



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

### DRAFT Minutes

Tuesday, February 11, 2020

7 pm – 9 pm

5492 South River Drive. Manotick

**In Attendance:** Grace Thrasher, *President* (GT); Nancy Horne, *Treasurer* (NH); Bonnie Gray, *Director of Membership* (BG), Theresa Roberts, *VP Events* (TR); Doug Valerio, *Secretary* (DV); Leeanne Van der Burgt, *Director Communications* (LV) Allan Smith, *Director at Large* (AS); Guest, Councillor Scott Moffatt (CM)

**Apologies:** John Harrison, *Director of Road Safety* (JH)

Meeting called to order, time: 7:04 pm

Opening Remarks: Welcome back everybody!

1. Approval of last Minutes and Action Items
  - a. Motion: BG, NH All in favour
  - b. Action Items Updated.
2. Treasurer's Report – See Appendix A.
  - a. Shiverfest looks like it will make \$2,500. Motion to donate \$2,100 to Centennial Park enhancements. TR, LV. All in favour.
  - b. The Board thanks the Shiverfest organization committee.
  - c. Motion to approve Treasurer's Report. NH, BG All in favour.
3. President's Report - See Appendix B
4. Events Report
  - a. Thank you to the committee for doing so well in my (TR) absence.
  - b. The Arena only has 32 tables. There were not enough for Bingo.
  - c. Suggest a loonie or toonie donation for kids next Chili Cookoff as there were a number of children in attendance that were eating but were not charged for a ticket.
  - d. Thank you for allowing YOMA to have the bake sale at the chili cookoff.
5. Membership Report – See Appendix C.
  - a. One lady reported struggling renewing through the website.
  - b. BG and LV to get together to work out how to add a table and a button.
6. Communications Report – See Appendix D.
  - a. All the website and social media stats are really high due to Shiverfest.
7. Discussion with Councillor Moffatt
  - a. Corner of Bridge and Main. – Chris Gordon of CGH Transportation was given a data package of the issues. Chris has come up with an idea that can be supported at City level around sharing the load of truck traffic. Looking at a pilot project to be implemented Summer 2020. This might look at restricting wider and longer loads that cut the corner. Borrisokane and Fallowfield are being looked at for industrial development as the buffer zone from the landfill prohibits residential development. As road access to these areas need to be upgraded, they may relieve some heavy truck traffic through the village. GT

suggested an angle with the planning department to generate action to address the traffic problem in Manotick is to highlight the increase in truck traffic as a result of the increased number of warehouse distribution centres being approved for the rural areas.

- b. GT to follow up end of May for parameters of pilot project. Deployment based on online traffic reports to the city, more of these need to be lodged. (perhaps this could be encouraged through the column and the website?)
  - c. Beryl Gaffney Dog Park – What is happening with the \$600k? Scott has not been able to speak to the person in charge. Carole Ann wants the park to stay the same. This still doesn't use up the money. There are no other plans to spend the money. Anything the MVCA can do to move the process along? There is no timeline at the present, you can submit ideas. GT to follow up with the planner on the file
  - d. Paving of Rideau Valley Drive – Strive for 2m shoulders on new section. It was initially set to go as far north as Bridgeport but it is now only going to Island View Drive. Scott is pushing for multi-use pathway along that stretch. It was noted that Minto had committed to a multi-use pathway – which is being delayed due to the delay in the resurfacing project. Scott noted there is a 3-year moratorium on cutting up newly paved roads.
  - e. Development on Main St. – There are plans for the former Petro Canada site next to Allure. 3 Storey with ground floor commercial. The visual character of the proposal does not fit with the historical character of Manotick. We have had past success in working with property owners and architects in having changes made. Still no official plans on Village Square or former Manotick Nails site. Construction on existing Lockett's site may start this summer.
  - f. MVCA reiterated the need for the Arena becoming the designated Emergency collection point. AL to send Scott information.
8. Other Business and Adjournment.
- a. Motion to adjourn meeting, BG, AL. All in favour. Meeting adjourned 9:02 pm

Next Meeting: March 10, 2020

Minutes Accepted:



---

Grace Thrasher; President

2020-03-10

Appendix A. – Treasurer’s Report.

