



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

Tuesday, March 9th, 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: Paul Robinson; Eric Brisson

Apologies: NIL

Meeting called to order, 7:00 pm

ITEMS

1. Presentation on 5497 Main St. Project. Paul Robinson and Eric Brisson presented the latest plans for the new development and answered questions from the Board. Notable issues raised were car headlights shining in through resident's windows opposite the river; Increased traffic in the already congested Main St.; The proposed amenity area adjacent to Mac's Milk will become a hangout spot for youth; No provision for EV charging on site.
2. Approval of Minutes of Last Meeting & action items updates.
 - a. Motion to approve the minutes of last meeting: BG, NH, All in favour
3. Treasurer's Report (See Appendix A).
 - a. GIC is still to be renewed.
 - b. Motion to approve the Treasurer's Report: AS, TR. All in favour.
4. President's Report. (See Appendix B).
 - a. The response to the Official plan has been sent off.
 - b. There have been a few correspondences over issues raised in the newsletter.
5. Events Report.
 - a. Finished the Snow Person contest. The prizes were delivered to the winners. Several contestants said they wanted to do it again next year.
 - b. South Carleton School asked if we were doing the awards this year. Money was set aside in the budget for this in the event we did it this year. The critical factor will be demonstrating community engagement during this Covid season of lockdowns etc.
6. Membership Report (See Appendix C).
 - a. It has been a slow month. It was brought up that there was no confirmation notice that the renewal process was successful. LV to ensure automated responses for Square Space are turned on.
7. Communications Report (See Appendix D).
 - a. The social media engagement keeps growing. LV to do another membership push.
8. Transportation Report (See Appendix E)
 - a. We supplied Carley Scharf with transportation information we have to assist with the Rural Transportation Solutions Group (RTSG).
 - b. RTSG Report is in its final stages. Should be finalized by our next meeting.

- c. Some of the participants of the truck traffic working group have pulled out. It is now just Manotick and Greely working together.
 - d. Initial data collection and spreadsheet testing on truck traffic has been done by NH and LV. There are village volunteers that would be interested in becoming data collectors. At least two people will be needed to capture the data due to the volume of traffic.
9. Archiving Documents. It was decided to go ahead with the Microsoft One Drive basic 1 user subscription (\$6.40 + Tax per month) and use a single email for it. Login credentials can be shared with Directors. Policy will need to be established for password changes when Directors on and off the Board.
10. Other Business and Adjournment.
- a. AGM would normally be held end of May, beginning of June. There was discussion about postponing it till September as the last AGM was quite late due to Covid and whether it should be online or in person. Further discussion will be tabled for the future.
 - b. Anne Robinson has communicated her position on Beryl Gaffney, due to workload on other files, Beryl Gaffney was proving too much of a project for them. They would like to see other community associations come on board and Chair the task force.
 - c. GT to propose to Scott Moffatt, about a grant for upgrading the pedestrian bridge at Mahogany to take snow removal equipment. This would improve walkability. Other projects were considered including a community garden, tree planting, riverfront pathways from Mahogany to the village core.
 - d. Motion to adjourn the meeting: NH, BG. All in favour.

Meeting Adjourned, 8:58 pm
NEXT MEETING: April 13th, 2021

Minutes Approved:



Grace Thrasher; President
Date: 2021-04-13

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer’s Report

Feb 2021	Opening balance	\$11,735.06
	<u>Revenue</u>	
	Membership	\$86.49
	GIC Interest	\$14.79
	Matured GIC	\$20,000.00
	Total Revenue	\$20,101.28
	<u>Expenses</u>	
	Association expenses	-\$286.05 Bank, WIX mailboxes renewal
	Shiverfest expense	-\$35.00 from 2017
	Total Expenses	-\$321.05
	Feb. 28 balance	\$31,515.29
	<u>Liabilities</u>	
	Uncleared cheques	-\$135.00 FCA, Manotick BIA (snowman contest)
	Total Liabilities	-\$135.00
		\$31,650.29 Available balance
	GIC	\$0.00
	Membership Cash Box	\$120.00
	Events Cash Box	\$239.50
	Derby reserve	\$4,000.00

Appendix B. – President’s Report.

President’s Report –March 2021

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

- Attended the AGM of the Osgoode Village Community Association on February 22nd. They provided an update on the past year – focus on beautification, repairing lighting, spending more money on Christmas lights –and a financial report. They have increased their social media activity in support of local businesses.
- Judged the Shiverfest Snowperson Contest on March 1.
- Drafted and submitted presentation to Councillors and City staff on MVCA position on draft Official Plan. Circulated a copy to other rural community associations.
- Attended the Agriculture and Rural Affairs Committee meeting on March 4 where the Highcroft development was approved.
- Provided a letter of support to Manotick Culture Parks and Recreation Association for an application for funding for amenities in Centennial Park through the Canada Healthy Communities Initiative.
- Responded to various questions from members on truck traffic, speeding, noise complaints.

Appendix C. – Membership Report.

Board of Directors MVCA Membership Report March 2021

February 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
	2			1
<ul style="list-style-type: none">• Paid Up Members as of Feb 28 = 351 Some of these are Family Memberships but only one name on our list.				

