



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes
Tuesday, September 13th. 2022
7 pm – 9 pm
Online Zoom Meeting

In Attendance:

- Irene Staron, *President* (IS)
- Theresa Roberts, *VP Events* (TR)
- Zachary King, *Treasurer* (ZK)
- Bonnie Gray, *Director of Membership* (BG)
- Steve Levecque *Director Transportation* (SL)
- Leeanne Van der Burgt, *Director Communications* (LV)
- Peggy St. John Member at Large (PS)
- Grace Thrasher *Past President* (GT)

Guests: NIL

Apologies: Doug Valerio, *Secretary* (DV)

Minutes recorded: Leeanne Van der Burgt
 Meeting called to order, 7:00 pm

ITEMS

1	Motion to approve the Minutes of Last Meeting & Special Meeting				
	Moved:	BG	Second:	LV	Carried
2	Treasurer’s Report. (See Appendix A)				
	<ul style="list-style-type: none"> 1. The Report was presented 2. Small amendments were made to best reflect expense categories for specific events 				
	Motion: to accept the Treasurer’s Report as amended:				
	Moved:	ZK	Second:	BG	Carried
3	President’s Report. (See Appendix B)				
	Discussion:				
	<ul style="list-style-type: none"> 1. IS has had responses from four of the five candidates for Councillor for Ward 21 to participate in the All Candidates Meeting on September 28. 2. IS has met with three of the candidates for one-on-one discussions about the priorities in the community. 3. Jill Pensa will be the moderator for the All Candidates Meeting. 4. A letter stating objections to Bill 3; Strong Mayor’s Building Homes Act 2022 was sent from MVCA to the Minister of Municipal Affairs and Housing, Hon. Steve Clarke. 				

	IS to write a summary of this action for upcoming communications and will write a preamble on the subject for the website.
4	Events Report. Discussion: <ol style="list-style-type: none"> 1. Picnic in the Park was held on August 28 with an estimated attendance of 600. The organizers did a great job including the recruitment of volunteers. 2. Soapbox Derby was held on the same day as Picnic in the Park. There were 36 participants. There were some logistical challenges. All were successfully managed. TR reported some lessons learned that will assist with planning of the event next year.
5	Membership Report. (See Appendix C) Discussion: NIL
6	Communications Report. (See Appendix D) Discussion: TR and LV to follow up with Picnic/Derby organizers regarding event photos to be added to the website.
7	Transportation Report. (See Appendix E) <ol style="list-style-type: none"> 1. There was a lengthy discussion about the priorities for MVCA regarding traffic issues the proposed strategic update for this file and the communication strategy on the subject. Discussion will resume next meeting. SL to help LV write a status update on the truck traffic issues for the website. SL to contact the City to ask for the third time for any updates on the truck traffic overnight restrictions and the consultant promised to study the traffic at Bridge and Main Streets.
8	Confirmation and Ratification of Soap Box Derby Policies Discussion: Topic was deferred to the next meeting
9	Personal Job Descriptions and Code of Ethics Discussion: <ol style="list-style-type: none"> 1. In order to mitigate the risk of a perception of conflict of interest, Board members were encouraged to not use corporate signature blocks on Board related correspondence. 2. Board members were requested to have their detailed job descriptions completed for the November Board Meeting. 3. DV to send out the Code of Ethics document for every Board member to sign and return to DV by October 14.
10	Kiwanis Club of Manotick Request Discussion: <ol style="list-style-type: none"> 1. The Kiwanis Club of Manotick has asked for MVCA's support in their outreach efforts in the community. Decision: MVCA will help promote a outreach event initiated and coordinated by the Kiwanis.
11	All Candidates Meeting Discussion:

	<ol style="list-style-type: none"> 1. DV has confirmed that he has arranged for the equipment to offer passive viewing via Zoom. The meeting will be recorded on the MVCA website if the quality and size permits it. 2. GT to circulate the format and Board Members will indicate what roles they will volunteer for. 3. SL to draft the three questions from MVCA for the candidates and circulated them by email for review and input before they are finalized and sent to the candidates.
12	Policies Review: VSC; Youth; Volunteer
	<p>Discussion:</p> <ol style="list-style-type: none"> 1. BG reviewed the draft policies and presented amendments made. 2. The Youth Policy is now the Vulnerable Individuals Protection Policy. 3. Discussion of the Vulnerable Sector Check Policy was suspended and deferred to the next meeting
	Motion to approve the Vulnerable Individual Protection Policy as amended
	Moved: BG Second: SL Carried
	Motion to approve the Youth Policy as amended
	Moved: BG Second: TR Carried
13	Electronic Communication
	Discussion: Topic was deferred to the next meeting
13	Other Business
	Discussion: NIL

Meeting Adjourned: 8:57 pm

NEXT MEETING: October 11th, 2022

Minutes Approved:



