



**MANOTICK VILLAGE & COMMUNITY ASSOCIATION**

**Approved Minutes**  
**Tuesday, July 12<sup>th</sup>. 2022**  
**7 pm – 9 pm**  
**Online Zoom Meeting**

**In Attendance:**

- Irene Staron, *President* (IS)
- Theresa Roberts, *VP Events* (TR)
- Zachary King, *Treasurer* (ZK)
- Bonnie Gray, *Director of Membership* (BG)
- Steve Levecque *Director Transportation* (SL)
- Leeanne Van der Burgt, *Director Communications* (LV)
- Peggy St. John Member at Large (PS)
- Doug Valerio, *Secretary* (DV)
- Grace Thrasher *Previous President* (GT)

**Guests:** NIL

**Apologies:** NIL

Meeting called to order, 7:00 pm

**ITEMS**

1	Motion to approve the Minutes of Last Meeting & action items updates				
	Moved:	TR	Second:	BG	Carried
2	Treasurer's Report. (See Appendix A)				
	<ol style="list-style-type: none"> <li>1. Fee for Dickinson Day table rental will appear in July report.</li> <li>2. RBC have given us some options for GICs. 1.8% cashable 1 year GIC, or wait for interest rates to increase.</li> <li>3. IS to get signing authority for the MVCA Account</li> <li>4. E-transfers have been requested by some members. There is a risk as the auditors flagged, that the account is in the Treasurer's personal email address. This poses a risk of MVCA funds going into personal accounts. While there are procedures that can be adopted to track e-transfers, it has been strongly suggested that we have a dedicated Treasurer's email account that can be exclusively used to avoid future issues.</li> <li>5. GT to contact Judy Beltzner and Daryl Webber thanking them and informing them of the decision to donate to their chosen charities.</li> </ol>				
	Decision: Leave GIC decision until the next Board meeting.				
	Motion: to accept the Treasurer's Report as presented:				
	Moved:	BG	Second:	TR	Carried

Motion: In recognition of outstanding work done by Judy Beltzner in facilitating our All-Candidates event, and Daryl Webber for running the cotton candy stall at the Dickinson Day event; It is motioned that the MVCA make a donation of \$50 to a charity each of their choice.				
Moved:	BG	Second:	LV	Carried
3	President's Report. (See Appendix B)			
	Discussion:			
	<ol style="list-style-type: none"> <li>1. We have been asked to have another All Candidates meeting for the municipal election. TR to speak to Cathy Bertinato as to what dates would be best. A date will be made next meeting.</li> <li>2. IS to review</li> </ol>			
	Decision:			
4	Events Report.			
	Discussion:			
	<ol style="list-style-type: none"> <li>1. Garage Sale 36 people signed up. There is a lot of work putting the map together. There was an issue with a lot of stuff being dropped off at the St. Vincent de Paul truck well before the time we asked for.</li> <li>2. Allan Haan has handed the Derby Book to the MVCA. We are late in starting on this.</li> <li>3. Picnic in the Park. We have had a meeting. Food will not be charged for.</li> </ol>			
5	Membership Report. (See Appendix C)			
	Discussion: NIL			
6	Communications Report. (See Appendix D)			
	Discussion: NIL			
7	Transportation Report. (See Appendix E)			
	<ol style="list-style-type: none"> <li>1. Need to have a discussion around the broader transportation strategy for Manotick. Table this discussion for September.</li> <li>2. Speeding can be reported on the OPP website. The more reports they get the higher response rate.</li> </ol>			
8	Soap Box Derby			
	Discussion:			
	<ol style="list-style-type: none"> <li>1. We will be changing the name of the Derby to the Allan Haan Soapbox Derby, as a tribute for Allan's years of putting on this event.</li> <li>2. A draft budget was presented to the Board.</li> </ol>			
	Motion: Approve the Budget in principle			
Moved:	BG	Second:	LV	Carried
9	Other Business			
	Discussion:			
	<ol style="list-style-type: none"> <li>1. Vulnerable Sector Check privacy policy needs to be reviewed.</li> <li>2. MCPRA has reached out and are doing events again. They would like to know what the other local organizations are doing.</li> <li>3. Parks Dedication Bylaws are being reviewed. This may mean less park space for new developments. We need to keep an eye on this.</li> </ol>			

	<p>4. Pickle Ball courts. They are struggling to get this proposal through with opposition by local residents.</p> <p>5. Suggested that we look at a more effective method of board communication than email. Discuss at a future Board meeting.</p>				
10	Motion to adjourn the Meeting:				
	Moved:	ZK	Second:	PS	Carried

Meeting Adjourned, 8:37 pm

NEXT MEETING: September 13th, 2022

Minutes Approved:

Irene Staron; President

Date: 2022-09-13

Appendix A. – Treasurer’s Report.

