



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Accepted Minutes

Tuesday, March 10, 2020

7 pm – 9 pm

Online Zoom Meeting

In Attendance: Grace Thrasher, *President* (GT); Nancy Horne, *Treasurer* (NH); Bonnie Gray, *Director of Membership* (BG), Theresa Roberts, *VP Events* (TR); Doug Valerio, *Secretary* (DV); Allan Smith, *Director at Large* (AS); John Harrison, *Director of Road Safety* (JH)

Apologies: Leeanne Van der Burgt, *Director Communications* (LV)

Meeting called to order, time: 7:01 pm

Opening Remarks: Welcome!

1. Approval of last Minutes and Action Items
 - a. Motion:TR, BG All in favour
 - b. Action Items Updated.
2. Treasurer's Report – See Appendix A.
 - a. Approximately \$700 profit left over from Shiverfest after all cheques were sent out.
 - b. Motion to approve Treasurer's Report. NH, TR All in favour.
3. President's Report - See Appendix B
4. Events Report
 - a. Park is booked for August 30th for Picnic in the Park and the Derby.
5. Membership Report – See Appendix C.
 - a. TR and BG went to various storage sites. There is a site that has been found just past the Kars bridge heading south, Osgoode Mini Storage. This is a smaller storage unit but purpose built and \$200 per annum. We will need to check if the Derby Ramps will fit in.
 - b. Motion: to accept Osgoode Mini Storage: JH, TR All in favour
6. Communications Report – See Appendix D.
 - a. The website Main page picture will be seasonal. Membership button has been added. Comment: It should look more like a button. Constitution has been added. Membership page updated. Emergency Preparedness button will be on the blue header at the top of the Main Page.
7. Transportation Report – The Transportation Master Plan has not really started as a process. There will be more coming.
8. Emergency Preparedness Plan
 - a. Manotick on the whole is very well covered and only 4-6 hours from help by the city.
 - b. Handouts were circulated from Dunrobin, City of Ottawa and Federal as examples of Emergency plan we can use as templates for Manotick.
 - c. AL to Draw up a draft Guideline document and circulate to the Board for comment before next meeting.
 - d. When the guidelines are set up, emergency contact numbers updated and first aid equipment use by dates checked once per year by a MVCA delegate.

- e. What do we do proactively when an emergency happens? This will need to be scheduled for more discussion.
- 9. Community Garage Sale
 - a. June 13th date set for the Garage Sale.
 - b. Schedule Garage Sale discussion about balloons and signage for the April meeting
- 10. Board Orientation – VP Events
 - a. The Derby was used as an example for the events process. TR will write up a simple bullet point process for events to be added to the Operational Procedures Manual.
- 11. Other Business and Adjournment.
 - a. Ecology Ottawa Request. Comment: We don't know enough information to make comments on the proposal.
 - b. AGM May 27th at the Arena.
 - c. TR to contact St. Mark and South Carleton Schools about student awards.
 - d. Meeting Adjourned: 9:12pm

Next Meeting: April 14, 2020

Minutes Accepted:



Grace Thrasher; President

2020-05-06

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer’s Report

Feb. 2020	Opening balance	\$8,956.65	
	<u>Revenue</u>		
	Membership	\$87.95	
	Shiverfest	\$3,717.50	
	Total Revenue	\$3,805.45	
	<u>Expenses</u>		
	Association expenses	-\$293.21	Bank, Web mailboxes
	Shiverfest expense	-\$1,008.02	
	Total Expenses	-\$1,301.23	
	Feb. 29 balance	\$11,460.87	
	<u>Liabilities</u>		
	Uncleared cheques	\$2,604.91	Hollybrooke, J. Dorman, M. Cromie, MCPRA
	Total Liabilities	\$2,604.91	\$8,855.96 Available balance
	GIC	\$15,000.00	
	GIC	\$8,000.00	
	Membership Cash Box	\$100.00	
	Events Cash Box	\$239.50	
	Derby reserve	\$4,000.00	

Appendix B. – President’s Report

President’s Report – March 2020

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

- Chaired Task Force on Revitalization meeting on February 18. Developed Fact Sheet on Business Survey for information kit for new businesses. Working with Task Force members on workshop for design options for Main Street businesses.
- Reviewed documentation for Agriculture and Rural Affairs Committee meeting and attended the meeting on March 5.
- Developed a submission to ARAC on the Rural Economic Development Strategy and circulated to area Councillors and Task Force in advance of March 5th ARAC meeting.

Upcoming events:

- Meet with new owner of Village Square on Main Street about planned development (awaiting confirmation of meeting date from Donna Smith at BIA)

Appendix C. – Membership Report

Board of Directors MVCA Membership Report March 2020

February 2020

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
		6	1	
<input type="checkbox"/> Paid Up Members as of February 29 = 349 some of these are Family Memberships but only one name on our list.				

