



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Minutes

Monday, December 16, 2019

6 pm – 7 pm

1172 Highcroft Rd. Manotick

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); Doug Valerio, *Secretary* (DV)

Apologies: Allan Smith, *Director at Large* (AS); Leeanne Van der Burgt, *Director Communications* (LV);

Meeting called to order, time: 6:06pm

1. Approval of last Minutes and Action Items
 - a. Motion: NH, BG
 - b. Include advert for storage in the newsletter and website (GT, LV).
2. Treasurer's Report – See Appendix A.
 - a. Received Christmas card from Pierre Poilievre
 - b. Draft Budget has been tabled for discussion. – See Appendix A.
 - c. Discussions on Budget:
 - i. Donations going out is down due to lower expected income from Shiverfest.
 - ii. General sentiment is to keep the budget low, if we bring in more than expected we can donate more.
 - iii. We currently do not have a budget for the Garage Sale; Should we put more effort into promoting this? Add \$100 for Garage Sale marketing in addition to the general marketing budget.
 - iv. Action: NH to re-draft budget. Motion to update budget: TR, NH
 - v. There will be a charge for the skate park for Shiverfest. GT to speak to MCPRA to get them to sponsor by booking carpark through them as they get it for free.
 - d. Motion to approve Treasurer's Report. BG, JH
3. President's Report – See Appendix B.
4. Events Report
 - a. Shiverfest is progressing. The toboggan race is going ahead. Sponsors are coming in. MCPRA are organizing the Tim Bits Hockey in the outdoor arena. Insurance for Toboggan run is covered by our insurance.
5. Transportation Report – See Appendix C.
 - a. No response to the email about bollards
 - b. Will be drafting a letter with Bike Ottawa citing the walk and cycling plans to promote connection of parks with bike paths.
 - c. The consultations on the Transportation Master Plan have started. GT encouraged all to do the Transportation Survey on www.engage.ottawa.ca
6. Membership Report – See Appendix D.
7. Communications Report – See Appendix E.

8. Other Business and Adjournment.

- a. Scott Moffatt is in Manotick in the New Year. We could ask him if there is anything that we have asked for that has appeared in the city budget? We can ask him to respond to all our ongoing projects. GT to contact Scott and suggest either a meeting with us in January or February
- b. Meeting Adjourned, JH, NH. Meeting adjourned 8:35pm

Next Meeting: Jan. 14th, 2020

Minutes Accepted:



Grace Thrasher; President

2020-01-14

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer’s Report

Nov. 2019	Opening balance	\$8,460.13
	<u>Revenue</u>	
	Membership	\$269.73
	GIC Interest	\$40.00
	Total Revenue	\$309.73
	<u>Expenses</u>	
	Judy Beltzner/YOMA	-\$40.00 (From Cash Box)
	Association expenses	-\$76.80 Bank, Room Rental, Printing
	Total Expenses	-\$116.80
	Nov. 30 balance	\$8,693.06 Bank balance (excludes \$40)
	<u>Liabilities</u>	
	Uncleared cheques	\$544.20 (Derby SS, Wreath, Website, City)
	Available balance	\$8,148.86
	Membership Cash Box	\$100.00
	Events Cash Box	\$229.50
	GIC	\$15,000.00
	GIC	\$8,000.00
	Reserved Funds	
	Derby reserve	\$4,000.00

MVCA 2020 Budget

	2019 Budget	2019 Estimate	2020 Budget	2020 with Picnic Grant
Revenue				
Membership	\$1,500	\$2,800	\$2,800	\$2,800
Shiverfest	\$4,367	\$4,830	\$4,600	\$4,600
Derby	\$6,869	\$6,239 *	\$6,200	\$6,200
Picnic in Park	\$979	\$231	\$1,500	\$200
Garage Sale	\$0	\$0	\$0	\$0
Dickenson Days	\$700	\$680	\$700	\$700
Grants	\$0	\$2,762	\$0	\$2,762
Donations	\$0	\$205	\$0	\$0
Investment Int.	\$115	\$273	\$547	\$547
Total Revenue	\$14,530	\$18,020	\$16,347	\$17,809
Expense				
Shiverfest	\$3,625	\$3,119	\$3,115	\$3,342
Derby	\$3,827	\$5,410	\$5,000	\$5,000
Picnic in Park	\$2,400	\$3,201	\$3,200	\$3,200
Garage Sale	\$20	\$0	\$0	\$0
Donations	\$2,815	\$2,335	\$1,500	\$1,500
Awards	\$1,000	\$1,000	\$1,000	\$1,000
Association	\$713	\$898	\$900	\$900
Marketing	\$300	\$0	\$300	\$300
Communication	\$700	\$381	\$500	\$500
Total Expense	\$15,360	\$16,344	\$15,515	\$15,742
Net Profit/Loss	\$830	\$1,676	\$832	\$2,067