Irene Staron; President

Date: 2022-10-11

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association			
Treasurer's Report			
August 1st 2022 Opening balance	\$34,114.09		
Revenue			
Membership Via Cash	\$60.00		
Square Revenue	\$2,000.00		
Cash Deposits	\$369.25		
Derby 2022 Sponsors	\$700.00		
City of Ottawa Grants	\$1,982.00		
Total Revenue	\$5,111.25		
Expenses			
Bank fees	-\$11.93		
Awards/Grants/Donations	-\$100.00	J.Beltzner & D.Webber Donations	
Volunteer Canada Renewal	-\$150.00		
Derby/Picnic 2022 Expenses	-\$3,224.28		
Total Expenses	-\$3,486.21		
Sept 1st 2022 balance	\$35,739.13		
Liabilities			
Uncleared cheque	\$395.00	Manotick Brass Cheque #698	
Uncleared cheque	\$531.10	Ottawa Valley Uniforms (Derby Hat Side Logo) Cheque #702	
Uncleared cheque	\$113.00	IMPACT SIGNS Garage Sale Signs Cheque #689	
Uncleared cheque	\$400.00	JRC Audio (Derby Sound Equipment) Cheque #705	
Total Liabilities	\$1,439.10	\$34,300.03	Available balance
Membership Cash Box	\$100.00		
Events Cash Box	\$252.75		
SQUARE Account (As of Sept 9th)	\$255.46		
Derby reserve (included in RBC balance)	\$3,229.50		

Aug 2022 Transactions							
1-Aug-22	RBC	Bank fees		Association Exp	\$3.75		
1-Aug-22	RBC	Bank Fee		Association Exp	\$7.20		
1-Aug-22	RBC	Bank Fee		Association Exp	\$0.98		
10-Aug-22	Ottawa Therapy Dogs	Board Donation		Donation	\$50.00		Cheque #692
12-Aug-22	Impact Signs	Derby 2022 Expense		Derby 2022 Signs	\$479.12		Cheque #694
15-Aug-22	City of Ottawa	Event Grant		Derby&Picnic 2022 Grant	\$1,982.00		
16-Aug-22	Coldwell Banker	Derby 2022		Derby Sponsor	\$200.00		
16-Aug-22	Manotick Windows & Doors	Derby 2022		Derby Sponsor	\$200.00		
16-Aug-22	RBC	Derby 2022		Derby Sponsor	\$200.00		
19-Aug-22	Hospice Care Ottawa	Board Donation		Donation	\$50.00		Cheque #693
29-Aug-22	Watsons Mill	Derby 2022		Derby Sponsor	\$100.00		
29-Aug-22	Cash Deposit	Membership		Membership	\$60.00		Deposit #65
29-Aug-22	Cash Deposit	Derby 2022		Derby&Picnic 2022 Donation	\$117.25		Deposit #67
29-Aug-22	Cash Deposit	Derby 2022		Picnic Popcorn & Floss	\$252.00		Deposit #64
29-Aug-22	SQUARE	Derby 2022		Membership & Derby	\$2000.00		Membership+Derby Sponsor Invoices
29-Aug-22	Vern Fraser	Derby 2022		Derby MC	\$84.18		Cheque #699
29-Aug-22	Impact Signs	Derby 2022		Derby 2022 Signs	\$141.25		Cheque #696
29-Aug-22	Zachary King	Volunteer Canada		Volunteer Canada Renewal	\$150.00		Cheque #697
29-Aug-22	David Ascroft	Derby 2022		Dr Kaboom	\$180.00		Cheque #700
29-Aug-22	Ottawa Toilet Rentals	Derby 2022		Derby Toilet Rental	\$440.90		Cheque #695
30-Aug-22	Theresa Roberts	Derby 2022		Derby 2022 Expenses	\$943.74		Cheque #703
29-Aug-22	Theresa Roberts	Derby 2022		Derby 2022 Expenses	\$955.09		Cheque #704

Appendix B. – President’s Report.

Presidents Report - September 13, 2020

Newsletters / Village Voice

Prepared & issued July 26, August 9 & 23, September 6 newsletters / columns

All Candidates Meeting (ACM)

Contacted 5 registered candidates via email

Issued invitations to All Candidates meeting – 4 out of 5 replied (Michael J Nowak - no reply)

Scheduled and held introductory one-on-one meeting w/3 candidates (prior to leaving on vacation)

David Brown, Leigh-Andrea Brunet, Patty Searle

Responded to on-going questions through MVCA president email

Recruited and confirmed moderator Jill Pensa for Sept 28 meeting

Official Plan - Strong Mayors, Building Homes Act 2022

Monitored ongoing updates – FCA, press, social media

Prepared & emailed letter of opposition to Minister Steven Clarke, cc MPP Ghamari, Mayor Watson, Scott Moffatt

PIP

Monitor FCA correspondence re status of PIP and FCA recommended actions in advance of Oct. 24 municipal elections

TMP

Followed via phone & email w/Monty Doyle, Miller Truck Traffic Committee (MTTC)

Accepted and attended August 24 MTTC meeting with Steve L. to be briefed on MTTC plans for Sept. 24 sidewalk demonstration and provide MVCA input, chaired by Monty D. , attended by BIA and committee representatives

Forwarded to Steve L. - Janet Claridge truck traffic email history – letters to Scott Moffatt, Mayor Watson - forwarded by Monty D.

