



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

2022-11-08

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)
- Leanne Van der Burgt, *Director Communications* (LV)
- Peggy St. John Member at Large (PS)
- Doug Valerio, *Secretary* (DV)

Guests: NIL

Apologies:

Grace Thrasher *Past President* (GT), Steve Levecque *Director Transportation* (SL)

Meeting called to order, 7:15 pm

ITEMS

	Chair’s Opening Remarks, Approval of Agenda				
1	Motion to approve the Minutes of Last Meeting				
	Discussion:				
	1. No amendments				
	Motion to accept the minutes:				
	Moved:	TR	Second:	ZK	Carried
2	Treasurer’s Report. (See Appendix A)				
	Discussion:				
	1. \$250 Cheque from the Picnic has been deposited and will show up on next months report.				
	2. Derby Reserve is used in case we need to hire Police for the event.				
	Decisions: Put the Derby Reserve as a line item in the annual budget and move off the monthly treasurer’s report.				
	Motion: to approve the Treasurer’s Report:				
	Moved:	BG	Second:	TR	Carried
3	President’s Report. (See Appendix B)				
	Discussion:				
	1. Letter received from the city thanking us for our letter to the Strong Mayors.				
4	Events Report.				
	Discussion:				

	<ol style="list-style-type: none"> 1. We will need to rent a tent for the Picnic in the Park every year for the band. We made a saving on the hats. Overall we made a small surplus from the event. 2. Santa Claus Parade is on Dec 2nd @ 7PM. We will be in the parade and have Frosty. We need more candy for the event. 3. Shiver fest will be on first weekend in February. Kiwani's will do the pancake breakfast. We have spoken before about doing a scavenger hunt, this will be discussed by the committee. 			
5	Membership Report. (See Appendix C)			
	Discussion:			
	<ol style="list-style-type: none"> 1. There are 438 paid members approx. one the books. 			
6	Communications Report. (See Appendix D)			
	Discussion:			
	<ol style="list-style-type: none"> 1. Twitter analytics are not available , likely due to the new ownership. 			
	Decision: We will continue to report monthly and track trends quarterly.			
7	Transportation Report. (See Appendix E)			
	Discussion:			
	<ol style="list-style-type: none"> 1. NIL 			
8	Board Priorities			
	Discussion:			
	<ol style="list-style-type: none"> 1. We did a sticky note exercise and identified 4 priority areas for the Board to focus on for next year 			
	Decisions:			
	<ol style="list-style-type: none"> 1. N/A 			
9	Complaint and Incident Policy			
	Discussion:			
	<ol style="list-style-type: none"> 1. More work is needed on the policy. Table for next meeting. 			
	Motion:			
	Moved:		Second:	Carried
10	Review Current Insurance Policies			
	Discussion:			
	<ol style="list-style-type: none"> 1. We currently have Director's cover, and looking into Directors cover through Volunteer Canada. 2. The city covers commercial liability for free currently through Marsh. This may not be available in the future. We need to look for a contingency. 			
	Motion:			
	Moved:		Second:	Carried
12	Other Business			
	Discussion:			
	<ol style="list-style-type: none"> 1. GT to research post code changes for communication with the public. 			
13	Adjournment			
	Motion to adjourn			
	Moved:	TR	Second:	ZK Carried

Meeting Adjourned: 9:15 pm

NEXT MEETING: December 13, 2022

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: 2023-01-10

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association		
Treasurer's Report		
Oct. 3rd 2021	Opening balance	\$32,481.60
	Revenue	
	Membership	\$110.00
	Total Revenue	\$110.00
	Expenses	
	Association expenses	-\$498.44
	Total Expenses	-\$498.44
	Nov 1st 2022 balance	\$32,093.16
	Liabilities	
	Uncleared cheque	\$113.00
		IMPACT SIGNS Garage Sale Signs Cheque #689 (CANCELLED, Reissued Cheque #714)
	Total Liabilities	\$113.00
	Available balance	\$31,980.16
	Membership Cash Box	\$180.00
	Events Cash Box	\$252.75
	SQUARE Account (As of Nov 3rd)	\$599.90
	Derby reserve (included in RBC balance)	\$3,229.50

October 2022 RBC Transactions					
3-Oct-22	RBC	Bank fees	Association Exp	\$3.75	
17-Oct-22	Janice Domaratzki	Derby 2022	Derby 2022 Trophy+Awards	\$194.24	Cheque #707
17-Oct-22	Law Office K.Robichaud	Derby 2022	Derby 2022 Liability Waiver	\$282.50	Cheque #711
31-Oct-22	M.Costello	Membership	Membership	\$10.00	Mobile Cheque Deposit #0953
31-Oct-22	B&L Engel	Membership	Membership	\$20.00	Mobile Cheque Deposit #1221
31-Oct-22	W.Spratt	Membership	Membership	\$30.00	Mobile Cheque Deposit #0588
31-Oct-22	Peggy St.John	Picnic 2022	Picnic Pickles & Onions	\$17.95	Cheque #713
1-Nov-22	W&J Byvelds	Membership	Membership	\$20.00	Mobile Cheque Deposit #1197
1-Nov-22	R&D Wasylechko	Membership	Membership	\$30.00	Mobile Cheque Deposit #0876

Appendix B. – President’s Report.