<b>Manotick Village and Community Association</b>			
<b><u>Treasurer's Report</u></b>			
<b>June 2022</b>	<b>Opening balance</b>	<b>\$31,432.10</b>	
	<b><u>Revenue</u></b>		
	Membership	\$343.42	
	Event Revenue	\$1,090.00	DD Pop Corn & Floss
	<b>Total Revenue</b>	<b>\$1,433.42</b>	
	<b><u>Expenses</u></b>		
	Bank fees	-\$3.75	
	Association Exp	-\$40.95	AGM Hall Rental
	Awards/Grants	-\$500.00	SCHS Student Award
	<b>Total Expenses</b>	<b>-\$544.70</b>	
	<b>June 30 2022 balance</b>	<b>\$32,320.82</b>	
	<b><u>Liabilities</u></b>		
	uncleared cheque	\$500.00	1 Student Award (St.Marks)
	<b>Total Liabilities</b>	<b>\$500.00</b>	<b>\$31,820.82 Available balance</b>
	Membership Cash Box	\$100.00	
	Events Cash Box	\$276.75	
	Derby reserve	\$3,229.50	

## Appendix B. – President’s Report.

### PRESIDENTS REPORT - JULY 12

#### 1. AGM - acting Secretary

prepared/drafted/issued minutes on behalf of DV

Prepared & presented tribute of appreciation to GT on behalf of Board

Introductory meeting w/Councillor Moffatt

Introductory meeting w/2 candidates running for municipal election

2. Transition meeting w/Grace , received MVCA files & list of President responsibilities & process including contact list and schedule for meetings ( ARAC, MCPRA, BIA, FCA), links to Engage Ottawa (Transportation Master Plan, Waste Management Consultations), president email inbox.

NOTE: GT will continue her work on re-initializing ‘Revitalization Task Force’ w/Sheila King.

NOTE: MCPRA currently without President

3. FCA - attended FCA AGM via Google Meet. New President elected (Robert Brinker).

4. Newsletter/Village Voice - drafted & submitted content for publication

5. General - subscribed to City of Ottawa Newsletter, Scott Moffatt Newsletter for ongoing updates of interest/impact to MVCA.

#### TO-DO’s

1. Dickinson Days - send thank you email to White Horse Creations who donated custom engraved Manotick coasters & sign.

NOTE: Board discussion required on what to do with donated items - prizes/give-aways at event?

2. Set MVCA priorities for 2022/2023

It was suggested we focus on 3 priorities

To discuss w/ Board

- Truck Traffic Task Force

- Affordable Housing Bill - upcoming development projects

- Association Admin - Insurance - covered for 1 more year. Then what? Confirm details.

If becomes additional expense thereafter need to investigate options to cover extra costs

NOTE: this should probably be assessed as a separate item with investigation/input from President, Treasurer, Membership

- Events - Municipal Elections - All Candidates Meeting - venue, dates, list of questions etc.

3. Schedule courtesy intro meetings/calls/ w/ Rod Brazier, Jeffrey Morris, Donna Smith, and members of City Planning Committee (municipal councillors).

NOTE: Leeanne is our liaise w/FCA and will continue to keep me apprised of important items.

## Appendix C. – Membership Report.

### May & June 2022

	New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
May	2	5	0	2	4
June	1	4	26	7	3
<ul style="list-style-type: none"><li>• Paid Up Members as of June 30: 418</li><li>• Some of these are Family Memberships but only one name on our list.</li></ul>					

#### Notes:

- June 21, Nine (9) 1<sup>st</sup> renewal membership letters sent (July 2022)
- June 20, Fourteen (14) 2<sup>nd</sup> renewal membership letters sent (May/June 2022)
- June 20, Three (3) final renewal letters sent (April), will be moved to inactive list on June 30 if not renewed
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early, nonpayment etc.)
- Participated in Dickinson Day, manning the booth. Only one membership sold due to the high volume of cotton candy & popcorn sales (well done Theresa & Daryl). Congrats to Theresa who was blindsided by the power situation & placement of our tent for rearranging this on the fly!
- Participated in the Garage Sale. Helped Theresa with distribution of signs & donation jars, set-up & clean up. Spent the day with Canadian Guide Dogs for the Blind as the recipient of the Garage Sale proceeds. They were pleased with the day and how the event went. Puppy Walkers visited throughout the day. Thanks to Doug for the use of the Church for the Guide Dogs table and all those who helped set-up and did break down.

Respectfully submitted,



Bonnie Gray  
Director of Membership, MVCA  
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## Appendix D. – Communications Report.



