Board of Directors Meeting Agenda
August 13, 2025
7:00 PM
Manotick Arena

Call to order: 7:03 pm

Attendance: Leeanne Van der Burgt, Bonnie Gray, Catherine Seaman, Jenny Murphy, Wayne Parent, Dave Head, Chad Dussiaume (via phone)
Guest: Caleb Smith

Approval of the Agenda:

Moved: Wayne Seconded: Catherine Vote: carried

Approval of Minutes of Board Meeting July 9, 2025 amended:

Moved: Bonnie Seconded: Wayne Vote: carried

Finance Report

Report previously circulated

Approval of the Finance Report

Moved: Dave Seconded: Leeanne Vote: carried

The question was raised re how long to keep old yearly financial binders. It was agreed that files need to be kept for seven (7) years as legally required, and anything older can be shredded. The treasurer should retain newer files and copies should be placed on OneDrive. Other files retained by the Secretary should be handled in the same manner.

President's Report

Report previously circulated

Isabelle Skalski, Councillor Ward 21 had informed us that River Road should be open by the end of the weekend.

Communications

There was nothing of great note to report. Monthly reports with metrics will be circulated later.

Events

Report previously circulated

There are new additional sponsors this year for the derby. There was some concern re repaving/repair of the road before the event and this will be followed up through the Councillor's office. A number of other details of the derby were discussed.

Outreach

Report previously circulated

Bonnie and Jenny are working on a public meeting with the police and the student transportation company, possibly in the fourth week of September.

Membership

Wayne is working on contact with Communal CRM and Leeanne on its links with other programs.

28 renewal notices for July and August have been sent out.

Wellbeing and Accessibility

Report previously circulated

Jenny is staying involved with the Legion as it has interesting programs for seniors. Also contact will be maintained with MACAW, ROSSS, the Senior's Council on Aging. Dawn Cooper is working on a Smart Aging Workshop. The Carleton learning in retirement course is moribund and there is interest to see if it can be set up again.

Safety is a concern re students getting off school buses with their signal lights flashing, as there have been occurrences of drivers not stopping. Also, student safety is an issue with parents dropping off kids at school.

We had a water safety note in the Messenger and Jenny had a meeting with the MCPRA on the topic.

Transportation

The MVCA statement on the ring road council vote has received positive response.

Governance

Report previously circulated

Motion to amend by-laws:

That the Board approves an amendment to the by-laws, to be presented to the next Meeting of Members for adoption, as follows:

WHEREAS, the May 14, 2025 By-laws of Manotick Village and Community Association govern the affairs of the Corporation generally; and

WHEREAS, amendments are required to facilitate the proper operations of the Board of Directors and in compliance with principles of good corporation governance;

BE IT RESOLVED that the Board of Directors of the Corporation do hereby approve the following amendments to the By-laws Section 10:

That clauses 10.1 and 10.2 be repealed in whole and be replaced be the following provisions:

10.1 The By-Laws of the Corporation not embodied in its articles of incorporation (previously called letters patent) may be repealed or amended by an enactment with the unanimous consent of every Director of the Corporation.

10.2 The repealed or amended by-laws hold force until sanctioned by a simple majority affirmative vote cast by Members at a Meeting of Members. However, if the change(s) constitute a "fundamental" change(s) a two-thirds (2/3) majority vote is necessary. If the by-law proposing the amending resolution for such an enactment is not approved by the Members, then it ceases to hold force immediately.

Moved: Dave Seconded: Bonnie Vote: carried

Other Business

Items on the President's proposed business list were reviewed.

a) Community collaboration previously held last year is to be repeated. A list or organizations to be invited will be circulated.

Motion to approve in principle a budget of $200 for a repeat of the community collaboration.

