



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes  
Tuesday, June 8th, 2021  
7 pm – 9 pm  
Online Zoom Meeting

**In Attendance:** Grace Thrasher, *President* (GT); Nancy Horne, *Treasurer* (NH); John Harrison, *Director of Road Safety* (JH); Bonnie Gray, *Director of Membership* (BG), Theresa Roberts, *VP Events* (TR); Leeanne Van der Burgt, *Director Communications* (LV); Doug Valerio, *Secretary* (DV); Allan Smith, *Director at Large* (AS).

Guests: Anthony Nicolini; Jack Stirling.

**Apologies:** NIL

Meeting called to order, 7:04 pm

### ITEMS

1. Anthony Thanked the Board for the opportunity to present. Jack Stirling will be the lead advisor on the 1185 Beaverwood-Scharfield Road development. The plans are in a very early stage and will be subject to change. The building will be taken to the market as a rental building. The site is listed in the secondary plan for apartment. The plan is for a 4 Storey building with roof top amenity space. 36 units on the 4 floors. Site will require re-zoning application and a derogation for the building height. GF made up of 3x2 bed units with a guest suite available for rent. 2<sup>nd</sup> & 3<sup>rd</sup> floor will be 6x2 bed apartments and 2x1 bed apartments. All units will have a balcony. Ready for occupancy for Spring 2024.
  - a. Concerns were raised about the current bylaw restricting height to 3 storeys. It was noted that the 2 adjacent lots could be built out to 11meters. Both of these would be higher than the proposed building given the rise in the land.
  - b. Architectural renderings were shown for the Highcroft development. Spring/ Summer of 2022 would likely see most of the units completed. A temporary road from Beaverwood to Colony Heights could be opened up to alleviate construction traffic. This would need to be discussed further.
2. Approval of Minutes of Last Meeting & action items updates.
  - a. Motion to approve the minutes of last meeting: LV, NH , All in favour
3. Treasurer's Report (See Appendix A).
  - a. Motion to approve the new mobile cheque deposit. NH, LV. All in Favour
  - b. Storage unit for carts will be coming this month. Will we be renewing the contract and will need an invoice.
  - c. Motion to approve the Treasurer's Report: TR, AL. All in favour.
4. President's Report. (See Appendix B).
  - a. We have received an updated plan for the Minto development up to the wood plot. They have asked for a number of amendments. GT to circulate the document for comment.

5. Events Report.
  - a. 12 people registered for the trivia night. An executive decision was made to cancel the night. We will host it again in the Fall.
  - b. A letter went to Scott Moffatt asking if the Derby could go ahead in August. The City's response was to ask the province and declined to make any firm comments. We are at a standstill with permits etc. Motion: Cancel the Derby this year. BG, LV. All in favour.
  - c. Picnic in the Park has been cancelled again for this year.
  - d. Garage Sale postponed.
6. Membership Report (See Appendix C).
  - a. 15 people have registered for the AGM. Can the Board register for the AGM.
7. Communications Report (See Appendix D).
8. Transportation Report. NIL
9. Director's Insurance. We had many issues with liability insurance. Questions were not responded to. GT to negotiate a reduced fee as we are not a company and do not have employees.
10. Truck Tracking Project.
  - a. The report is complete and long. It was mentioned that long documents might not be read by persons in the City. To enhance the likelihood of being read, the statistics could be moved up and/or an executive summary added. Key insights will be presented at the AGM. GT and NH to update the report.
  - b. LV to coordinate the communication and distribution list.
11. Draft Master Plan. Our response was it had very little to address rural issues. GT to draft a letter of our concerns from the MVCA.
12. AGM Planning.
  - a. LV to post Officers being elected on the website. Nominations will be accepted from the floor.
  - b. Financial statements will be required for the AGM.
  - c. BG will run the elections.
13. Other Business and Adjournment.
  - a. Next Meeting we will have an in person get together.
  - b. Motion to adjourn the meeting: BG, NH. All in favour.