**Manotick Village and Community Association**

**Treasurer’s Report**

Jan 2020	Opening Balance	\$8,903.81	
	<b><u>Revenue</u></b>		
	Membership	\$302.38	
	Shiverfest	\$1,200.00	
	<b>Total Revenue</b>	<b>\$1,502.38</b>	
	<b><u>Expenses</u></b>		
	Association expenses	-\$403.88	cheques, PO box annual fee
	Shiverfest expense	-\$1,045.66	
	<b>Total Expenses</b>	<b>-\$1,449.54</b>	
	<b>Jan. 30 Balance</b>	<b>\$8,956.65</b>	
	<b><u>Liabilities</u></b>		
	Uncleared cheques	\$635.00	Sleigh rides
	<b>Total Liabilities</b>	<b>\$635.00</b>	<b>\$8,321.65</b> Available Balance
	GIC	\$15,000.00	
	GIC	\$8,000.00	
	Membership Cash Box	\$100.00	
	Events Cash Box	\$239.50	
	Derby Reserve	\$4,000.00	

## Appendix B. – President's Report

### **President's Report – February 2020**

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

- Reviewed documentation for Agriculture and Rural Affairs Committee meeting and attended the meeting on February 6 with Theresa Roberts. The Committee approved a number of minor variances and a change to the Hard Rock Casino site plan.
- Met with a gentleman from the UK who is interested in settling in Manotick with his Canadian wife and daughters.
- Met with Chair of the BIA for discussion about social media

Upcoming events:

- Meet with new owner of Village Square on Main Street about planned development (awaiting confirmation of meeting date from Donna Smith at BIA)

## Appendix C. – Membership Report

### Board of Directors MVCA Membership Report February 2020

#### January 2020

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1	2	53	9	4
<input type="checkbox"/> Paid Up Members as of January 31 = 348 some of these are Family Memberships but only one name on our list.				

#### Notes:

- January 9 – 11 First Renewal Letters went out for Jan/Feb 2020
- January 9 – 6 Second Renewal Letters went out for Nov/Dec 2019
- January 9 – 36 3 & Final Renewal Letters went out for Apr/Oct 2019
- Searched out storage space for Derby & other miscellaneous equipment
- Cleared through old emails & archived same on website
- Called members with problems discovered during email review
- Worked on the “sandbox” website membership page
- Contacted a lawyer re changes to our Constitution to make it more gender neutral
- Incorporated Constitutional changes on the website and developed a draft motion for the changes to be presented at the AGM pending approval by the Board
- Volunteered at Shiverfest

Respectfully submitted  
Bonnie Gray  
Director of Membership, MVCA  
(h) 613.692.4436  
[bonniegray@rogers.com](mailto:bonniegray@rogers.com)

## Appendix D. – Communications Report



MVCA Communications Report  
 To: MVCA Board of Directors  
 Data from: January 2020

\*Note – comparisons are to the previous month

### Facebook

Number of posts	22	+200%
Page Views	205	+177%
Post Reach	3968	+244%
Post Engagements	862	+490%

### Twitter

Tweets	29	+414%
Impressions	14,300	+457%
Profile visits	87	+178%
Mentions	8	+160%
Followers	674	+1%

#### \*Definitions

- Tweet impressions – the number of times people have seen the Tweet
- Mentions – the number of times people used “@ManotickVCA”

### Instagram

Number of posts	14
Followers	86 +20%

### Website

	Jan 2020	Dec 2019
Sessions	2721	168
Page views	4012	343
New visitors	2057	144
Avg. session duration	1 min 22	1 min 11 sec
Bounce rate:	75.05%	58.33%

#### Acquisition

Organic search	35%	-21.5%	Direct	20.8%	-5%
Social media	22.6%	-8.9%	Referrals	21.5%	+124%

For the first time a page other than the Home page was visited the most. The five most visited pages were

1. Shiverfest
2. Home
3. Toboggan Races Registration
4. Board Members
5. Shiverfest Photography Contest

#### Comments:

Shiverfest dominated the online activity in January. This activity is obviously not representative of regular activity on the website or social media.

#### \*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

Dec 2019