



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

2023-02-16

7 pm – 9 pm

Manotick Arena 5572 Dr Leach Dr, Manotick. ON

**In Attendance:**

Irene Staron, *President, Chair*(IS)

Theresa Roberts, *VP Events* (TR)

Leeanne Van der Burgt, *VP Communications* (LV)

Randy Andersson, *Treasurer* (RA)

Bonnie Gray, *Director of Membership* (BG)

Peggy St. John, *Member at Large* (PS)

Bruce Fanjoy, *Transportation* (BF)

**Guests:** None

**Apologies:** Doug Valerio, *Secretary* (DV)

Meeting called to order, 7:02 pm

ITEMS

Chair's opening remarks, and approval of agenda

BG requested an amendment to Item 7 to be the first to speak on the subject as the topic was raised to her by a Member and BG had requested it be added to the Agenda. The request was denied by the Chair despite BG's second request. IS stated that DV was unable to attend the meeting and had asked that a letter he had prepared be read first. BG asked to have this reflected in the minutes. No one opposed.

**a. Motion: To approve the Agenda**

b. Moved; TR                      Second; PS                      Abstained; BG                      Carried

1. Approval of the Minutes

**a. Motion: To approve the minutes of last meeting as presented**

b. Discussion; Action Item #12 is now complete.

c. Moved; TR                      Second; BG                      Carried

2. Treasurer's Report (See Appendix A)

**a. Motion: To approve the Treasurer's Report as presented**

b. Discussion; nil

c. Moved; BF                      Second; PS                      Carried

**d. Motion: To approve the budget for 2023 as presented**

e. Discussion: The proposed budget was reviewed and discussed.

f. Moved; LV                      Second; TR                      Carried

- g. **Motion: To accept the End of Year 2022 Annual Statement as presented**
  - h. Moved; TR                      Second; BG                      Carried
- 3. President's Report
  - a. Discussion: Tasks included hosting the Hydro Ottawa and Beaverwood development online presentations. There was a meeting with RA. Other tasks included managing email communication, many for Shiverfest. IS attended the BIA meeting. There will be a Spring Fling event. They are rebranding. There is a new ED.
- 4. Events Report (See Appendix D)
  - a. Shiverfest Debrief: Shiverfest was successful despite the weather. There are excess funds because of the cancelled events.
  - b. **Motion: To increase the donation from the proceeds of Shiverfest to a total for \$2500.00 to be issued to The Manotick Food Cupboard.**
  - c. Moved; TR                      Second; LV                      Carried
  - d. Awards: Both high schools have contacted TR to inquire if MVCA will be offering the awards to graduates again this year. These were included in the approved budget earlier so no further discussion was required.
  - e. Dickinson Days: 2 booths will be secured this year for MVCA. The new location will be closer to the event tent to allow more manageable access to power.
- 5. Membership Report (See Appendix B)
  - a. Discussion: nil
- 6. Communications Report (See Appendix C)
  - a. Discussion: nil
  - b. **Action:** LV to circulate the internal survey results, sample survey questions and Greely Community Association questionnaire.
- 7. Code of Ethics
  - a. Board Member Requirements
  - b. Background: Two Members had contacted MVCA to inquire if BF's bid to become a federal candidate for this constituency is a conflict of interest for MVCA. The emails from the Members were shared with the Board in advance at BG's request.  
 Discussion: DV wrote a letter to the Board outlining our relevant documents and policies on the subject in question and added his opinion. This was read out at the beginning of the discussion. BG stated that this discussion was not directed at BF's bid for federal constituency candidacy but was a question of whether the situation which BF was the person involved, was a COI within our Code of Ethics and Conflict of Interest Policy. BG stated that BG had brought this matter to IS attention which IS followed up with DV & BF. The discussion became centred on BF who stated that if we found this was a COI, we were denying his "democratic

rights". It was stated that we had no problem with his bid, it was how it would be viewed by our members if we're to truly be an "apolitical" Board.