Reviewed Steve L. meeting outcome notes & decision options, prepared and issued email brief w/options and recommendations to Board to obtain decision on moving forward w/MTTC (decision to support via social media to share information but remain neutral)

Drafted public service announcement re Sept 14 MTTC sidewalk demonstration to go in MVCA newsletter and Messenger Village Voice column

Events

Hosted MVCA summer social Aug 10

Introduced to MPP Goldie Ghamari (Taste of Manotick)

Emailed invitation to MPP Ghamari to Aug 28 10th Annual Allan Haan Manotick Soapbox Derby and Picnic in the Park

Derby - welcomed Mayor Watson and presented Manotick T-shirt in appreciation

Picnic - assisted in food pavilion

Membership

Reviewed policies/procedures – VSC, youth, volunteer

Recruited 4 new members (Hamilton, Pensa, 2 residents on Colony Heights)

Confirmed 2 renewals (McFarlane, Wastle)

Collected payments from new members & gave to Zachary K. to deposit

TO DOS

Board orientation / Review existing presidents responsibilities & amend as required

ACM - Prepare / review / finalize / issue questions to candidates

Rural Economic Development Strategy – identify components, impacts, priorities

END OF REPORT

Appendix C. – Membership Report.

July/August 2022

	New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
July			28	4	6
August	5	1			3
<ul style="list-style-type: none">• Paid Up Members as of Aug 31: 428• Some of these are Family Memberships but only one name on our list.					

Notes:

- July 10, Twenty eight (28) 1st renewal membership letters sent out (August/September)
- Delivered the collected monies from the Garage sale to the CGDB
- Reviewed, edited & sent out revised policies x2 for Volunteer, VSC & Youth Protection
- Vacation for month of Aug. Thanks to Irene for recruiting new members, well done!

Respectfully submitted,



Bonnie Gray
Director of Membership, MVCA
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bonniegray@rogers.com

Appendix D. – Communications Report.



MVCA Communications Report
To: MVCA Board of Directors
Data for: August 2022

The Soapbox Derby drew significant increases in visits to the MVCA website in August. Unfortunately, visitors focused on visiting specific pages and did not explore more of the site as indicated by the shorter average session and higher Bounce Rate.

MVCA Website

	This Month	Last Month	
Sessions	1193	430	X2.8
Page Views	1703	751	X2.3
Users	884	332	X2.7
Avg Session	0:49	1:05	0:16 decline
Bounce Rate	77.28%	62.56%	14.72% decline

Acquisition

	This Month	Last Month	
Organic	44.1%	Direct	44.4%
Direct	33.9%	Organic	37.9%
Social	18.8%	Social	14.1%
Referral	3.2%	Referral	3.5%
Other	0%	Other	0%

Top 5 Most Visited Pages

This Month	Last Month
Soapbox Derby	Home
Home	Soapbox Derby
Membership	Membership
All Candidates Meeting	Community Garage Sale
Board	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.

Social media activity increased again in August. The most popular posts involved Picnic in the Park followed by the Soapbox Derby.

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	20	20	-
Page Views	105	95	+10.5%
Post Reach	3001	3319	-9.6%
Engagements	136	82	+65.9%

MVCA Group

	This Month	Last Month	
Members	1183	1151	+2.8%
Posts	47	40	+17.5%
Comments/Reactions	125	229	-45.4%

Manotick Neighbours

	This Month	Last Month	
Members	3915	3729	+5.0%
Posts	454	398	+14.1%
Comments/Reactions	8576	6538	+31.2%

Twitter

	This Month	Last Month	
Tweets	6	2	X3
Impressions	2153	91	X2.2
Profile Visits	263	120	X2.2
Mentions	2	0	-
Followers	825	820	+0.6%

Instagram

	This Month	Last Month	
Posts	7	1	X7
Followers	424	404	+5.0%

August 2022

Appendix E. – Transportation Report.

Transportation Report – July/Aug 2022

Activities this past month include

- Drafted paragraph for Irene’s Newsletter
- Attended RTS meeting on 2 Aug – potential tax increase is a concern for access and reliability, how to secure para transpo access for rural residents
- Provided input for meeting with people from the Miller and attended said meeting
- Developed traffic strategy for discussion
- Distributed “Keep it to 40” signs to Manotick Office Pro