



**Board of Directors Draft Meeting Minutes
Wednesday January 11, 2025
12:00 pm
Bonnie Gray's Residence**

Call to order 12:05 pm

Present: Leeanne van der Burgt, Bonnie Gray, Catherine Seaman,
Randy Andersson, Lesley Peace, Jenny Murphy, Dave Head

Regrets: Irene Staron

Approval of the Agenda (revised re governance)

Moved: Bonnie Seconded: Leeanne Vote: Passed

Approval of Minutes of December 2, 2024

Moved: Bonnie Seconded: Randy Vote: Passed

Finance Report

Report previously circulated.

Approval of the Finance Report

Moved: Randy Seconded: Lesley Vote: Passed

2025 Budget

The 2025 budget proposal was discussed and a number of additions and changes were made. The amended budget was then considered.

Moved in principle: Bonnie Seconded: Leeanne Vote: Passed

Member and Volunteer Appreciation

Lesley led the discussion on a Volunteer and Member appreciation event. The tentative date is Saturday, March 1. The need for sponsorship or in-kind contributions was considered, as well as ways to express appreciation of volunteers. More details will be forthcoming.

President's Report

Report previously circulated.

Councilor Meeting

A number of community organizations met with Councilor Brown to discuss the truck traffic topic, including the roles various bodies might take on. Most felt it best to work together and be supportive of the Councilor.

Mid-term review

There was a wide ranging discussion of some key things done and that remain to be done.

- a) There is still a need for someone to assist with managing Memberships. The new CRM will change the role and make it easier.
- b) Discussions were held with the community police about community presentations. Of particular interest are break-ins, auto theft, and spam frauds. The police officer will get back to us on possible dates for meeting(s).
- c) The possibility of establishing Neighbourhood Watch programs could be a future project. Some residents have contacted Police Services and MVCA asking about this program.
- d) Installing a sidewalk from Bridgeport Road to Eastman is now a very pertinent issue. Jenny and Leanne are writing a letter from MVCA to the Councilor requesting expedited action on this.
- e) A second Community Collaboration meeting will be organized as the first one met widespread approval. Leanne will circulate the results of the first meeting to the Board for their consideration.
- f) Canada Day fireworks project still waiting application approvals, including grant requests.
- g) The Shiverfest Committee is proposing that the photo contest, normally part of Shiverfest be expanded to a full MVCA event to take place at the end of winter, with expanded categories and sponsors. MVCA will obtain permission to use submitted photos in future communications. The Board agreed to try it for this year and then reassess post event.

- h) The Communal CRM will be up and running by the end of the month.
- i) Neighborhood walkability, parking viz disabilities and complete streets integration are issues in Manotick and Jenny will be working on this.
- j) Jenny also discussed Emergency Preparedness week, which will be in May, and possible MVCA activities. It would be useful to work with other community associations on this. This week leads quite nicely into promoting water safety. Also a bike rodeo on a Saturday for kids is a possible event.

Annual Meeting date

It was agreed that Wednesday May 14th would be a good date for the Annual Meeting of members. *(Editorial Note added later: there are issues with this date so other possibilities in May are being considered.)*

Computer/Google training

This training will be organized online for board members.

Action: Leanne to organize.

Communications

Report previously circulated.

It was noted that website updates are ongoing.

Membership

Report previously circulated.

The membership list will be moving to the Communal CRM system which will help simplify how we maintain membership information and payments.

Outreach

Bonnie emphasized the need to specify who does what with respect to Events vs Outreach activities. Bonnie, Catherine, Leanne and Lesley will meet to more fully outline this.

Events

Report previously circulated.

Wellness and Accessibility Report

See i) and j) under mid-term review above.

Transportation Report

The committee will be meeting on the 15th of the month. The focus will be on completing the 2023 report on traffic now that the study information has become fully available. The BIA and Councilor are interested parties in this work.

