



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes
Tuesday, April 12th. 2022
7 pm – 9 pm
Online Zoom Meeting

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

Guests: Councillor Scott Moffatt

Apologies: Nancy Horne, *Treasurer* (NH)

Meeting called to order, 7:00 pm

ITEMS

1	Motion to approve the Minutes of Last Meeting & action items updates
	Moved: BG Second: TR Carried
2	Treasurer’s Report. (See Appendix A)
	Discussion: NIL
	Motion to accept the Treasurer’s Report as presented:
	Moved: BG Second: LV Carried
3	President’s Report. (See Appendix B)
	Discussion: NIL
4	Events Report.
	Discussion:
	1. Garage Sale. Discussion about which organizations the funds will go to.
	2. Jan Hynes has agreed to chair committee for the Picnic and Allan Haan is on board for organizing the Derby.
	Decision: Funds from Garage Sale to be donated to Canadian Guide Dogs, fragrant garden.
5	Membership Report. (See Appendix C)
	Discussion: We are still having trouble with people getting membership fees to us from the online forms.
	Decision: BG, LV and NH to discuss option to improve the process.
6	Communications Report. (See Appendix D)
	Discussion:
	1. The website was down for 5 days.
	2. We were trying to inform the community about the issues surrounding Bill 109. While the website was down, the Bill was tabled. It is recommended that people with concerns to write to the MPP before the election. Social media campaign to be

	launched to encourage action by residents. A community member suggested asking Goldie Ghamari to Chair a round table.			
	Decision: GT to include this issue a major focus of the Newsletter			
7	Transportation Report. (See Appendix E)			
	Discussion: NIL			
8	Board Member Changes			
	Discussion: With the AGM coming up GT will be stepping down from the role of President. NH has indicated that she will be stepping down from the Treasurer's position. IS will let her name stand for the President position. If she gets elected, that will leave the Director at Large position open. Peggy St. John has been put forward for the Director at Large position. Zach King is putting his name forward for Treasurer.			
	Decision: GT & IS to invite prospective Board candidates to introduce themselves at the May meeting.			
9	All Candidates Meeting			
	Discussion: IS to coordinate with TR to help with the All Candidates Meeting. May 3,4,5, 12m 17 & 19 th proposed for the meeting.			
10	Other Business			
	Discussion: NIL			
11	Dialogue With Councillor Scott Moffatt			
	Discussion: <ol style="list-style-type: none"> 1. Bridge & Main Intersection Project – The consultant is still in the preliminary stages of the study. When that is complete, the report will be emailed to GT. 2. Truck Restrictions – Staff are gathering data at the intersection and have sampled 3 days. The report is a significant number of large trucks. Scott will be trying to get an overnight ban put in place and inform us on a timeline. 3. Miller Rezoning – Scott hasn't been part of the re-zoning and bylaws regarding Miller. Unlikely that Miller will be able to rezone as they are already zoned agricultural. Miller has a zoning exception limited to a craft shop. The issue is larger vehicles floating construction equipment through the village. 4. Long Island Water Main Project – City applying to Active Transportation Fund for a sidewalk along Long Island Rd. The issue is the width of the road and the lack of storm water drainage. With the extra funding it is possible to find a solution. 5. Building Applications – Main St. development next to RBC of 21 units is going through a rezoning application to support fully residential apartments. Carrier and Main, some construction to start this season. Vacant Unit tax will be coming in to force and helping to keep vacant lots tidy. 6. LIAC Pool – There has not been any new information. Currently there is a private operating agreement between the aquatic club and the City. 			
12	Motion to adjourn the Meeting:			
	Moved:	BG	Second:	LV
				Carried

Meeting Adjourned, 9:00 pm

NEXT MEETING: May 10th 2022

Minutes Approved:

A handwritten signature in cursive script that reads "Grace Thrasher". The signature is written in a dark ink and is positioned below the text "Minutes Approved:".

Grace Thrasher; President

Date: 2022-05-10

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association Treasurer's Report

Mar 2022	Opening balance	\$12,139.02
	<u>Revenue</u>	
	Membership	\$172.95
	Total Revenue	\$172.95
	<u>Expenses</u>	
	Association expenses	\$61.59 Bank fees, OneDrive
	Rick Piironen	\$937.87 fire station sign tablet
	C. of Ottawa	\$67.13 FS grant unused balance repayment
	J. Hynes	\$108.01 domain name service 2019-2023 Site 5
	Total Expenses	\$1,174.60
	Mar. 31 balance	\$11,137.37
		-\$20.00 to membership cash box
		\$11,117.37 RBC balance
	<u>Liabilities</u>	
	Uncleared cheques	\$401.76 Director liability insurance
		\$40.95 C of Ottawa, hall rental AGM
	Total Liabilities	\$442.71
		\$10,674.66 Available balance
	GIC	\$20,000.00
	Membership Cash Box	\$165.00
	Events Cash Box	\$239.50
	Derby Reserve	\$3,229.50

Appendix B. – President’s Report.