October 2022

Province of Ontario

Minister of Municipal Affairs & Housing – received form letter ‘thank you’ in reply to letter of opposition

to Strong Mayors, Building Homes Act 2022

MPP Goldie Ghamari – received form email ‘thank you’ in reply to letter of opposition to Strong Mayors, Building Homes Act 2022

City of Ottawa

ACM follow up - emailed messages of thanks to Ward 20 candidates for participating in our ACM
Councillor Scott Moffatt – attended meeting w/Scott M. & Steve L. to discuss update on City’s responses/activities to address truck traffic issues

Ward 21 Councillor - conference call to David Brown to congratulate/welcome to office, discuss his priorities, extend invitation to our Dec 14 Board meeting

City Planner Rural Development - conference call & follow up email re updates/contacts for Manotick development projects (Beaverwood zoning by-law amendment, Mahogany Bay status)

Scott Moffatt’s office - conference call & follow up email re unfinished section of sidewalk on Manotick

Main

Community Associations/Service Groups

Kiwanis Club of Manotick – conference call w/Co-President to confirm date of Dec 2 for Manotick Santa Claus parade, confirmed Kiwanis Pancake Breakfast for Feb 4 2023 Shiverfest

Greely Community Association & Riverside South Community Association – emailed date of Kiwanis

parade to avoid conflict with Greely Winter Carnival and Riverside South Toy Parade

Manotick Art Association – replied to email to confirm promoting Oct.29 Art Show in newsletter

Contact List

Prepared contact list in MS Excel for ALL required contacts – City, community associations, service groups, etc.

Newsletter

Prepared and issued October 5 & 18 newsletter/Village Voice

Members/Residents

Answered resident inquiries sent to President’s inbox re roadworks in village, car wash expansion

Meetings

Chaired in-person Oct.11 Board meeting

Participated in Orientation meeting on Board policies & procedures

Facilitated Events meeting w/Theresa R. and Peggy S-J to draft step by step procedures for Shiverfest

Appendix C. – Membership Report.

October 2022

	New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
September	1	0	43	4	13
<ul style="list-style-type: none">• Paid Up Members as of Oct 31: 437• Some of these are Family Memberships but only one name on our list.					

Notes:

- Oct 26, Twenty-seven (27) 1st renewal membership letters sent out (Nov)
- Oct 26, Seven (7) 2nd renewal membership letters sent out (Oct)
- Oct 26, Nine (9) final renewal membership letters sent out (July/Aug/Sept) will be moved to inactive status Nov 15
- Oct 15, Moved two (2) 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 some things 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
- Completed the Board Operational Manual adding the newly

Regarding Expanded Job Descriptions: I had asked that these be submitted prior to the Nov Mtg. To date I have received one. This is my suggestion for these: once done and sent to me, I will review with the following thought in mind “if I take over your job today, do I have everything I need to do so.” This would include contact names, contact information including how to reach them; email phone etc. Also what responsibilities I have for example securing minutes, uploading document to our cloud storage (basically a how to do, with sign in & password instructions). Once reviewed, they would go to the January Board meeting for “approval in principle” of the Board. It is understood that these documents are fluid in nature and, can be changed or updated at anytime.

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: October 2022

The visitors to the website declined in October presumably because there were no significant issues to events to motivate them to visit. Looking at the top 5 page visits, it would seem the primary reason for visits was for Memberships. As a result, the Bounce Rate declined as well.

MVCA Website

	This Month	Last Month	
Sessions	294	427	-31.1%
Page Views	516	788	-34.5%
Users	235	321	-26.8%
Avg Session	1:14	1:15	-
Bounce Rate	68.03%	54.57%	13.46% decline

Acquisition

	This Month		Last Month	
Organic	55.7%	Organic	41.7%	
Direct	40.0%	Direct	39.3%	
Referral	2.6%	Social	13.6%	
Social	1.7%	Referral	5.4%	
Other	0%	Other	0%	

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Membership	All Candidates Meeting
Ward Boundaries Review	Soapbox Derby
In the Community	Truck Traffic Study
Soapbox Derby	Membership

*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 continues to be strong. On the Facebook page, the most popular post was promoting the MCPRA Walking Club. On the MVCA Group, Rod Brazier's photos garnered the most interest and reaction. The strongest responses on the Manotick Neighbours Helping Neighbours Group included photos of local scenery, a dog returned to its owner and the open house at the fire station. Twitter Analytics are currently not active and with the new ownership it is uncertain if or when it will be available again and if there will be a cost associated. Instagram followers continue to increase thanks to

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	10	12	-16.0%
Page Views	185	130	+42.3%
Post Reach	2570	3340	-23.1%
Engagements	110	30	X3

MVCA Group

	This Month	Last Month
Members	1204	1197
Posts	33	33
Comments/Reactions	371	148

Manotick Neighbours

	This Month	Last Month
Members	4103	3999
Posts	429	430
Comments/Reactions	8485	7676

Twitter

	This Month	Last Month
Tweets	11	5
Impressions	NA	1329
Profile Visits	NA	263
Mentions	NA	1
Followers	818	825

Instagram

	This Month	Last Month
Posts	2	4
Followers	450	438

.....more
 October 2022