



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

2023-01-10

7 pm – 9 pm

5492 Riverside South, Manotick, ON

In Attendance:

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

Guests: David Brown, Tej Dulat,

Apologies:

Meeting called to order, 7:04 pm

ITEMS

	Chair's Opening Remarks, Approval of Agenda				
1	Motion to approve the Minutes of Last Meeting				
	Discussion:				
	1. November and December tabled				
	Motion to accept the minutes:				
	Moved:	BG, TR	Second:	LV, BG	Carried
2	Treasurer's Report. (See Appendix A)				
	Discussion:				
	1. Monies in the Square accounts have been deposited into the general Account.				
	2. ZK has tendered his resignation. All of the Treasurers files have been returned and everything is in order, ready for the next Treasurer to be appointed.				
	3. The Board thanks Zachary for all of his work while on the Board.				
	4. Recommended to put \$20k in a 1 year GIC with RBC.				
	Decisions: NIL				
	Motion: to approve the Treasurer's Report:				
	Moved:	LV	Second:	PS	Carried
3	President's Report. (See Appendix B)				
	Discussion:				
	1. December was a quiet month. Meetings with David Brown and doing the newsletter.				
4	Events Report.				
	Discussion:				

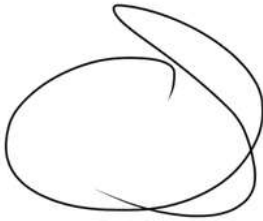
	<ol style="list-style-type: none"> 1. The waiver form for the toboggan race was circulated. It was agreed to use it as it stands. 2. Shiverfest planning is moving along. Postcards will be distributed to businesses. 3. Advertising is going out. A call is going out for volunteers. 4. Getting City permits is proving difficult online and the paperwork is much more than in previous years.
5	Membership Report. (See Appendix C)
	Discussion: Numbers are fluctuating. A lot of families are renewing as singles. We have 100% renewals from out in person membership drive.
6	Communications Report. (See Appendix D)
	Discussion: NIL
	Decision: NIL
7	Transportation Report.
	<p>Discussion:</p> <ol style="list-style-type: none"> 1. Introductions 2. David Brown had a meeting with the Mayor about truck traffic. Needs a citywide traffic study. This is not part of the City's plan or budget. \$400,000 is needed for the study. 3. Earl Armstrong needs to be extended all the way from Bank to the highway. Environmental study and feasibility study to be done for a 4 lane highway. Budget \$50m 4. The City will not change truck traffic route out of Manotick until there is a viable alternative route. 5. There is the political will to take the trucks out of Manotick. The biggest problem is money. 6. The Bridge and Main intersection study has recommended \$30k to modify the intersection for pedestrian safety. 7. One option is to divert Northbound traffic on Rideau Valley Rd to use Century Rd instead of coming through the village. 8. There is no update on truck restrictions at night. 9. DB is looking in to funding a traffic count on Vimy and Bridge St. out of his personal budget. 10. Tej Dulat will be working with the Councillors office to see what we can do to to keep things moving. 11. Tej left the meeting 7:40pm.
8	Other Business
	<ol style="list-style-type: none"> 1. Complaint and Incident Policy was tabled. Motion to accept the policy as circulated. BG, LV. Carried. 2. Please have Role descriptions in by the end of January. 3. DB, Pickle Ball will be moving out of Manotick. It has been suggested to move to Rideau Forest. 4. LV, TR and BG to pull the Financial EOY report together. 5. Treasurer duties will be handled by the Team until we have an interim Treasurer. BG has the key and 2 lockboxes and the ledger. PS has the key for the P.o. box. LV will be taking the Treasurer's file box. After Shiverfest, TR has volunteered to be interim Treasurer.

	6. IS will circulate 2022 City Budget. Board to review and give recommendations by Feb 1 st .				
13	Adjournment				
	Motion to adjourn				
	Moved:	IS	Second:	TR	Carried

Meeting Adjourned: 9:44 pm

NEXT MEETING: Feb. 16, 2023

Minutes Approved:



Irene Staron; President

Date: 2023-02-16

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association		
Treasurer's Report		
DEC 1st 2022	Opening balance	\$32,246.41
	Revenue	
	Membership	\$20.00
	Membership Square Deposit	\$705.00
	Shiverfest 2023 Sponsor	\$400.00
	Derby 2022 Sponsor CITY Reimbursement	\$194.24
	Total Revenue	\$1,319.24
	Expenses	
	Association expenses	-\$468.77
	Total Expenses	-\$468.77
	Dec 1st 2022 balance	\$33,096.88
	Liabilities	
	Total Liabilities	\$0.00
	Available balance	\$33,096.88
	Membership Cash Box	\$195.00
	Events Cash Box	\$252.75
	SQUARE Account (As of Jan 8th)	\$334.33
	Derby reserve (included in RBC balance)	\$3,229.50

