79%      | 80%      | 72%   | 77%   | 71%    | 73%    |
| Clicks       | 15%     | 1%       | 12%      | 2%    | 10%   | 1%     | 10%    |
| Bounces      | 1       | 2        | 1        | 2     | 4     | 4      | 3      |
| Unsubscribes | 0       | 0        | 0        | 0     | 0     | 0      | 1      |

2023 Q1 Newsletter

|              | Jan 10 | Jan 17 | Jan 24 | Feb 7 | Feb 21 | Mar 7 | Mar 21 |
|--------------|--------|--------|--------|-------|--------|-------|--------|
| Sent         | 371    | 377    | 366    | 368   | 370    | 370   | 366    |
| Open rate    | 78%    | 80%    | 75%    | 83%   | 81%    | 80%   | 75%    |
| Clicks       | 6%     | 2%     | 15%    | 18%   | 16%    | 23%   | 16%    |
| Bounces      | 0      | 0      | 0      | 0     | 2      | 2     | 1      |
| Unsubscribes | 0      | 0      | 0      | 0     | 0      | 0     | 0      |