Meeting Adjourned, 9:01pm

NEXT MEETING: July 13th

Minutes Approved:



Grace Thrasher; President

Date: 7/20/2021

## Appendix A. – Treasurer’s Report.

### **Manotick Village and Community Association**

#### **Treasurer's Report**

<b>May 2021</b>	<b>Opening balance</b>	<b>\$11,461.77</b>	
	<b><u>Revenue</u></b>		
	Membership	\$176.78	
	<b>Total Revenue</b>	<b>\$176.78</b>	
	<b><u>Expenses</u></b>		
	Bank fees	-\$3.75	
	<b>Total Expenses</b>	<b>-\$3.75</b>	
	<b>May 31 balance</b>	<b>\$11,634.80</b>	
	<b><u>Liabilities</u></b>		
	Uncleared cheques		
	<b>Total Liabilities</b>	<b>\$0.00</b>	<b>\$11,634.80 Available balance</b>
	GIC	\$20,000.00	
	Membership Cash Box	\$120.00	
	Events Cash Box	\$239.50	
	Derby reserve	\$4,000.00	per agreement April 30th

Effective June 2021

#### Treasurer’s Procedure for Mobile Cheque Deposits

1. Record cheque details on Mobile Cheque Deposit Log
2. After deposit, write “Deposited digitally” on back of cheque
3. Record the deposit confirmation number in log



## Appendix B. – President’s Report.

### **President’s Report –June 2021**

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

- Calls and emails relating to community association insurance coverage with new insurance provider
- Reviewed draft Parks and Recreation Facilities Draft Master Plan
- Worked with VPs on Events and Communications on Trivia Night project
- Liaised with Federation of Community Associations executive regarding rural visibility
- Responded to various questions on supporting other initiatives, trucks, George Nelms Park project, etc.
- Drafted AGM agenda and presentation, invited local Councillors to AGM

## Appendix C. – Membership Report.

May 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1	2	0	1	0
<ul style="list-style-type: none"><li>• Paid Up Members as of April 30 = 352 Some of these are Family Memberships but only one name on our list.</li></ul>				

Notes:

- May 31, 7 members moved to our inactive list & courtesy notices sent
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early etc.)

Respectfully submitted,



Bonnie Gray  
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## Appendix D. – Communications Report.



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

Website activity reduced again in May. There were not as many topics driving users there. When they visited, the increased Bounce Rate suggests they were not remaining on the site long.

Activity on the MVCA Facebook page declined in May, again because there were fewer posts and topics. There was more activity on the MVCA Facebook Group. Manotick Neighbours Helping Neighbours continues to increase in members and activity. Twitter for MVCA was quiet in May showing declines in activity. Instagram continues to hold steady with moderate increases in Followers.

### MVCA Website

	This Month	Last Month	
Sessions	265	251	+5.6%
Page Views	508	514	-1.2%
Users	218	212	+2.8%
Avg Session	1:22	1:27	-0:05
Bounce Rate	63.40%	58.17%	5.23% decline

### Acquisition

	This Month	Last Month	
Organic	51.4%	Organic	55.3%
Direct	26.8%	Direct	23.3%
Social	19.1%	Social	18.6%
Referral	2.7%	Referral	2.8%
Other	0	Other	0

### Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Virtual Trivia Night	Membership
Community Garage Sale	Beryl Gaffney Park
Beryl Gaffney Park	Covid-19 resources
AGM Registration	Events

### \*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	23	57	-59.6%
Page Views	192	381	-50.9%
Post Reach	2460	5480	-55.1%
Engagements	975	4643	-79.0%

### MVCA Group

	This Month	Last Month	
Members	902	866	+4.2%
Posts	65	80	-18.8%
Comments/Reactions	921	846	+8.9%

### Manotick Neighbours

	This Month	Last Month	
Members	1832	1742	+5.2%
Posts	302	272	+11.0%
Comments/Reactions	6795	6353	+7.0%

### Twitter

	This Month	Last Month	
Tweets	13	20	-35.0%
Impressions	4437	7901	-43.8%
Profile Visits	157	216	-27.3%
Mentions	5	5	-
Followers	752	746	+0.8%

### Instagram

	This Month	Last Month	
Posts (72)	5	4	+25.0%
Followers	303	294	+3.1%

May 2021