MVCA Communications Report  
To: MVCA Board of Directors  
Data for: June 2022

The website activity was busy leading up to and during the Community Garage Sale and then slowed again after the event. There were fewer topics to post after that as well. The Bounce Rate decline supports the assumption that visitors in June were coming to the site for singular purpose.

### MVCA Website

	This Month	Last Month	
Sessions	1495	1411	+5.9%
Page Views	2524	2330	+8.3%
Users	1023	1239	-17.4%
Avg Session	1:25	1:35	0:10 decline
Bounce Rate	67.02%	53.92%	13.1% decline

### Acquisition

	This Month	Last Month	
Organic	43.4%	Direct	58.9%
Direct	30.1%	Organic	22.5%
Social	22.4%	Referral	11.7%
Referral	4.0%	Social	6.8%
Other	0.1%	Other	0.1%

### Top 5 Most Visited Pages

This Month	Last Month
Community Garage Sale	Home
Home	Community Garage Sale
MVCA Events	Membership
Membership	MVCA Events
Contact	Contact

### \*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.

Social media activity levelled off in June after an exceptionally busy month in May. The reduction in posts can be attributed to fewer topics and to the primary contributor not able to post as frequently. The responses to posts on the Facebook page indicate that they were relevant to the audience. The Community Garage Sale sparked that activity. June is often a busier month for many in the community and this could account for the slower rate of posts in the Groups. The second most popular Tweet was for a Sticks 'n Stones concert. This could support the assumption residents remain eager for events and activities as well as the local support that prevails for the band.

### 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	7	19	-63.2%
Page Views	180	151	+19.2%
Post Reach	2946	2563	+14.9%
Engagements	56	106	-47.2%

### MVCA Group

	This Month	Last Month	
Members	1135	1094	+3.7%
Posts	30	38	-21.1%
Comments/Reactions	217	206	+5.3%

### Manotick Neighbours

	This Month	Last Month	
Members	3534	3506	+0.8%
Posts	492	609	-19.2%
Comments/Reactions	11,112	13,137	-15.4%

### Twitter

	This Month	Last Month	
Tweets	3	9	-66.7%
Impressions	780	3431	-77.3%
Profile Visits	373	1011	-63.1%
Mentions	7	11	-36.4%
Followers	822	818	+0.5%

### Instagram

	This Month	Last Month	
Posts	3	4	-25%
Followers	392	383	+2.3%

May 2022





MVCA Communications Report  
 To: MVCA Board of Directors  
 Data for: May 2022

The website activity increased dramatically in May after a slower month in April. The peak of activity was near the end of the month. The page visits suggest that the Community Garage Sale was a draw to the site. The improved Bounce Rate indicates movement around the site rather than single page visits.

#### MVCA Website

	This Month	Last Month	
Sessions	1411	414	X3.40
Page Views	2330	673	X3.46
Users	1239	356	X3.48
Avg Session	1:35	0:50	0:45 improved
Bounce Rate	53.92%	73.19%	19.3% improved

#### Acquisition

This Month		Last Month	
Direct	58.9%	Organic	43.3%
Organic	22.5%	Direct	41.6%
Referral	11.7%	Social	12.7%
Social	6.8%	Referral	2.5%
Other	0.1%	Other	0

#### Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Community Garage Sale	Community Garage Sale
Membership	Membership
MVCA Events	MVCA Events
Contact	Board Members

#### \*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.

May was an active month on MVCA social media. The photo of Grace receiving her award was one of the most active posts. The All Candidates Meeting and the Community Garage Sale attracted participants. Facebook was used frequently by residents during the power outage. This could explain the decline in Reach and Engagements on the Facebook page while the Groups were especially active.

#### 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	19	12	+58.3%
Page Views	151	68	X2.22
Post Reach	2563	2738	-6.4%
Engagements	106	343	-69.1%

#### MVCA Group

	This Month	Last Month	
Members	1094	1090	+0.4%
Posts	38	24	+58.3%
Comments/Reactions	206	34	X6.1

Manotick Neighbours	This Month	Last Month	
Members	3506	3369	+4.1%
Posts	609	340	+79.2%
Comments/Reactions	13,137	2198	X5.9

#### Twitter

	This Month	Last Month	
Tweets	9	3	X3
Impressions	3431	707	X4.9
Profile Visits	1011	115	X8.8
Mentions	11	0	-
Followers	818	805	+1.6%

#### Instagram

	This Month	Last Month	
Posts	4	4	-
Followers	383	379	+1.1%

May 2022

## Appendix E. – Transportation Report.

### **Transportation Report – June 2022**

Activities this past month include

- Provided input to various reports and projects,
- Supported Dickinson days and AGM
- Reviewed rural transportation documents – third survey on the horizon
- Asked city for an update on Bridge and Main and Earl Armstrong – nil response.