**c. Motion: Is there a conflict of interest or code of ethics policy with this situation?**

Moved: BG                      Second: none                      Motion Defeated

d. Considerable discussion continued and the following questions/concerns were highlighted:

- Would BF have the time to do both his campaign & carry the large portfolio of the MVCA? He assured us this was possible as he was retired;
- Currently, he was not on any ballot but had declared himself as a candidate for the Liberal nomination; therefore, at this time is he in conflict? Some felt he was, others felt he was not at this time since he was not on any ballot;
- We work with politicians from all levels of gov't, for grant support, letters of recommendation etc., how are they going to respond to the MVCA Board and /or board member? Some felt that this may cause a conflict and we may loose some support, others felt that politicians should still serve their constituency and recognize everyone was entitled to their personal opinions;
- How is the membership going to view a member of the board although voicing his own opinion, being part of an apolitical board? Perceived conflict ramifications which are not measurable;
  - What are the potential/perceived ramifications; will we loose members? We may, but this is not measurable at this time.

**e. Motion: To deem the declaration as a possible conflict of interest or perceived conflict of interest to be assessed and managed by the Board.**

f. Moved: LV                      Second: BG

g. Discussion: LV requested multiple times that BF abstain from the vote and that BF refused.

h. The vote was 3 in favour, 3 opposed, 1 abstention.

**i. Further discussion ensued and the motion was tabled for the second time.**

j. Moved; LV                      Second: BG                      Motion Failed. 3 in favour 4 opposed

k. LV asked for the votes to be recorded by roll. There was no objection.

l. For: RA, BG, LV                      Against: IS, BF, PS, TR

m. BF stated that he would step away from the Board if BF is chosen to be the candidate for the constituency. BF has agreed to remove the MVCA name from his campaign website.

**8. Confirmation of Meeting Times and Dates**

- a. Decisions: March and April Board meetings will be held in the Meeting Room at the Manotick Community Centre. New dates will be pending based on Board availability.
- 9. Other Business
  - a. New Item; nil
- 10. Adjournment

Meeting Adjourned: 10:14 pm

NEXT MEETING: March 21, 2023

Minutes Approved:

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke at the bottom.

Irene Staron; President

Date: 2003-03-21

## Appendix A. – Treasurer’s Report.

MANOTICK VILLAGE AND COMMUNITY ASSOCIATION  
Treasurer’s Report  
As at January 31, 2023

January 1, 2023 Opening Balance	\$33,096.88
Revenue	
Shiverfest sponsorship <a href="#">2@\$200.00</a>	\$ 400.00
Total Revenue	\$ 400.00
Expenses	
Canada Post office box rental	\$ 205.66
Bank fee	\$ 3.75
Total Expenses \$ 209.41	
Closing Balance as at Jan. 31, 2023	\$33,287.47
Membership cash box - \$240.00	
Events cash box – \$252.80	
SQUARE account (as of Jan 31, 2023) - \$339.33	
Derby reserve (included in RBC balance) - \$3,229.50	

## Appendix B. – Membership Report.

January 2023

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
7	4	50	7	11

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

### Notes:

- Jan 1, Thirty-four (34) 1<sup>st</sup> renewal membership letters sent out (Jan/Feb)
- Jan 1, Fourteen (14) 2<sup>nd</sup> renewal membership letters sent out (Dec)
- Jan 1, Two (2) final renewal membership letters sent out (Oct) will moved to inactive status Jan 2023
- Jan 1, Moved Six (6) members to the inactive list with final notices sent out (Note: 5 members from the same family)
- Met x4 with Theresa, Leeanne & Peggy to assist with the Year End and 2023 Budget Draft
- Met with the Shiverfest Committee to discuss the Scavenger Hunt Proposal which was approved
- Drafted & produced the clues, answer sheets & rules for the Scavenger Hunt and other necessary signage
- Consulted with Bruce & Randy re orientation which will be done on Randy's return. Manual will be e-mailed to both once complete
- Processed & maintained membership database/Constant Contact & addressed email inquiries as required

Respectfully submitted,



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



MVCA Communications Report  
 To: MVCA Board of Directors  
 Data for: January 2023

Shiverfest was the obvious draw to the MVCA website in January. Sessions, views, and users all showed a dramatic increase. The time spent on the website remained the same and the Bounce Rate declined which suggests visitors came to the site for Shiverfest information and rarely explored the site further.