Governance Report

Reports for December and January previously circulated. It was noted that the date of the next meeting of the committee in the January report is in error and the correct date is January 28th.

Approval of the TORs (Terms of Reference) of the Template, and of the Membership, Governance and Transportation committees.

Moved: Dave Seconded: Catherine Vote: Passed

Approval of the Job Description for committee members.

Moved: Dave Seconded: Bonnie Vote: Passed

Approval of Advisor Motion (attached)

Moved: Bonnie Seconded: Dave Vote: Passed

Approval of Volunteer Refreshment/Food Policy (attached)

Moved: Bonnie Seconded: Catherine Vote: Passed

Other Business

None.

Motion to Adjourn

Moved: Randy Seconded: Bonnie Time: 2:03

MOTIONS

a) Advisor Motion

Whereas the Governance Committee believes that the know-how and skill to generally operate MVCA rests with its President, Vice-Presidents and Directors; and

Whereas all persons elected or appointed to the Board of Directors are expected to undertake the responsibilities of one of the established Director positions; and

Whereas from time to time the Board of Directors may require advice in specific subject areas not normally part of its general operations, and whenever such advice is needed, a subject expert may be invited to advise the Board on that subject area as it relates to MVCA, and

Whereas the person advising the Board of Directors need only attend a Board meeting for the discussion of the specific subject area; therefore

It is **Moved** that the recent appointment of an Advisor to the Board should be rescinded, and that no such position should be established in the future.

b) Volunteer Refreshment/Food Policy Motion

Whereas an MVCA policy exist re food and drink for Volunteers, and

Whereas that policy is now viewed as being inadequate,

Therefore it is moved that the existing policy be rescinded and that the Volunteer Refreshment/Food Policy be approved.

Volunteer Refreshment/Food Policy

Rationale:

Manotick Village & Community Association (MVCA) values and respects the dedication of our MVCA volunteers at our events/outreach and wishes to ensure they stay well hydrated and in good health during an event.

Procedure:

- The Director of Events/Community Outreach will ensure water is available for participants should they require it at all events/outreach activities.
- Volunteers who participate at an event where MVCA is providing the food and, a volunteer participates for four (4) or more consecutive hours, MVCA will offer the volunteer a voucher for a free meal/food that it is being given or sold by MVCA at such an event/outreach.

MANOTICK VILLAGE AND COMMUNITY ASSOCIATION

Treasurer's Report

As at Dec 31, 2024

Opening Balance RBC as of 01 Nov 2024		<u>\$31,787.34</u>
Revenue		
Membership	\$	75.00
Memberships from Square	\$	0.00
Event - Shiverfest		
- Sponsorship	\$	200.00
	Total Revenue	<u>\$ 275.00</u>
Expenses		
GIC purchase	\$	20,000.00
Name Tags	\$	113.00
Manotick Messenger Ad #819	\$	395.00
Event Expenses		
- Lights for Frosty #817	\$	11.87
- Picnic in the Park #818	\$	211.43
- Signs (Xmas & Shiverfest) #820,#821	\$	233.91
- Derby Kart Storage #822	\$	400.00
Bank fee	\$	<u>4.95</u>

Additional Funding details

Investments

GIC	\$ 20000.00
Closing MVCA balance	<u>\$ 30,692.18</u>

Committed (Cheques Not Cashd Yet in Dec)

- #814 - Volunteer Canada (\$250.00)
- #815 - Legion #314 (\$65.00)
- #818 - PiP expenses (\$211.43)
- #820 / 821 - Signs (\$233.91)
- #822 - Derby Karts storage (\$400.00)

Cash Boxes

Membership cash box - \$(as of 30 Dec 2024)	\$ 100.00
Events cash box – \$(as of 30 Dec 2024)	\$ 184.50
Total Available Funds (as of 30 Dec 2024)	<u>\$ 30,976.68</u>



December 2024
President's Report

Attended the December BIA meeting.