Notes:

- Removed 8 Non-Renewals from Dec 2020 to the inactive list on Feb 1, 2021
- Processed new memberships/renewals on Excel & Constant Contact databases
- Working on Policy & Procedure Manual

Respectfully submitted



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Appendix D. – Communications Report.



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

The increased activity on MVCA's website in February appears to be traffic driven there by the energetic social media campaign regarding the City's Growth Management Strategy and social media posts about MVCA's Snowperson Building Contest. It is obvious by page visits that the future of Beryl Gaffney Park remains a topic of interest for the community. The change to a less favourable bounce rate can be attributed to visitor interest in specific topics with social media influencing traffic to visit specific pages.

On the MVCA Facebook page, the Snowperson Building Contest information and the Growth Management Strategy topic were the dominant posts of interest which is consistent with activity on the website. Members of both Facebook Groups continue to increase. This is the first time that the activity on the Manotick Neighbours Helping Neighbours Group has shown a decline in activity since it's creation last year. The activity on both groups has been information sharing among users and requests and recommendations. Twitter activity spiked last month, again appearing to be triggered by Growth Management Strategy and Snowperson Building Contest. Instagram continues to see increases in followers.

MVCA Website

	This Month	Last Month	
Sessions	476	335	+42.1%
Page Views	857	760	+12.8%
Users	380	261	+45.6%
Avg Session	1:24	2:32	-1:08
Bounce Rate	64.92%	58.21%	10.3 % decline

Acquisition

	This Month	Last Month	
Social	52.3%	Organic	46.8%
Organic	26.4%	Direct	28.5%
Direct	18.7%	Social	14.8%
Referral	2.6%	Referral	9.9%
Other	0%	Other	0%

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Growth Management	Membership
Beryl Gaffney Park	Snowperson Contest
Snowperson Contest	Beryl Gaffney Park
Membership	In the Community

*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 Page	This Month	Last Month	
Posts	49	35	+40.0%
Page Views	237	142	+66.9%
Post Reach	3696	2765	
Engagements	2231	2266	

MVCA Group

	This Month	Last Month	
Members	829	794	+4.4%
Posts & Reactions	383	218	+75.7%

Manotick Neighbours

	This Month	Last Month	
Members	1492	1437	+3.8%
Posts & Reactions	2793	3496	-20.1%

Twitter

	This Month	Last Month	
Tweets	17	24	-29.2%
Impressions	6127	4281	+43.1%
Profile Visits	127	199	-36.2%
Mentions	5	3	+20.0%
Followers	729	728	-

Instagram

	This Month	Last Month	
Posts (52)	6	4	+50.0%
Followers	267	248	+7.7%

February 2021

Appendix E. – Transportation Report

Rural Transportation Solutions Group (RTSG)

Leeanne and I are members of the Rural Transportation Group (me as MVCA and Leeanne as YOMA rep).

Carley Scharf -Rural CDF Program Coordinator Nepean, Rideau & Osgoode Community Resource Centre (NROCRC) received a United Way grant to work on rural transportation. NROCRC is non-profit charitable organization, and their services and programs are free. Grant from United Way of \$6100 for this activity. Five hours a week for Carley Scharf to work on this project.

The goals of the RTSG are to:

Seeking innovative and affordable transportation solutions in the rural area by collecting information regarding rural transportation, analyzing that information and formulating a unique transportation solution for rural communities in the City of Ottawa boundaries. This group originated based on a need voiced by rural community members to their service providers. The initiative thus far has been led by rural community member Ken Holmes and the rural serving CHRC's

The solutions that we are seeking for rural transportation are meant to be sustainable, innovative, affordable and realistic solutions that fall in line with the priorities of the master transportation plan and the new official plan. As we move forward on this project we plan to keep all 4 ward Councillors informed on the process and hope for their continued support.

Currently the group is planning on launching a survey in February 2021 to community members in order to collect information regarding residents' priorities and needs when it comes to transportation. We will also be running 2 - 3 focus groups in each rural ward.

Actions to date

Presentation to ARAC on Feb 4 by Ken Holmes (Carp) about Rural transportation and Internet access. Ken makes some very good points particularly the disconnect between City plans state and the failure to adhere to these plans. Sound familiar?

Draft letter to rural councillors to recommend people to serve on this committee.

Federation of Community Associations (FCA)

The FCA has completed a very thorough and comprehensive review of the Official Plan with respect to Transportation.

I am still going through their notes and have registered with the FCA Transportation Committee Meeting Feb 14. Very urban centric which is understandable. I noted two items so far as follows:

Recommendations

1. Improvement of sidewalk design standards. Particularly in the urban areas the frequency of curb cuts on the sidewalks negatively impact walking. (The grade angles this introduces on the sidewalks are dangerous to the elderly especially when icy in winter). Should there be a commitment to a redesign of sidewalk standards so that the curb cuts are less smooth for cars to get over in order to make the sidewalks more level for pedestrians.

Comment - dumb idea. Not good for wheel chair folks

7. What about a commitment to investigating the possibility of introducing some form of zone based fares for transit. (Is it reasonable that a 3km bus trip downtown should cost the same as a trip from the outer edges of the City to downtown?). Isn't the stated goal to add large increases in population into the existing built up area? So wouldn't making transit to be more affordable for citizens who choose to live in the existing built-up area be a policy enabling action?

Comment -very urban approach. This would penalize ruralites and go against what we want which is to encourage people to live in Manotick and other villages