President’s Report –April 2022

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

- Drafted and submitted a letter on the Affordable Housing Task Force report to Goldie Ghamari, Minister Steve Clark and Premier Doug Ford
- Attended consultation on request to establish Condominium Corporation for the Highcroft development
- Attended Committee of Adjustment hearing on variance application for Highcroft Drive project. No objections or concerns were submitted on the application.
- Discussed Soap Box Derby organization with Allan Haan. He is anxious to get started on organizing it so I advised that the Board will be discussing it at next meeting and planning is expected to start in May.
- Drafted letter of support for YOMA Paint It Up application
- Completed application for Director’s Liability insurance and then had to resubmit as I received the application form for last year instead of 2022-23.
- Responded to letters about truck traffic, Miller’s rezoning, garage sale

Upcoming activities:

- Consultation on proposed design for new Skateboard Park on April 13
- Community association consultation on the Community Benefits Charge on April 20

Appendix C. – Membership Report.

Board of Directors MVCA Membership Report April 2022

March 2022

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
4	1	18	2	4
<ul style="list-style-type: none">• Paid Up Members as of the end of March: 408• Some of these are Family Memberships but only one name on our list.				

Notes:

- March 13, Fifteen (15) 1st renewal membership letters sent (Apr 2022)
- March 13, Three (3) 3rd renewal membership letters sent (Jan/Feb 2022), to be renewed by end of March or Membership would be put on the inactive list
- March 31, Two (2) members moved to the inactive list
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early, nonpayment etc.)
- Completed the Orientation Manual, two copies prepared for new board members
- Did surveys on TMP & Affordable Housing

Arising Issue: I continue to get people who aren't able to submit their payment through the website. When time permits, we need to address this problem. Currently, Leeanne forwards me the confirmation of payment as they come through and Nancy sends me a list of payments/names for the month's end. There is a lag time for me to process memberships in a timely fashion with this system. I would like to request the ability to have access to the Square payment so I can check the memberships as they come in. Thanks

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: March 2022

Due to issues with the site domain provider, the MVCA website was down for a week. This makes the data for March difficult to work with. The data suggests a high number of visits with very low duration and bounce rate. A deeper look into the data shows this was an artificial spike during the time the website was unavailable, so the data is flawed. A look at the 5 most visited pages continues to suggest the community is interested in events and local activities.

MVCA Website

	This Month	Last Month	
Sessions	629	214	not valid
Page Views	1270	328	not valid
Users	539	198	not valid
Avg Session	0:42	0:32	not valid
Bounce Rate	22.89%	75.70%	not valid

Acquisition

This Month		Last Month	
Referral	66.2%	Social	38.5%
Organic	13.5%	Organic	34.5%
Direct	11.1%	Direct	24.5%
Social	9.2%	Referral	2.5%
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Membership	Community Garage Sale
Community Garage Sale	Contact
In the Community	Board
MVCA Events	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.

There were many topics for posts on social media in March. Some posts were generated by MVCA, others were shared. The MVCA Group showed an increase in usage. While posts increased on the Manotick Neighbours Helping Neighbours Group, the interactions were much lower. This could be attributed to volume of posts or types of posts.

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	35	7	
Page Views	81	45	
Post Reach	2487	1779	
Engagements	1482	143	

MVCA Group

	This Month	Last Month	
Members	1081	1053	
Posts	56	26	
Comments/Reactions	93	58	

Manotick Neighbours

	This Month	Last Month	
Members	3264	3171	
Posts	395	291	
Comments/Reactions	2085	5265	

Twitter

	This Month	Last Month	
Tweets	9	9	
Impressions	3288	4797	
Profile Visits	243	506	
Mentions	6	3	
Followers	808	807	

Instagram

	This Month	Last Month	
Posts	6	0	
Followers	376	365	

March 2022

Ontario Housing Affordability Task Force Report Communication Plan

Upon review of this report and its recommendations, a communications plan was developed to highlight key areas of concern for residents. The intent was to provide information and encourage some public pressure to hopefully cause for the government to pause and re-evaluate before presenting possible legislation.

The plan's implementation was delayed due to the issues with the MVCA website. Only one post was disseminated before Bill 109 - More Homes for Everyone Act was tabled. The Communication Plan was immediately halted as the messaging was no longer current.

Bill 109 contains a number of concerning elements that would significantly reduce municipal governments influence on housing development and land use. It would hinder communities' ability to provide input. It also empowers the Ministry of Municipal Affairs & Housing and Ontario Land Tribunal to override the Official Plan, Secondary Plans and decisions made by the City. All the while, there is no strategy in the bill to ensure housing will be affordable.

MVCA may wish to reconsider a new communication plan to help residents understand the potential outcomes if Bill 109 passes.

Appendix E. – Transportation Report.

Transportation Report – Mar 2022

Activities this past month include

- Provided input to various reports and projects,
- Contributed to TMP survey,
- Attended rural transportation meeting – nothing to report, it was a meeting to organize future webinars.
- Note: it seems that the Rideau valley detour takes traffic up Long Island – perhaps not the best choice.
- Monitoring a new warehouse proposal and Limebank and Leitrim that may have an indirect impact on Manotick