Started discussions with another Community Association interested in sharing ideas about Emergency Preparedness.

Attended a meeting hosted by Councillor Brown on the topic of community collaboration and next steps on the topic of large truck traffic travelling through the village. MVCA's role in communication and official submissions to the City was confirmed.

Assisted with the judging of the Holiday Decorating Contest and distribution of signs to the winners.

Assisted with some logistics and social media postings for Shiverfest.

Reviewed the first draft of the MVCA Truck Traffic Study Report.

Village Voice

Content was written and submitted for the December 13th and 30th editions

Newsletter

The e-newsletter was issued on December 24 with holiday greetings.



MVCA Communications Report
 To: MVCA Board of Directors
 Data for: November 2024

MVCA Website:

After two months of unusual spikes in activity on the website, November's activity was back to normal and the spike at the end directly correlates to MVCA activity. The busiest days were the ones leading up to the Holiday Decorating Contest for registrations and then on November 29 there was another high activity day when the map and addresses were made public.

MVCA Website

	This Month	Last Month	
Session Starts	540	386	+39.9%
Page Views	786	590	+33.2%
Users	443	294	+50.6%
Avg Session	0:37	0:38	Decline 0:01 sec
Avg Pages/User	1.79	1.3	Improved 0.49

Acquisition

	This Month	Last Month	
Organic	39.8%	Direct	62.4%
Referral	20.4%	Organic	31.3%
Social	19.6%	Referral	3.4%
Direct	20.2%	Social	2.5%

Top 5 Most Visited Pages

This Month	Last Month
Holiday Decorating Contest	Home
Home	Planning & Development
Planning & Development	Soapbox Derby
In the Community	Membership
Shiverfest	Shiverfest

*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:

There was more activity on both the MVCA Facebook Page and Group. The top posts on the Facebook Page was the map of the parade route for the Parade of Lights including the street closure notice and the registration announcement for the Holiday Decorating Contest. In the Facebook Group the most popular posts were the ones for the Mittens for Mikey initiative and the details about the Parade of Lights. The top posts in X were reposts from the City including the announcement of the 2026 Wheelchair Basketball World Championship coming to Ottawa and information about winter recreation programs the dates for the City. The posts on Instagram were for the Holiday Decorating Contest.

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	14	12	+16.7%
Page Visits	875	475	+84.2%
Post Reach	12,334	3418	X3.6
Engagements	260	168	+54.8%

MVCA Group	This Month	Last Month	
Members	1964	1927	+1.9%
Posts	78	44	1.77%
Comments/Reactions	207	367	-43.6%

X	This Month	Last Month	
Posts/Reposts	8	10	-20%
Followers	852	864	-1.4%

Instagram	This Month	Last Month	
Posts	2	2	-
Avg Likes/Post	4	6	-33.3%
Followers	601	596	+0.8%

Members Newsletter – November insights

Poll

389 newsletters were sent in November. There were 53 responses to the quick poll. The question was: “Would you be interested in hearing about volunteer opportunities in our community?”

Yes - 50.9% No, I already volunteer - 34% No, I do not have a lot of time to offer – 15.1%

This supports the idea of community outreach and information about volunteerism here.

Top 3 Clicks per Newsletter

	#1	#2	#3
Nov 25	MVCA Newsletter Poll	Manotick BIA Events	Ward 21 Newsletter

2024

Newsletter

	Jan 9	Jan 23	Feb 6	Feb 20	March 5	March 19	April 30	May 17	June 30
Sent	394	400	401	399	399	394	390	393	376
Open rate	83.2%	81.8%	77.5%	83.0%	82.2%	79.4%	75.4%	75.3%	84.5%
Clicks	7.6%	9.3%	7.3%	12.0%	12.6%	7.1%	7.7%	9.9%	31.7%
Bounces	0	0	1	0	1	0	0	0	1
Unsubscribes	0	0	0	0	1	0	0	0	1

