



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

Tuesday, July 20th, 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); Doug Valerio, *Secretary* (DV); Irene Staron (IS); Steve Levecque (SL).

Apologies: Nancy Horne, *Treasurer* (NH)

Meeting called to order, 7:04 pm

ITEMS

1. Approval of Minutes of Last Meeting & action items updates. TR, BG. All in favour
 - a. Secretary Orientation: Primary responsibility is to send out the agenda, take minutes of the meetings and keep records safe.
2. Treasurer's Report (See Appendix A). BG, SL. All in favour
 - a. Orientation: Primary responsibility Keep the financial reports. Monthly finance update Keep copies of records. Prepare AGM Financial report. Write cheques. Prepare the yearly budget
3. President's Report. (See Appendix B).
 - a. Orientation: Primary responsibility, to chair the meetings. Liaise with Councillors, attend city meetings, network with other community associations, review city documents and draft responses. Write biweekly newsletter, interview potential Board Members. Liaise with other Manotick Associations. Draft letters of support for other community organizations.
 - b. Chair the Taskforce on Village Revitalization.
4. Events Orientation: Primary responsibility, events planning. Liaising with city for permits, collaborate with other community organizations and volunteers, liaise with sponsors, manage events budgets, organize MVCA booths at other local events, event logistics.
5. Membership (See Appendix C).
 - a. Orientation: Follow up on membership applications. Use spreadsheets to keep the member info and Constant Contact for emails. Send out regular renewal notices, maintain active-inactive and lapsed membership list. Report on membership monthly at Board meetings.
 - b. Additionally working on policy and procedure manual. AGM Constitutional changes.
6. Communications Report (See Appendix D).
 - a. Orientation: Regular website updates, maintain website content, Manage Facebook accounts, write a monthly report, develop a communications plan.
7. Transportation Report. John Harrison has passed the portfolio to SL. Consultation meetings may need to be attended and reports written as needed to the Board. All files are to be monitored. Periodically Check out Engage Ottawa for new plans and surveys.

8. Minto Mahogany Discussion – Minto is requesting rezoning that allows them to build on more of the lot than currently allowed. We have an opportunity to provide feedback on the zoning amendment that would allow the larger home size. Reducing the amount of yard is not in keeping with a village community feel. Bigger houses and smaller driveways will create a snow removal issue as cars more are parked on the road and snow piled between lots. Garbage removal will also become more difficult. Next year they will likely be working on the water main before starting stage 3. GT to draft a response and circulate.
9. Other Business and Adjournment.
 - a. BG to check the constitution to see if officers of the Board can or cannot be reimbursed for out-of-pocket expenses.
 - b. One Drive Cloud Storage meeting was held last week. There is a draft plan for folders and to have naming conventions. LV will circulate
 - c. Wine and Cheese August 10. We will give outgoing Board Members a mug and a certificate. Bring Nibblies, no seafood or walnuts. 7 Pm at Grace's House.
 - d. LV to update the Board contact info.
 - e. Motion to adjourn the meeting: BG, TR. All in favour.

Meeting Adjourned, 8:43pm

NEXT MEETING: Aug 10th,

Minutes Approved:



Grace Thrasher; President

Date: Sept. 7, 2021

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer's Report

June 2021	Opening balance	\$11,634.80	
	Revenue		
	Membership	\$303.73	
	Total Revenue	\$303.73	
	Expenses		
	Bank fees	-\$3.75	
	Total Expenses	-\$3.75	
	June 30 balance	\$11,934.78	
	Liabilities		
	uncleared cheques	\$1,000.00	2 student awards
	Total Liabilities	\$1,000.00	\$10,934.78 Available balance
	GIC	\$20,000.00	
	Membership Cash Box	\$120.00	
	Events Cash Box	\$239.50	
	Derby reserve	\$4,000.00	per agreement April 30th, 2019

Appendix B. – President’s Report.