Notes:

- February 6 – 23 Courtesy Removal Letters went out for 2019 Non-Renewed Memberships Apr/Oct
- Feb 2020 January 9 – 6 Second Renewal Letters went out for Nov/Dec 2019
- Assessed need for storage space with Allan & Theresa
- Visited potential storage spaces (2) with Theresa, see report on spaces
- Visited a new potential space suggested by Nancy, contacted the owner and then visited with Theresa. See report on spaces

Motion: I move that we accept the small unit storage space, owned by Dave & Monique Craig, 3131 River Road, Manotick, known as Osgoode Mini Storage (a division of 1457993 Ontario Inc.) @ a cost of \$200/year, +/- HST, beginning June 1, 2020, pending final viewing by Allan Haan. Dave Craig has offered us a second small unit at the same cost should we need it.

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

Storage Space Options MVCA for Derby Karts/Signage

Place	Address	Contact Person	Phone #	Space	Conditions	Cost	Comments	Follow Up	Visit
Echo Farms	6412 Prince of Wales Dr.	Brian	613.293.3246	100+ sq. ft	<input type="checkbox"/> Unheated <input type="checkbox"/> Year-round access	\$100+HST /month	Available in the Spring	2/8/2020 Called and informed not suitable at present	
Miller Storage	4190 Viewbank Rd.	Tom Miller	613.880.8019	100 sq. ft	<input type="checkbox"/> Unheated <input type="checkbox"/> Year-round access	\$250 +HST /month	Available anytime	2/8/2020 Called and informed not suitable at present	
Indoor/Outdoor Storage	2249 River Rd.	Bill McWilliams	613.294.6977	Approx. 15 x 10 Horse stall	<input type="checkbox"/> Barn Stall <input type="checkbox"/> Unheated <input type="checkbox"/> Year-round access	?	Available anytime	Visit 2/14/20	<input type="checkbox"/> As described <input type="checkbox"/> Horse Stall – uncleaned and + cobwebs at present <input type="checkbox"/> Ground level <input type="checkbox"/> Easy access through double doors <input type="checkbox"/> ? whether ramps would fit in stall – owner not present at time of visit <input type="checkbox"/> Room for ramps in main barn
Seasonal Storage	1707 River Rd	Betty & Earl Davidson	613.692.4389	100 sq. ft	<input type="checkbox"/> Unheated <input type="checkbox"/> Year-round access <input type="checkbox"/> Loft of barn	2019 Price \$57 +HST /month	Available in the Spring	Visit 2/14/20	<input type="checkbox"/> As described <input type="checkbox"/> Has large doors so carts etc. would fit <input type="checkbox"/> Would need tractor or wagon with 4 strong

Storage Space Options MVCA for Derby Karts/Signage

									people to lift carts etc. up into loft <input type="checkbox"/> Possibility to store ramps on main floor of building depending on size <input type="checkbox"/> Owner very willing to help
Osgoode Mini Storage (a division of 1457993 Ontario Inc.)	3131 River Rd	Dave & Monique Craig	davidcraig@osgoodestorage.ca. (h) 613- 826-2511 (c) 613- 880-8903	10x10x5	<input type="checkbox"/> Unheated <input type="checkbox"/> Year-round access <input type="checkbox"/> Cement Floor	\$200/yr	Available anytime	Visit 2/20/2020	<input type="checkbox"/> As described <input type="checkbox"/> Clean <input type="checkbox"/> Outdoor mini storage unit <input type="checkbox"/> Accessible year round <input type="checkbox"/> If we can get end unit easy access

Appendix D. – Communications Report



MVCA Communications Report
 To: MVCA Board of Directors
 Data from: February 2020

*Note – comparisons are to the previous month

Facebook

Number of posts	5	-77%
Page Views	94	-53%
Post Reach	589	-85%
Post Engagements	54	-94%

Twitter

Tweets	6	-79.3%
Impressions	3479	-75.8%
Profile visits	16	-81.6%
Mentions	3	-62.5%
Followers	676	+1%

*Definitions

- Tweet impressions – the number of times people have seen the Tweet
- Mentions – the number of times people used “@ManotickVCA”

Instagram

Number of posts	2	-85%
Followers	117	+27%

Website

	Jan 2020			
Sessions	146			-195%
Page views	605			-85%
New visitors	101			-180%
Avg. session duration	1 min 11			unchanged
Bounce rate:	60.96%			+19%
Acquisition				
Organic search	60.5%	+42.1%	Direct	26.9% +23%
Social media	9.2	-60%	Referrals	3.4 % -84.2%

The five most visited pages were:

1. Home
2. Shiverfest
3. Planning-Development
4. Shiverfest Photography Contest
5. MVCA Events

Comments:

The month over month comparisons are still impacted by the Shiverfest activity in January. Instagram followers continue to rise despite low posting activity. The website bounce rate has improved but is still above what is considered desirable rates.

*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

Feb 2020