



**Board of Directors Meeting Agenda
February 12, 2025
7:00
Via Zoom**

Call To Order: 7.05 pm

Present: Leeanne, Bonnie, Jenny, Cathy, Dave

Regrets: Randy, Lesley, Irene

Approval of the Agenda, as amended

Moved: Bonnie

Seconded: Cathy

Vote: Carried

Approval of Minutes of January 8, 2025

Moved: Cathy

Seconded: Leeanne

Vote: Carried

Approval of Minutes of January 29, 2025

Moved: Cathy

Seconded: Leeanne

Vote: Carried

Approval of the Finance Report

Moved: Dave

Seconded: Cathy

Vote: Carried

It was noted that all cheques for Shiverfest had been processed.

President's Report

Report previously circulated.

The notes on the community collaboration meeting are to be circulated to participants with a request for feedback on what to deal with next.

A document outlining the split of responsibilities between events and outreach activities (i.e. between Cathy and Bonnie) is available on the shared drive.

Bonnie and Leeanne collaborated on the community policing town hall sessions and another will be organized in the future. Much interest was shown in Scam & Fraud. Jenny will take the lead.

MVCA is responsible for maintenance of the mural on the arena exterior wall. Because of the flower bed beneath it possible that scaffolding cannot be used, so a bucket lift may be required. This will likely happen in the summer.

Communications

Report previously circulated. It will be updated by adding the latest poll results.

There was a huge spike in unexplained access to the website on January 12. The open rate and clicks on the website has significantly increased. There is interest in the soap box derby already. A winter cart building demonstration might be an idea for families to work on building a cart over March break. This would also allow cart inspections ahead of time and avoid having someone disqualified on the day of the event if their cart is not deemed safe.

Activity on X is small and followers have decreased while access on Instagram is increasing.

The next poll in the newsletter will be about reaction to Shiverfest.

Events

Report previously circulated.

There was a lengthy review of Shiverfest. It was considered to have been very successful, and in particular the chili competition and face painting. A number of observations and suggestions for improvement for next year were brought forward, which Cathy will be able to take to the Shiverfest committee for its consideration.

The motion for the donation to MACAW was stayed, pending the final Shiverfest financial report from the Shiverfest Committee.

Councillor David Brown

The councillor provided an update on a number of issues of concern to Manotick.

The city's decision to dispose of its three buildings in Manotick, two across from Watson's Mill, the Carriage Shed and Dickinson House, is now public. They may be taken over by the Watson's Mill, as maintenance could be financed through provincial grants, which previously was not possible when the buildings were municipal property. The councillor's priority is to maintain public access to these buildings

The speed camera on Bridge Street at the elementary school is now active.

A second speed camera, to be located on Bankfield will likely be put into service in the fall. Its location is restricted by provincial rules.

The councillor also discussed issues around sidewalks and pedestrian crosswalks on Manotick Main, and the winter cleaning of asphalt walkways.

There was a brief discussion of speed limits in Manotick. Possibilities for reductions are limited by provincial rules. Some reduction on Manotick Main might happen after the roundabout at Bridgeport is built.

Outreach

Report previously circulated.

An all-candidate debate re the provincial election will be held on February 20th at 7:00 pm. The PC candidate will not attend.

There were a number of learnings from the community policing town hall which will help improve future ones. Another town hall meeting will be organized during safety week on boating safety.

Membership

Report previously circulated.

Someone to take over managing membership from Bonnie is still needed.

Names of new members are to be added to the CRM.

Wellness and Accessibility Report

Jenny is anticipating activities during Emergency Preparedness Week – May 4 to 10.

Other topics that will be worked on include something with respect to farm animals, water safety, booking a bike rodeo , and perhaps an adult bike safety program.

Transportation Report

Notes on the committee meeting of January 30th are to come.

The use of drones for obtaining traffic data has now started.

Manotick Concerned Citizens Against Truck Traffic is looking to present its report on truck traffic to MVCA in April.

Governance Report

Report previously circulated.

The next topic to be worked on is a review of the MVCA Manual.

Other Business

The MVCA letter re sidewalks has been sent to David Brown's office.

Once the Watsons Mill properties become property of Watson's Mill, MVCA may need to look at the electricity needs for the Dickenson Day booth.

Information re the all-candidates town hall will go out ASAP along with request to send in questions for candidates to address.

The volunteer appreciation occasion will be held March 1st. Lesley will report on details later.

