



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes  
Tuesday, November 9th, 2021  
7 pm – 9 pm  
Online Zoom Meeting

**In Attendance:** Grace Thrasher, *President* (GT); Bonnie Gray, *Director of Membership* (BG), Theresa Roberts, *VP Events* (TR); Leanne Van der Burgt, *Director Communications* (LV); Steve Levecque (SL). Nancy Horne, *Treasurer* (NH); Irene Staron (IS); Doug Valerio, *Secretary* (DV); Guest: Zachary King

### Apologies:

Meeting called to order, 7:00 pm

### ITEMS

1. Approval of Minutes of Last Meeting & action items updates: SL/LV. All in favour.
2. Treasurer's Report for July and August (See Appendix A).
  - a. Motion: Accept the Treasurer's Report. TR. BG. All in Favour
3. President's Report. (See Appendix B).
  - a. Secondary Plan. Two annexes cannot be converted as City does not have originals. GT to investigate origin. City has approved 1km buffer around the village as part of Growth Management Strategy. Saving prime agricultural land on Leitrim has been over-ruled. Next step is the zoning bylaw amendments. There will be some draft bylaws circulated for comment next year.
  - b. Budget 2022. The budget will go to ARAC on the 2<sup>nd</sup> Dec. GT to strengthen the comments on the City to speed up their commitments to sidewalks to connect River Walk and Mahogany with Village core.
4. Events Report
  - a. Shiverfest. The Committee is looking for a lead person. There is still concern over kids being unvaccinated and people gathering in numbers. A number of people have left the organizing committee. There will need to be a call out for volunteers to help organize the event in order for it to happen. If we do the trivia night at the Legion, we would need to pay for a Quiz Master, approx. \$300. The chili cookoff is in question with covid rules still in place. Kiwanis will be putting on a pancake breakfast on the Saturday. TR to arrange a meeting with some of the Board to settle details and table a budget for next meeting.
  - b. Santa Clause Parade will be 5pm, Saturday 27<sup>th</sup> November.
5. Membership (See Appendix C).
  - a. Membership Initiative. Report of the meeting was circulated. The Committee would like to do a door knocking campaign at River Walk. Last 2 weeks of November seems like a good time to do an annual Membership drive. Zachary suggested an incentive approach to membership which was well received.
6. Communications Report (See Appendix D).

- a. One Drive is being used to archive documents.
7. Transportation Report. (See Appendix E).
  - a. Truck Appeal Letter drafted by NH and circulated.
8. New Business
  - a. Snowflake Symphony. Would like to recognize frontline workers by having people decorate homes and businesses with snowflakes. The MVCA supports this community endeavour. LV to attend info session on Friday.
  - b. December, Christmas gather. Email Grace with response.
9. Motion to adjourn the Meeting: BG/LV All in Favour.

Meeting Adjourned, 8:39 pm

NEXT MEETING: Dec. 14<sup>th</sup>

Minutes Approved:

A handwritten signature in cursive script that reads "Grace Thrasher".

Grace Thrasher; President

Date: 2021-12-14

## Appendix A. – Treasurer’s Report.

### Manotick Village and Community Association

#### Treasurer's Report

Sep 2021	Opening Balance	\$10,988.98	
	<b>Revenue</b>		
	Membership	\$382.51	
	<b>Total Revenue</b>	<b>\$382.51</b>	
	<b>Expenses</b>		
	Bank fees	-\$3.75	
	Derby Cart Storage	-\$375.00	Aug 21 to Jul 22
	<b>Total Expenses</b>	<b>-\$378.75</b>	
	<b>Sep 30 Balance</b>	<b>\$10,992.74</b>	
	<b>Liabilities</b>		
	<b>Total Liabilities</b>	<b>\$0.00</b>	<b>\$10,992.74 Available Balance</b>
	GIC	\$20,000.00	
	Membership Cash Box	\$140.00	
	Events Cash Box	\$239.50	
	Derby Reserve	\$3,229.50	after Derby Cart Storage removed

**Manotick Village and Community Association**  
**Treasurer's Report**

<b>Oct. 2021</b>	<b>Opening balance</b>	<b>\$10,992.74</b>
	<b><u>Revenue</u></b>	
	Membership	\$38.53
	<b>Total Revenue</b>	<b>\$38.53</b>
	<b><u>Expenses</u></b>	
	Association expenses	-\$3.75
	<b>Total Expenses</b>	<b>-\$3.75</b>
		-\$10.00 to members' cash box
	<b>Oct. 31 balance</b>	<b>\$11,017.52</b>
	<b><u>Liabilities</u></b>	
	<b>Available balance</b>	<b>\$11,017.52</b>
	Membership Cash Box	\$150.00
	Events Cash Box	\$239.50
	GIC	\$20,000.00
	Derby reserve	\$3,229.50