*not including reserve

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

Appendix B. – President’s Report

President’s Report – November 2019

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

- Coordinated the All Candidates meeting held on October 15th.
- Chaired a meeting of the Task Force on Revitalization to finalize the draft plan.
- Attended 2020 Budget consultation at Osgoode Community Centre hosted by Councillors Moffat and Darouze. Prepared the 2020 Budget submission for MVCA.
- Reviewed documentation for Agriculture and Rural Affairs Committee meeting and attended the meeting on November 7. Included reports on amendments to Mahogany plan of subdivision and Omnibus amendments including rezoning of land for off-leash dog park in Beryl Gaffney.
- Responded to individuals providing feedback on draft Revitalization Plan
- Attended the monthly BIA meetings on October 11 and November 8.
- Followed up with Councillor Moffatt on truck study, Beryl Gaffney Park, Issue with water in Hillside Gardens
- Organized Shiverfest participation with My Little Preschool, CIBC, MCPRA, Manotick Cooperative Nursery and others.

Upcoming events:

- Meeting with committee opposed to new warehouse facility on Roger Stevens Drive and Highway 416 – date to be confirmed
- Task Force meeting on December 4th on action plan updates
- ARAC meeting on December 5 – 2020 budget and the Roger Stevens warehouse rezoning are two agenda items.
- Meeting with Donna Cooper of BIA to draft report for City on Main Street Revitalization Grant
- Meet with new owner of Village Square on Main Street about planned development
- Meet with Mark Raizenne about Beryl Gaffney Park.

Appendix C. – Transportation Report

Federation of Citizens Associations (FCA)

Ref: <http://secureservercdn.net/166.62.113.120/g4t.993.myftpupload.com/wp-content/uploads/2019/12/191130TM.pdf>

On Nov 30 I attended a workshop on the Transportation Master Plan (TMP) sponsored by the FCA held at Tom Brown Arena .

We were welcomed by Alec Cullen, Chair FCA Transportation Committee. There was then a slide show presentation by Robert Grimwood, Senior Manager , Sustainable Transportation , City of Ottawa. This slide show (see Ref) went over the times- lines and goals of the TMP which is to be completed by April 2022. Here are some highlights of the presentation:

- a. Building on the vision and guiding principles, policies in the Official Plan will be reviewed and updated to reflect best practices in transportation policy.
- b. Winter 2021: Mapping the Course
 - • Transit policies will be developed with the objective of growing transit ridership and mode share.
 - • Road policies will be developed that reflect the need to plan for access and accommodating sustainable modes under the assumption that road expansion will be limited.
- Fall 2021: The Path Forward
 - • Affordable road and transit networks will be developed using a holistic evaluation framework, including measures that reflect broad city priorities, such as land use, climate change, and equity impacts.
 - • A Final Study report will communicate Ottawa’s transportation vision and plans.

Maximize Walkability

- Build a Continuous, Well Connected Pedestrian Network
- Create a Walkable Environment
- Improve Pedestrian Safety and Promotion Develop a Great Cycling City
- Build and Maintain a Network of Quality Cycling Facilities
- Offer Attractive Intermodal Connections and Trip-end Facilities • Improve Cycling Safety and Promotion

Five Big Moves support the vision:

1. Growth Management – Growth through intensification for more complete communities
2. Sustainable Mobility – By 2046 the majority of trips will be made by sustainable transportation modes
3. Community and Urban Design – More sophisticated design at all scales

Appendix D. – Membership Report

Board of Directors MVCA Membership Report December 2019

November 2019

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1		69	6	7
<input type="checkbox"/> Paid Up Members as of November 30 = 352 some of these are Family Memberships but only one name on our list.				

Notes:

- Sent out 13 first renewal letters for December 2019
- Sent out 20 second renewal letters for Memberships that were due in October - November
- Sent out 36 second/third renewal letters for Memberships that were due between April – September

Respectfully submitted



Bonnie Gray
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Appendix D. – Communication Report



MVCA Communications Report
 To: MVCA Board of Directors
 Data from: November 1- 30, 2019

*Note – comparisons are to the previous month

Facebook

Number of posts	21	-16%
Page Views	78	-15%
Post Reach	972	-84%
Post Engagements	253	-66%

Twitter

Tweets	16	-35%
Impressions	5064	-50%
Profile visits	35	+63%
Mentions	2	-75%
Followers	669	+ 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	2	+50%
Followers	41	+32%

Website

Sessions	207	-20%	(compared to Oct 2019)
Page views	438	-49%	
New visitors	165	- 5%	
Avg. session duration	1 min 12 sec	-54%	
Bounce rate:	53.62%	+ 2%	
Acquisition			
Organic search	49.7%	- 4%	Direct 29.6% +5%
Social media	12.3%	- 1%	Referrals 8.4% + 8%

After the Home Page, the most visited pages were:

- Shiverfest
- Calendar
- MVCA Events
- Contact Us

Comments:

There were two spikes in activity on the website; one on November 5 and the other between November 11 and 13. It is not obvious what caused these spikes. On November 5, the most visited pages were Events and Calendar. During November 11-13 the most visited pages were Join the MVCA and Contact Us.

*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

Nov 2019