DECEMBER 2022 RBC Transactions							
1-Dec-22	RBC	Bank fees		Association Exp	\$3.75		
7-Dec-22	Manotick Legion	2022 Remembrance Day Wreath		Association Exp	\$65.00		Cheque #715
15-Dec-22	City of Ottawa	BIA (Janice) Soap Box Derby Reimbursement		Derby 2022	\$194.24		Mobile Cheque Deposit #1564
17-Dec-22	K&B Beggs	Shiverfest 2023 Sponsor		Shiverfest 2023	\$200.00		Mobile Cheque Deposit #1810
30-Dec-22	J.Nancarrow	Membership		Membership	\$20.00		Mobile Cheque Deposit #2755
30-Dec-22	Manotick Physio	Shiverfest 2023 Sponsor		Shiverfest 2023	\$200.00		Mobile Cheque Deposit #2526
3-Jan-23	SQUARE	SQUARE NOV Membership Transfer		Membership	\$85.00		
3-Jan-23	SQUARE	SQUARE SEPT Membership Transfer		Membership	\$165.00		
3-Jan-23	SQUARE	SQUARE DEC Membership Transfer		Membership	\$180.00		
3-Jan-23	SQUARE	SQUARE OCT Membership Transfer		Membership	\$275.00		
3-Jan-23	Zachary King	Constant Contact Fee		Association Exp	\$174.02		Cheque #717
3-Jan-23	Zachary King	Messenger Remembrance Day Ad		Association Exp	\$226.00		Cheque #716

Appendix B. – President’s Report.

November 2022

Province of Ontario

Bill 23 – prepared & issued letter of concern to Standing Committee on Heritage, Infrastructure and Cultural Policy, cc’d Honourable Steven Clark, Minister of Municipal Affairs & Housing, Honourable David Piccini, Minister of the Environment, Conservation and Parks, Goldie Ghamari, MPP, Chair, Standing Committee on Social Policy, Mark Sutcliffe, Mayor, City of Ottawa, George Darouze, Councillor and Deputy Mayor, David Brown, Councillor, City of Ottawa, Councillor Steve Desroches

City of Ottawa

Emailed notes of congratulations/welcome on municipal elections to Mayor Mark Sutcliffe, Councillors David Brown & George Darouze

Calls from Councillor Brown w/update on resident request to remove pickle ball court (run by Manotick Tennis Club). City staff looking for suitable alternative location, City took noise levels & far exceed max. allowable

Roadworks – contacted Councillor’s office re Main St. sidewalk in response to resident inquiry, shared info re: Barnsdale/416 public consultations opportunity in newsletter

Community Associations/Service Groups

BIA – attended Nov 23 AGM on behalf of MVCA

Kiwanis Club of Manotick – confirmed Shiverfest pancake breakfast location/details w/Deb Mulvihill & Christmas Parade MVCA participation

MCPRA – met w/Anne Robinson to get update on projects planned for 2023

Legion – participated in Remembrance Day wreath laying ceremony

FCA – attended Nov 16 virtual presentation on Waste Management for update on impact on residents (more of an urban focus)

GCA (Greely Community Assoc) – met w/Isabelle Skalski, President, rec’d update on their Board structure, 50th Anniversary Winter Carnival, membership demographics, use of technology ‘Techsoup’ (to facilitate not-for-profit validation to obtain free software ie. ‘google not-for-profit suite’, resident surveys and grass roots committees to ‘run with’ issues

Contact List

Updated contact list (MS Exel)

Newsletter

Prepared and issued Nov 10 & 29 Newsletter/Village Voice

Members/Residents

Replied to resident inquiries re: neighbour cutting down trees on property

Meetings

Chaired in-person Nov 8 Board meeting

Participated in Shiverfest kick-off Planning Committee meeting

Ongoing emails/phone calls/meetings w/Board members re: position on Bill 23, Gingerbread Man, prep for priorities planning session, follow up w/Board member retiring position of Traffic & Safety Management, prepared communique to seek suitable candidate, follow up calls & emails w/2 candidates

Communications – ongoing work sessions w/ Director to keep website up to date, discuss how to best present complex linkages of Provincial legislation and what information to post

Appendix C. – Membership Report.

December 2022

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1	0	38	2	6

- Paid Up Members as of December 31: 428
- Some of these are Family Memberships but only one name on our list.