Motion to Adjourn: 8:49 pm

Moved: Leeanne Seconded: Dave

MANOTICK VILLAGE AND COMMUNITY ASSOCIATION

Treasurer's Report

As at Jan 31, 2025

Opening Balance RBC as of 01 Jan 2025		<u>\$10,692.18</u>
Revenue		
Membership	\$	175.00
Memberships from Square	\$	170.00
Event - Shiverfest		
- Sponsorship Square	\$	1025.00
-Sponsorship - bank	\$	800.00
	Total Revenue	<u>\$ 2,170.00</u>
Expenses		
Event Expenses		
- Fire Permit #824	\$	15.00
Bank fee	\$	<u>3.75</u>
Total Expenses		<u>\$ 18.75</u>
Closing Balance RBC as at 31 Jan 2025		<u>\$12,843.43</u>

Additional Funding details

Investments

GIC	\$	20000.00
Closing MVCA balance		<u>\$ 32,843.43</u>

Committed (Cheques Not Cashd Yet in Jan)

#814 - Volunteer Canada (\$250.00)

Cash Boxes

Membership cash box - \$(as of 30 Dec 2024 - \$\$ not available for current report)	\$	100.00
Events cash box – \$(as of 30 Dec 2024 - \$\$ not available for current report)	\$	184.50
Total Available Funds (as of 30 Dec 2024)		<u>\$ 33,127.93</u>



January 2025
President's Report

Attended the MVCA Governance Committee Meeting.

Prepared the Community Collaboration notes for distribution.

Worked with the Shiverfest Committee Chair to add information to the website, plan updates and determine the social media strategy.

Attended the Manotick BIA Annual Meeting. Was invited to promote Shiverfest at that meeting. Discussed opportunities for businesses to promote specials during Shiverfest and MVCA's commitment to help share information.

Chaired the monthly MVCA Board meeting.

Met with MVCA Outreach and Events to finalize roles and responsibilities, specific events and activities and criteria for determining the leads for new initiatives.

Worked with Communal on the transition to the new CRM.

Chaired the MVCA Transportation Committee meeting.

Prepared and facilitated two workshops for MVCA Board members on using Google Workspace.

Met with the Community Centre and spoke with several mural artists about some maintenance on the mural on the exterior wall of the Community Centre.

Had several conversations with Councillor Brown and his office on topics of importance to the community including large truck traffic, speed cameras, sidewalks and pathways.

Assisted with the promotion of the February Town Hall meetings with Ottawa Police Service.



MVCA Website:

There was a spike in activity on the website on January 12. It is not clear what the cause was. There is no immediate evidence of overseas bots activity.

MVCA Website

	This Month	Last Month	
Session Starts	1756	1298	+35.3%
Page Views	14,919	1696	X8
Users	1309	949	+37.9%
Avg Session	3:35	0:26	Improved 3:09
Avg Pages/User	11.52	1.83	Improved 9.69

Acquisition

This Month	Last Month		
Direct	46.9%	Social	45.8%
Organic	32.9%	Direct	27.2%
Referral	15.7%	Organic	22.3%
Social	4.1%	Referral	4.7%
Unassigned	0.4%		

Top 5 Most Visited Pages

This Month	Last Month
Home	Holiday Decorating Contest
Shiverfest	Home
Planning & Development	Shiverfest
SoapBox Derby	Planning & Development
Contact	Membership

***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 declined in January. This is predictable as December was busy with Christmas in the Village and the Holiday Decorating Contest. Members of the Facebook Group continue to increase. There were a decline in activity which again correlates to the difference between activity in the community in December compared to January. On X the most viewed post was a re-post from RVCA about ice safety. On Instagram the top post was for the Community Safety Town Hall meetings.

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	6	8	-25.0%
Page Views	20172	24,340	-17.2%
Post Reach	5965	6055	-14.9%
Engagements	192	152	+26.3%

MVCA Group	This Month	Last Month	
Members	1993	1977	+0.8%
Posts	67	53	+26.4%
Comments/Reactions	137	217	-36.9%

X	This Month	Last Month	
Posts/Reposts	5	6	-16.7%
Followers	841	852	-1.3%

Instagram	This Month	Last Month	
Posts	2	2	-
Avg Likes/Post	8	5	+60%
Followers	615	605	+1.7%

Members Newsletter – January insights

Poll

350 newsletters were sent in January. The Town Hall Meetings and safety were the inspiration for the poll question: "What is of top concern for you, if any, as a resident in our community?"