## Appendix B. – President’s Report.

### **President’s Report –November 2021**

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

- Attended the joint Planning Committee and Agriculture and Rural Affairs Committee hearings on the Official Plan on October 14 and October 18. Submitted comments to the Committee about Secondary Plan changes. These were noted in the report on comments received.
- Followed with City planner on Manotick Secondary Plan changes – still missing two appendices that they had difficulty converting.
- Attended Councillors’ Budget Consultations on October 13 and asked for clarification about when info about infrastructure projects would become available.
- Presented an overview of MVCA to Federation of Citizens’ Associations on October 20, highlighting truck traffic study
- Communicated with city planner about Phase 3 proposal by Minto re traffic impact study.
- Attended Agriculture and Rural Affairs Committee on November 4. Councillor Moffatt did raise the issue of Village design and the shift away from a more traditionally village look. Minto indicated that they are seeing a trend towards a more crafts look (white siding and brick, less of the dark vinyl).
- Communicated with Councillor Moffatt about truck study, KOTT trucks travelling from Riverside South through Manotick, Manotick Secondary Plan, Minto Phase 3
- Responded to queries from local residents about truck traffic, Mud Creek Park
- Followed up with other village community associations about truck traffic updates.

Upcoming Events:

- ARAC – Dec 2, 2021 – Budget to be discussed.

## Appendix C. – Membership Report.

### Board of Directors MVCA Membership Report November 2021 October 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1		0	2	
<ul style="list-style-type: none"><li>• Paid Up Members as of October 364</li><li>• Some of these are Family Memberships but only one name on our list.</li></ul>				

#### Notes:

- Oct 31 Twenty-five (25) 1<sup>st</sup> renewal membership letters sent (Nov/Dec 2021)
- Oct 31 – Five (5) 2<sup>nd</sup> renewal membership letters sent (Expiring Oct 2021)
- Oct 31 – Three (3) 3<sup>rd</sup> Final renewal membership letters sent (Expired August) – non renewals will be moved November 15, 2021 to the inactive list
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early, non payment etc.)
- Hosted Membership Drive Committee Meeting #1 Minutes attached
- Zoom Mtg observer of Planning & ARAC OP Review x1 day
- Working on Policy, Procedure & Operational binder

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 for: October 2021

After the surge of activity on the MVCA website in September, things eased in October. Engagements were much lower which can be expected as there was no citywide media attention this month. Users were spending more time on the site and moving around more as shown in the Average Sessions and Bounce Rates. Visitors were using search engines more to find the site this month rather than being directed to it from social media as frequently as in September. The Community Garage Sale page was the most visited one in October.

The Facebook Page Views increased this month. Reach and Engagements were lower after the flurry of activity last month following the media coverage of the Truck Traffic Survey. This likely explains the reduction in Impressions and Profile Visits on Twitter. Instagram continues to hold steady with small increases in Followers every month. Both Facebook Groups continue to increase in Members and activity.

### MVCA Website

	This Month	Last Month	
Sessions	833	996	-16.4%
Page Views	1421	1704	-16.6%
Users	582	750	-22.4%
Avg Session	1:22	1:09	13 sec improved
Bounce Rate	62.9%	65.16%	2.26% improved

### Acquisition

	This Month	Last Month	
Organic	49.2%	Social	39.8%
Social	27.1%	Organic	33.6%
Direct	20.1%	Direct	24.9%
Referral	3.5%	Referral	1.7%
Other	0	Other	0

### Top 5 Most Visited Pages

This Month	Last Month
Community Garage Sale	Home
Home	Community Garage Sale
Membership	All Candidates Meeting
Board	Truck Traffic Survey Report
In the Community	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.

### 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	338	256	+32.0%
Post Reach	1679	2827	-40.1%
Engagements	197	1158	-83.0%

### MVCA Group

	This Month	Last Month	
Members	970	956	+1.5%
Posts	45	36	+25.0%
Comments/Reactions	373	366	+1.9%

### Manotick Neighbours

	This Month	Last Month	
Members	2269	2143	+5.9%
Posts	346	231	+49.8%
Comments/Reactions	7149	4100	+74.4%

### Twitter

	This Month	Last Month	
Tweets	12	17	-29.4%
Impressions	2867	4902	-41.5%
Profile Visits	111	469	-76.3%
Mentions	1	22	-95.5%
Followers	782	777	+0.7%

### Instagram

	This Month	Last Month	
Posts	4	5	-20.0%
Followers	335	333	+0.6%

October 2021

## Appendix E. – Transportation Report.

### **Transportation Report – Nov 2021**

Continuing with file famil. Activities this past month include

- Distribution of Rural transportation survey
- Continued review of Master transportation plan.