2024

Newsletter

	July 24	Aug 22	Sept 20	Oct 19	Nov 25
Sent	388	374	389	394	389
Open rate	78.2%	79.9%	79.6%	81.0%	77.8%
Clicks	19.7%	22.7%	20.4%	19.8%	17.6%
Bounces	2	0	1	2	2
Unsubscribes	0	0	0	0	0



Year over Year Comparison



Village Voice

The deadline dates for content to be submitted to the Messenger have been added to the Board Calendar. If there are any suggestions or requests for topics for the column, they can be sent to Leeanne Van der Burgt at president@manotickvca.org

MVCA Newsletter

The newsletter will be sent the week after the Board meeting. Content suggestions can be sent at any time to president@manotickvca.org



MVCA Communications Report
 To: MVCA Board of Directors
 Data for: December 2024

MVCA Website:

The use of the MVCA website increased significantly in December due to the Home Decorating Contest and the early posts about Shiverfest.

MVCA Website

	This Month	Last Month	
Session Starts	1298	540	X2.4
Page Views	1696	786	X2.2
Users	949	443	X2.1
Avg Session	0:26	0:37	Decrease 0:11
Avg Pages/User	1.83	1.79	Improved 0>04

Acquisition

	This Month	Last Month	
Social	45.8%	Organic	39.8%
Direct	27.2%	Referral	20.4%
Organic	22.3%	Social	19.6%
Referral	4.7%	Direct	20.2%

Top 5 Most Visited Pages

This Month	Last Month
Holiday Decorating Contest	Holiday Decorating Contest
Home	Home
Shiverfest	Planning & Development
Planning & Development	In the Community
Membership	Shiverfest

***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:

The activity on the MVCA Facebook Page in December was dramatic. While the number of posts was lower, the page visits were very high. The posts that attracted so much attention were for the Holiday Decorating Contest and the announcement for registration for the Chili Cook Off at Shiverfest. On the Facebook Group the most popular post was a photograph shared by a resident. On X the most viewed post was a re-post from Ottawa Fire Services about safety on the ice. On Instagram the posts were for the Holiday Decorating Contest and the Chili Cook Off registration for Shiverfest.

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	14	-42.9%
Page Visits	24,340	875	X27
Post Reach	6055	12,334	-50.9%
Engagements	152	260	-41.5%

MVCA Group	This Month	Last Month	
Members	1977	1964	+0.7%
Posts	53	78	-32.1%
Comments/Reactions	217	207	+4.8%

X	This Month	Last Month	
Posts/Reposts	6	8	-25%
Followers	852	852	-

Instagram	This Month	Last Month	
Posts	2	2	-
Avg Likes/Post	5	4	+25%
Followers	605	601	+0.7%

Members Newsletter – December insights

Poll

357 newsletters were sent in December. There were 49 responses to the quick poll. The question was: “Did you go out and see the entries for the Home Decorating Contest this year?” The responses were:

Yes – 24.5% No, I did not have time – 32.6% No, I did not know about it – 28.6%
 No, it is not something I am interested in – 14.3%

There appears to be opportunity to learn more about how to communicate events to our Members.

Top 3 Clicks per Newsletter

	#1	#2	#3
Dec 24	Rental information for Beaverwood Apartments	Holiday Decorating Contest Winners	Newsletter Poll

2024
Newsletter

	Jan 9	Jan 23	Feb 6	Feb 20	March 5	March 19	April 30	May 17	June 30
Sent	394	400	401	399	399	394	390	393	376
Open rate	83.2%	81.8%	77.5%	83.0%	82.2%	79.4%	75.4%	75.3%	84.5%
Clicks	7.6%	9.3%	7.3%	12.0%	12.6%	7.1%	7.7%	9.9%	31.7%
Bounces	0	0	1	0	1	0	0	0	1
Unsubscribes	0	0	0	0	1	0	0	0	1