Notes:

- Dec 14, Thirty (30) 1st renewal membership letters sent out (Dec)
- Dec 14, Five (5) 2nd renewal membership letters sent out (Nov)
- Dec 14, Three (3) final renewal membership letters sent out (Aug/Sept) will moved to inactive status Jan 2023
- Dec 14, Moved Five (5) members to the inactive list with final notices sent out
- Prepared & hosted Part 1 of New Board Operational Manual Review – Session I think went well. We discovered somethings that will need to be considered by the Board for our AGM & also areas to be looked at when we begin to review our Bylaws etc. under the new ONCA regulations.
- Developed & circulated Draft #1 Complaint/Incident Report & Form
- Following up on incomplete memberships (2)

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: November 2022

Activity on the website continued to decline slightly in November. There was a shift to visitors arriving at the website through URL's rather than the organic arrivals the month before. Visitors to the site remained there longer in November. The Bounce Rate moved back toward desired levels. The Official Plan page's popularity was new activity. An update for this page is still required. Looking at the pages most visited, it seems visitors continue to look to the website primarily for local events and activities.

MVCA Website

	This Month	Last Month	
Sessions	273	294	-7.1%
Page Views	520	516	+0.8%
Users	212	235	-9.8%
Avg Session	1:29	1:14	+0:15
Bounce Rate	55.68%	68.03%	12.4% improved

Acquisition

	This Month	Last Month	
Direct	47.9%	Organic	55.7%
Organic	39.5%	Direct	40.0%
Social	7.9%	Referral	2.6%
Referral	4.7%	Social	1.7%
Other	0%	Other	0%

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Membership	Membership
City's Official Plan - Rural	Ward Boundaries Review
In the Community	In the Community
Soapbox Derby	Soapbox Derby

*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 remains active. Followers, views, comments and reactions on all platforms continue to increase. The most viewed posts on the Facebook page were the ones informing residents of the fire at The Gingerbread Man and the Save the Date for the Parade of Lights. The most popular post on the Facebook group was a local photos. On Manotick Neighbours Helping Neighbours, the top posts involved concerns about off-leash dogs and about the power outage. Twitter analytics were not available at the time this report was being written.

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	12	10	+20.0%
Page Views	215	185	+16.2%
Post Reach	2937	2570	+14.3%
Engagements	162	110	+47.3%

MVCA Group

	This Month	Last Month	
Members	1250	1204	+3.8%
Posts	34	33	+3.0%
Comments/Reactions	498	371	+24.2%

Manotick Neighbours

	This Month	Last Month	
Members	4185	4103	+2.0%
Posts	511	429	+19.1%
Comments/Reactions	9073	8485	+6.9%

Twitter

	This Month	Last Month	
Tweets	NA	2	-
Impressions	NA	342	-
Profile Visits	NA	49	-
Mentions	NA	1	-
Followers	NA	825	-

Instagram

	This Month	Last Month	
Posts	2	2	-
Followers	452	450	+0.4%

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November 2022



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

Activity on the website improved after a slow two months prior. Visitors continued to arrive more through URL's than search engines in December. The Shiverfest page was a popular destination which continues to support the conclusion that events are a draw to the website. Due to the targeted objectives of visitors, the session lengths decreased again and the Bounce Rate increased.

MVCA Website

	This Month	Last Month	
Sessions	371	273	+35.9%
Page Views	605	520	20.6%
Users	309	212	+45.8%
Avg Session	1:01	1:29	-0:28
Bounce Rate	69.0%	55.68%	13.3% decline

Acquisition

This Month		Last Month	
Direct	47.9%	Direct	47.9%
Organic	31.3%	Organic	39.5%
Social	15.0%	Social	7.9%
Referral	5.8%	Referral	4.7%
Other	0%	Other	0%

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Shiverfest	Membership
Membership	City's Official Plan - Rural
Ontario Housing	In the Community
Board	Soapbox Derby

***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 activity remains strong. The most popular posts on the MVCA Page were the ones acknowledging the Rogers team for assisting the Kiwanis unload Christmas trees and the Christmas post from MVCA. The popular posts on the MVCA Group included a cautionary post about a walking hazard and reactions to local photos. On Manotick Neighbours Helping Neighbours, the popular posts were local photos, a birthday greeting to a resident and a notice of a lost dog. Twitter data may be influenced by recent corporate changes there and public response rather than a direct correlation to MVCA.

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	11	12	-8.3%
Page Views	229	215	+6.5%
Post Reach	3010	2937	+2.4%
Engagements	193	162	+19.1%

MVCA Group

	This Month	Last Month	
Members	1265	1250	+1.2%
Posts	44	34	+29.4%
Comments/Reactions	464	498	-6.8%

Manotick Neighbours

	This Month	Last Month	
Members	4336	4185	+3.6%
Posts	501	511	-2.0%
Comments/Reactions	10854	9073	+19.6%

Twitter

	This Month	Last Month	
Tweets	1	3	-33.3%
Impressions	436	696	-37.4%
Profile Visits	97	158	-38.6%
Mentions	1	1	-
Followers	1	-9	-

Instagram

	This Month	Last Month	
Posts	4	2	X2
Followers	456	452	+0.9%

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December 2022