There were 97 responses:

Top 3 Clicks per Newsletter

	#1	#2	#3
Jan 31	Quick Poll in the Newsletter	Community Safety Town Hall Meetings	Chic Time in the Tick information

2024

Newsletter

	Jan 9
Sent	350
Open rate	83.1%
Clicks	28.4%
Bounces	1
Unsubscribes	0

January/February Events Report

Shiverfest:

- attended 3 planning committee meetings
- followed up on sponsorships to ensure they were paid
- secured and followed up with donors for prizes for Trivia and Bingo
- put up promotional signs at 4 entrances to Manotick
- enlisted volunteers for the various events
- participated in the many Shiverfest events, including accompanying Frosty 🐻 on his rounds Friday and Saturday.
- many thanks to the Board members who helped with the Shiverfest events. The Committee is so grateful for your involvement!

Governance Committee:

- attended the January meeting to provide input for the volunteer waiver form and begin work on the sponsorship guidelines.
- started working with David to develop a sponsorship template.

Community Safety Town Hall:

- attended the afternoon session, and helped clean after the evening session. What a well-received event to have hosted for our residents!

Photo Contest:

- with the help of Leeanne, prepared and presented a proposal to the Board for a 2025 Winter Photo contest. Motion was approved (thank you all!!)
- Leeanne prepared the website and promotional materials in time for launching at the start of Shiverfest.
- Leslie secured a sponsor for the event (bravo!!), who will cover \$500 of the expenses for the contest.

Other:

- added a list of places to post promotional materials to Google Drive, which has already been updated by Bonnie 🙏



Membership & VP Report MVCA January 2025

	New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
Dec 2, 2024 – Jan 31, 2025	2	7 5	27	6 8	4

• Paid Up Members as of Jan 30: 389 Some of these are Family Membership with only one name on our list. Non renewals from Dec 2-Jan 31 Seven (7)

- Added & updated Nov/Dec/Jan renewal & new member info, prep. Data base to transfer to new
- Produced a chart with various rental rooms in the village with prices, contacts, room capacity etc.
- Prep work and coordination for Town Hall meeting in conjunction with Ottawa Police services & Manotick United Church. Thank you to Lianne for doing the posters and helping distribute them.

Attended:

- MVCA Christmas Party, Jan 10, Bd Mtg
- Dec. 3, '24, Jan 6, '25, Jan 28 Governance Meetings
- Dec 7, Mtg with Councillor, Community Group re Trucks
- Dec. 13, '25, Jan 10, '25 AGM, BIA
- Dec 16, '24, Jan 16, '25, Jan 30 Transportation Meeting
- Dec 19, Participated in judging Festival of Lights
- Jan 16, Outreach/Events Meeting – a list was developed to determine which events fell under which Board Member. It was decided that each Director would work in tandem to help where needed
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Respectfully submitted,

Bonnie Gray
MVCA VP, Director of Community Outreach
Interim Director of Membership
(h) 613.692.4436



Governance Committee Report

To: Board Of Directors

Date of Report:
03 Feb 2025

From: David Head

Date of Meeting:
28 Jan 2025

Subject: Meeting Minutes

Attendees: Bonnie Gray, Leeanne Van der Burgt, Kimberly Saunders, Catherine Seaman, David Head

The committee met at 7:00 pm at the home of Bonnie Gray. The topics considered were sponsorships and liability/waivers.

The committee discussed how MVCA had managed sponsorships to date to understand the nuances involved in the variety of ways these had been used. Various sponsorship levels were discussed as was the need to make it clear to sponsors what they would be getting for their money. While each event committee will manage their sponsorships, use of a template would be a way of ensuring a consistent structure that provides transparency to sponsors and assists in budgeting.

Action: Dave and Catherine to draft a sponsorship template which event committees would use before determining their budget.

The committee also considered the need for volunteers to register for working at events and to complete a liability waiver. Registration of volunteers with a liability waiver for each event is needed for our insurance coverage and to ensure we have emergency contact information should this be required. This should be a simple form that could be filled out either before or at the day of the event. However, the City may soon require Vulnerable Sector Checks for events with city funding and insurance coverage, which may modify how we proceed.

Action: Kimberly to draft a form for MVCA based on the medium length example previously circulated.

Next Meeting: February 25 at 2:00 pm. The agenda to include review of the existing policy manual.