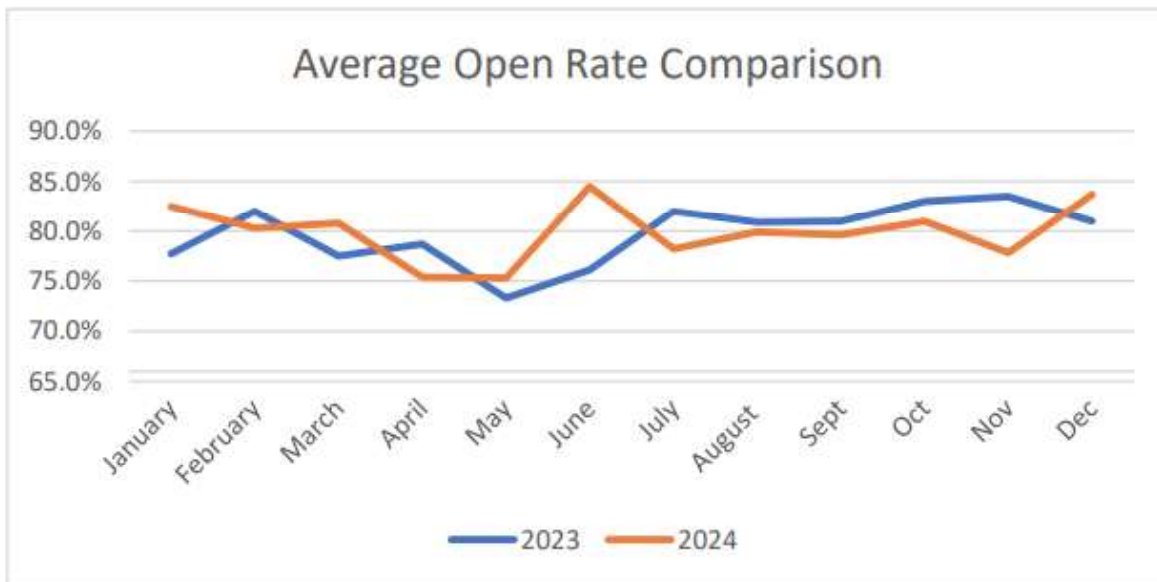
2024
Newsletter

	July 24	Aug 22	Sept 20	Oct 19	Nov 25	Dec 24
Sent	388	374	389	394	389	357
Open rate	78.2%	79.9%	79.6%	81.0%	77.8%	83.7%
Clicks	19.7%	22.7%	20.4%	19.8%	17.6%	29.2%
Bounces	2	0	1	2	2	1
Unsubscribes	0	0	0	0	0	0





Year over Year Comparison



Village Voice

The deadline dates for content to be submitted to the Messenger have been added to the Board Calendar. If there are any suggestions or requests for topics for the column, they can be sent to Leeanne Van der Burgt at president@manotickvca.org

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Interim Membership & Community Outreach VP Report December 2024



	New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
Dec			64	6	7
<ul style="list-style-type: none"> • Paid Up Members as of Dec 31, 2024 - 387 • Some of these are Family Memberships but only one name on our list. 					

- Added & updated renewal & new members
- Renewals sent out - eleven (11) Oct/November – 2nd & final notices, fifty three (53) Dec & Jan '24 & '25 1st notices
- Went through Constant Contact database and cleaned up the bounce backs, membership terms & renewal dates
- Worked on Governance projects & and attended Committee Mtg Dec 3
- Attended a meeting hosted by Councillor Brown along with MBIA & MCCATT, re: next steps for truck traffic going through the village and the hope that all groups will work together to a common objective.
- Helped secure bus for Festival of Lights with Manotick Place & participated in judging the Festive Lights contest
- Attended the BIA Mtg with our President.

Respectfully submitted,
 Bonnie Gray
 Interim Director of Membership, MVCA VP Community Outreach
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