President’s Report –July 2021

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

- Met with Anne Robinson, President of MCPRA to exchange updates on our association activities.
- Hosted the Annual General Meeting of the MVCA on June 17
- Participated in City presentation on rural reports on As We Heard It consultations on Official Plan. Received follow up emails from other organizations about the question on country lot subdivisions.
- Reviewed agenda items for Agriculture and Rural Affairs Committee.
- Reviewed proposal to construct a fieldhouse at George Nelms Park
- Reviewed the application for zoning amendments for Phase 3 of the Mahogany development.
- Calls and emails relating to community association insurance coverage with new insurance provider and Greely Community Association
- Responded to various questions on cycling safety, trucks, George Nelms Park project, etc.
- Reviewed draft Truck Study report

Appendix C. – Membership Report.

Board of Directors MVCA Membership Report July 2021

June 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
	1		6	10
<ul style="list-style-type: none">• Paid Up Members as of June 30 = 343• Some of these are Family Memberships but only one name on our list.				

Notes:

- Coordinated AGM membership verifications, sent out notices of verification & Zoom notices
- June 13, - Twenty (20) 1st renewal membership letters sent (Expiring June/July 2021)
- June 13 – Seven (7) 2nd renewal membership letters sent (Expired May 2021)
- June 13 – Five (5) 3rd Final renewal membership letters sent (Expired Mar/Apr) – non renewals were moved on June 30, 2021 to the inactive list
- June 22 – Attended Zoom Rural Transect review OP City of Ottawa
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early, non payment etc.)

Respectfully submitted,



Bonnie Gray
Director of Membership, MVCA
(h) 613.692.4436
bonniegray@rogers.com

Appendix D. – Communications Report.



MVCA Communications Report
To: MVCA Board of Directors
Data for: June 2021

Website activity increased again in June after a dip in May. The page visits suggest visitors are interested in activities or events; Garage Sale page was the second most visited page and the Events page was fifth. The bounce rate declined which suggests visitors visited for a purpose but did not explore the site more after reaching their desired page.

Activity on the MVCA Facebook page declined again. While posts were up, the content obviously did not inspire engagement. The MVCA Group activity was slow as well. It should be noted that a number of posts have had to be removed from the group lately as they were businesses promoting themselves which does not comply with the rules. Manotick Neighbours Helping Neighbours continues to increase in members though activity there was quiet as well. Twitter activity was quiet in June though Followers continue to increase. Instagram continues to hold steady with moderate increases in Followers.

MVCA Website

	This Month	Last Month	
Sessions	357	265	+34.7%
Page Views	675	508	+32.9%
Users	285	218	+30.7%
Avg Session	1:26	1:22	0:04 improved
Bounce Rate	65.27%	63.40%	2.9% decline

Acquisition

	This Month	Last Month	
Organic	55.7%	Organic	51.4%
Direct	32.4%	Direct	26.8%
Social	7.3%	Social	19.1%
Referral	4.5%	Referral	2.7%
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Community Garage Sale	Virtual Trivia Night
Membership	Community Garage Sale
AGM Registration	Beryl Gaffney Park
Events	AGM Registration

*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	36	23	+56.5%
Page Views	119	192	-38.0%
Post Reach	1535	2460	-37.6%
Engagements	367	975	-62.4%

MVCA Group

	This Month	Last Month	
Members	917	902	+1.7%
Posts	56	65	-13.8%
Comments/Reactions	512	921	-44.4%

Manotick Neighbours

	This Month	Last Month	
Members	1924	1832	+5.0%
Posts	260	302	-13.9%
Comments/Reactions	6102	6795	-10.2%

Twitter

	This Month	Last Month	
Tweets	11	13	-15.4%
Impressions	3525	4437	-20.6%
Profile Visits	108	157	-31.2%
Mentions	1	5	-80.0%
Followers	756	752	+0.5%

Instagram

	This Month	Last Month	
Posts (75)	4	5	-20.0%
Followers	313	303	+3.3%

June 2021