### MVCA Website

	This Month	Last Month	
Sessions	1737	371	X4.7
Page Views	2469	605	X4
Users	1280	309	X4.1
Avg Session	1:00	1:01	-
Bounce Rate	77.78%	69.0%	8.78 decline

### Acquisition

This Month		Last Month	
Direct	34.9%	Direct	47.9%
Organic	26.3%	Organic	31.3%
Social	25.0%	Social	15.0%
Referral	13.8%	Referral	5.8%
Other	0%	Other	0%

### Top 5 Most Visited Pages

This Month	Last Month
Shiverfest	Home
Home	Shiverfest
Planning & Development	Membership
Membership	Ontario Housing
Contact	Board

### \*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.

On the MVCA Facebook page, the most popular posts were all for Shiverfest as anticipated. The next topic of popularity on the Facebook page was notice of the Public Consultation for the Beaverwood project. On the MVCA Facebook Group there was a significant lack of engagement despite the increased number of posts. The Manotick Neighbours Helping Neighbours Group continues to grow but the activity was noticeably lower this month. The top post was the one asking opinions about what one thing Manotick needs. The top Tweets were on the subject of the Vacant Unit Tax. MVCA Instagram improved this month with the increase in posts due to Shiverfest.

### 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	22	11	X2
Page Views	301	229	+31.4%
Post Reach	6291	3010	X2.1
Engagements	467	193	X2.5

### MVCA Group

	This Month	Last Month	
Members	1288	1265	+1.8%
Posts	47	44	+6.8%
Comments/Reactions	191	464	-58.8%

### Manotick Neighbours

	This Month	Last Month	
Members	4474	4336	+3.2%
Posts	330	501	-34.1%
Comments/Reactions	10188	10854	-6.1%

### Twitter

	This Month	Last Month	
Tweets	6	1	X6
Impressions	1664	436	X3.8
Profile Visits	42	97	-56.7%
Mentions	0	1	-
Followers	824	822	+0.2%

### Instagram

	This Month	Last Month	
Posts	17	4	X4.25
Followers	468	456	+2.6%

...more

January 2023

## Appendix D. – Events Report.

Shiverfest Post Mortem, February 9, 2023

Attendees: Theresa Roberts, Jan Hynes, Peggy St. John, Jane Dorman, Grace Thrasher

### **Budget and Donation**

The Shiverfest Committee reviewed the budget and determined that the end result before the donation to the Manotick Food Cupboard was \$4220.15. Expenses were lower than anticipated due to savings from reduced advertising and printing costs and the cancellation of the Friday night outdoor events.

The Committee noted that a total of \$2120 was generated by the Trivia fundraiser and the sale of chili ballots. Given the large amount of sponsorships and the increasing demand on the Food Cupboard, the Committee is recommending a donation of \$2500. This would leave a surplus of just over \$1745 which will be used to purchase more bowls and spoons for the chili cookoff and to create a reserve for additional insurance costs that are anticipated for 2024.

### **Event improvements**

The Committee was pleased with the results and the flow of the events, recognizing the impact of the very cold temperatures on attendance. Attendance was down slightly at all the events except the chili cookoff and Children's Fun Time.

However, it identified a few areas for improvement. Following are items that recommended for 2024:

1. Hot chocolate on Friday night should be served indoors as well as outdoors. Donation jars should be placed at each location (many people wanted to make a donation for the hot chocolate)
2. Eliminate the public outdoor skate at 7 p.m.. Instead, indicate in the program that people can use the outdoor rinks if they desire.
3. Move the magic show to 7 p.m. to eliminate a gap between the figure skating show and the magic show. The magician, Chris Pilsworth, was very well received and will be invited back for next year.
4. Move craft time to a separate room in the Arena. There is increasing demand for this activity so we will need to allocate another volunteer to coordinate flow. Children who line up for face painting will be given a number so that they can enjoy other activities while they wait.
5. No changes to pancake breakfast or curling – both well attended.
6. Chili cookoff – remember the aprons and gloves for the volunteers. Adjust the set up so the bowls are not accessible to attendees and have to be handed out. Use three ballot boxes instead of two so that two boxes are available at any given time. Consider offering prizes for the amateur chefs – either door prizes or prizes for the winner.
7. Toboggan races – move these to 3 p.m. and see if we can get a partner to organize this. The concept of a target toboggan race was intriguing but labour intensive.
8. No changes to bingo or trivia.
9. Visibility – there was discussion around feedback from our partners (Kiwanis, Legion, YOMA) that they wanted increased visibility in our printed material. It was noted that none of the partners promoted Shiverfest as an MVCA activity on their web sites. YOMA did post a notice about the scavenger hunt on their Instagram feed but nothing about the bake sale or bingo. It was decided that there would be a discussion with partners prior to



the next Shiverfest to clarify the partnership arrangements with both parties promoting Shiverfest as an MVCA event.