Moved: Dave Seconded: Wayne Vote: carried

b) Other priorities for this year include recruiting members for four of our committees.

c) A committee will be formed to do a website renewal by January. A TOR for this committee is needed, to be done by Chad, Bonnie and Wayne.

d) It was decided that logo golf shirts for events were too expensive, so we will continue to use our badges.

e) Planning for a town hall meeting on student safety at bus stops and schools is already under way. See Outreach section above.

f) On-boarding material for new Boards is needed and the Governance committee will look into this.

g) We will do another photo contest in the coming spring.

h) An outreach event focused on traffic safety will be developed by Jenny, Chad and the Transportation committee.

i) A strategy for recruiting, managing and retaining volunteers will not be undertaken this year.

j) Board members should each get a Volunteer Sector Check. Bonnie will draft the letter needed to facilitate this.

k) A Bike Rodeo will be planned for next year.

l) A membership drive needs to be planned. It will not be by door knocking or door hangers. Wayne, Bonnie, Catherine and Chad to develop a concept.

m) Another membership appreciation event should be undertaken in May next year or perhaps during National Volunteer Appreciation week, April 19-26.

n) The MVCA wish list for the City's 2026 budget. A draft will be circulated to the Board.

o) We need to engage with Councillor Skalski on needs of the community on the east side of the river as well as consulting with our members living there. Areas of concern are speeding near St. Marks and walkability.

p) Another focus will be on sidewalks and traffic/speeding on Eastman Road.

A motion to approve the MOA with the BIA on our participation in ticket selling for the Taste of Manotick was considered.

Move: Leeanne Second: Bonnie Vote: carried

Leanne also reported on her involvement with the Mayor's breakfast with community leaders.

Motion to Adjourn (8:43 pm)
Moved: Dave Seconded: Catherine

MVCA Communications Report
To: MVCA Board of Directors
Data for: July 2025

MVCA Website:
Visits to the website decreased after the busy month in June. There are no formal events happening in the community in July and it is believed that many people are enjoying the summer and may be on vacation.

MVCA Website

	This Month	Last Month	
Session Starts	572	2228	-74.3%
Page Views	2115	3232	-34.6%
Users	390	1327	-70.6%
Avg Session	0:35	0:30	0:05 increase
Avg Pages/User	2.15	2.51	0.36 decline

Acquisition

This Month		Last Month	
Organic	74.8%	Organic	56.0%
Direct	17.3%	Direct	23.7%
Social	3.4%	Social	16.2%
Referral	2.6%	Referral	3.6%
Unassigned	1.9%	Unassigned	0.5%

Top 5 Most Visited Pages

This Month	Last Month
Home	Community Garage Sale
Picnic and Soapbox Derby	Home
Planning & Development	Picnic and Soapbox Derby
Who we are	In the Community
Community Garage Sale	Contact Us

*Definitions
Sessions - the number of visits to the website
Organic Searches– visitors arrive at the site through a search engine rather than a referral.

Social Media:
Social media activity increased again. On the Facebook page, the top post was the MVCA Statement on City Council's decision regarding a ring road study in the Transportation Master Plan update. On the Facebook Group the top post involved a request for information regarding a near accident. On X the most popular post was a repost from the City regarding splash pads. The most popular post on Instagram was a picture of the community police officers.

Facebook
MVCA has a public Facebook page and one Group. MVCA Group is a Private Group for local residents. There are post criteria in the rules for Members.

MVCA Page	This Month	Last Month	
Posts	8	8	-
Page Views	31,556	20,079	+57.6%
Post Reach	8232	4259	+93.3%
Engagements	387	133	X2.9

MVCA Group	This Month	Last Month	
Members	2078	2054	+1.2%
Posts	78	97	-19.6%
Comments/Reactions	397	287	+38.3%

X	This Month	Last Month	
Posts/Reposts	18	0	-
Followers	832	832	-

Instagram	This Month	Last Month	
Posts	2	0	-
Avg Likes/Post	6	0	-
Followers	668	661	+1.1%

Members Newsletter – July insights

Top 3 Clicks per Newsletter (excluding the polls)

	#1	#2	#3
July 18	City of Ottawa – Dev Apps regarding new subdivision	City of Ottawa Page on invasive plant species	Ward 21 Newsletter sign-up

2025 Newsletter

	Jan 9	Feb 18	March 19	April 29	May 8	June 2	July 18
Sent	350	361	359	358	357	357	326
Open rate	83.1%	81.6%	79.3%	81.4%	84.2%	83.3%	80.4%
Clicks	28.4%	29.1%	27.7%	18.3%	5.9%	13.3%	17.1%
Bounces	1	3	2	3	3	4	5
Unsubscribes	0	0	0	1	0	0	0