10. The Committee also agreed that now would be the time to ask for feedback on Shiverfest from MVCA members – what would they like to see included in Shiverfest?

**Shiverfest 2023**

As of February 9, 2023

REVENUE	2020 Budget	2023 Budget	2023 Actual	EXPENSES	2020 Actual	2023 Budget	2023 Actual	Notes
	Actual							
<b>Donations</b>								
Sponsorships	\$2,700.00	\$3,395.00	\$4,100.00	Sleigh	\$635.00	\$795.00	\$795.00	
Councillor (room rental)			\$451.59	Kids' Show	\$250.00	\$275.00	\$275.00	
Tim Hortons (in kind)	\$0.00	\$0.00	\$125.00	Pizza for Firemen	\$64.33	\$65.00	\$0.00	
				Printing of street signs	\$50.00	\$75.00	\$67.66	including posters
				Craft supplies/facepainters	\$180.00	\$180.00	\$84.00	
<b>Sub total Donations Revenue</b>	<b>\$2,700.00</b>	<b>\$3,395.00</b>	<b>\$4,676.59</b>	Trivia/Bingo prizes	\$270.00	\$200.00	\$0.00	
				Chili incidentals	\$0.00	\$35.00	\$20.44	(napkins, bread)
<b>Revenue from events</b>				Flyer printing	\$678.00	\$350.00	\$310.75	postcard format
Donation box (at Chili)	\$36.00	\$0.00	\$5.00	juice boxes		\$25.00	\$13.99	
Sale of popcorn/kids' show		\$50.00	\$0.00	Fire Permit	\$14.00	\$15.00	\$15.00	
Chili ballot sales	\$921.00	\$800.00	\$655.00	Gifts for skaters	\$63.62	\$68.00	\$57.90	
Profit from Trivia Tickets	\$1,215.00	\$1,050.00	\$960.00	Hot chocolate/Timbits Friday night	\$0.00	\$0.00	\$125.00	donated by Tim Hortons
Proceeds from Trivia Raffle	\$745.00	\$600.00	\$515.00	Ribbons for chili	\$0.00	\$0.00	\$0.00	
				Trivia contest moderator	\$0.00	\$0.00	\$0.00	donated by the Mill Tavern
<b>Sub total Events Revenue</b>	<b>\$2,917.00</b>	<b>\$2,500.00</b>	<b>\$2,135.00</b>	Misc (paper clips, awards)	\$32.00	\$50.00	\$45.11	name tag holders/snow paint
		\$0.00		Ad in the <i>Messenger &amp; Barrhaven Independent</i>	\$452.00	\$500.00	\$280.00	amount to be confirmed.
			\$6,811.59	Gift card for photo contest		\$50.00	\$50.00	
<b>TOTAL REVENUE</b>	<b>\$5,617.00</b>	<b>\$5,895.00</b>	<b>\$6,811.59</b>	Room and park rental costs		\$451.59	\$451.59	
				<b>TOTAL EXPENSES</b>	<b>\$2,688.95</b>	<b>\$3,134.59</b>	<b>\$2,591.44</b>	
<b>TOTAL REVENUE</b>	<b>\$5,617.00</b>	<b>\$5,895.00</b>	<b>\$6,811.59</b>	Donation to designated charity	\$2,100.00	\$2,000.00	\$2,500.00	
<b>TOTAL EXPENSES</b>	<b>\$2,688.95</b>	<b>\$3,134.59</b>	<b>\$2,591.44</b>	Net Proceeds 2020	\$928.05			
<b>Revenue minus expenses</b>	<b>\$2,928.05</b>	<b>\$2,760.41</b>	<b>\$4,220.15</b>	Net proceeds 2023			\$1,745.12	

**Sponsors**

RBC IS	200	\$200.00
Home Hardware TR	200	\$200.00
TD Bank JD	200	\$500.00
CIBC GT	200	\$200.00
BDO GT	200	\$200.00
Millenium Roofing GT	200	\$200.00
Manotick Physioworks GT	200	\$200.00
Paul's Pharmasave IS JH	200	\$200.00
Minto IS	795	\$1,000.00
Engel & Volkers IS	200	\$200.00
Royal lepage Realtors IS	200	\$200.00
Manotick Window and Doors PS	200	\$200.00
Coldwell Banker IS	200	\$200.00
McDonough's TR	200	\$200.00
Bobier Dentistry IS	200	\$200.00
<b>Total Sponsorships</b>	<b>3595</b>	<b>\$4,100.00</b>