



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

Tuesday, October 6, 2020

7 pm – 9 pm

Online Zoom Meeting

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

Apologies: NIL

Meeting called to order, 7:00 pm

ITEMS

1. Approval of Minutes of Last Meeting & action items updates.
 - a. Motion to approve the minutes of last meeting: BG, TR All in favour.
2. Treasurer's Report (See Appendix A). We had a good month with membership renewals.
 - a. Both GICs are coming up for renewal. Posted rates are 0%. NH will ask if we can get a better rate from RBC. Motion to renew for 12 months. BG, LV. All in Favour.
 - b. Motion to Approve Treasurer's Report: TR, BG . All in Favour
3. President's Report.

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

- a. Met with Executive Director of BIA on various community issues
- b. Worked with President of MCPRA on media response on Beryl Gaffney Park
- c. Participated in stakeholder consultation session on Ward Boundary Review
- d. Drafted and submitted Board views on Ward Boundary Review along with results of Facebook survey
- e. Provided input on variance request for building at corner of Highcroft Drive and Main Street
- f. Provided input to Councillor Moffatt on Beryl Gaffney Park on fenced-in off-leash dog park
- g. Completed Transportation Master Plan survey on Active Transportation Networks (pedestrian and cycling)
- h. Prepared presentation for Annual General Meeting

Looking ahead:

- i. Follow up meeting planned with Councillor on updates of development issues and pilot project for truck traffic on Bridge

4. Events Report.
 - a. Piazza is closing down. It has been sold. He has a go-cart that needs to be transported to the storage facility
5. Membership Report (See Appendix B).
 - a. Still working on contacting the list of people we do not recognize.
6. Communications Report (See Appendix C).
7. Transportation Master Plan.
 - a. Survey on Engage Ottawa feeds into the TMP.
8. AGM
 - a. We tested the online AGM voting.
 - b. Reviewed the AGM slides.
9. Other Business and Adjournment.
 - a. Motion to adjourn the meeting: BG, DV. All in favour.

Meeting Adjourned, 8:20 pm

NEXT MEETING: November 10, 2020

Minutes Approved:

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

Grace Thrasher; President

Date: Nov 10, 2020

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer’s Report

Sep 2020	Opening balance	\$7,752.75	
	Revenue		
	Membership	\$476.36	
	Donation	\$50.00	LV neighbour for ROSSS cards
	Total Revenue	\$526.36	
	Expenses		
	Bank fees	-\$3.75	
	Upgrade to cart storage	-\$169.50	
	Total Expenses	-\$173.25	
	Sep 30 balance	\$8,105.86	
	Liabilities		
	uncleared cheques	-\$275.34	ROSSS covid Visa cards
		-\$670.60	BIA bike rack
	Total Liabilities	-\$945.94	\$7,159.92 Available balance
	GIC	\$15,000.00	
	GIC	\$8,000.00	
	Membership Cash Box	\$100.00	
	Events Cash Box	\$229.50	
	Derby reserve	\$4,000.00	

NOTE: Both GIC terms are up early November. RBC's posted renewal rates are 0% to <.5%.
Do we want to persue moving the money to another institution for possible higher rates?

Appendix B. – Membership Report.

Board of Directors MVCA Membership Report October 2020

September 2020

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
5	6	50	5	10
<ul style="list-style-type: none">• Paid Up Members as of September 30 = 328 Some of these are Family Memberships but only one name on our list.				

Notes:

- September 8, Sent out 39 2nd Renewal Requests (January – August)
- September 8 Sent out 11 1st Renewal Requests (September & October)
- Processed new memberships/renewals
- Cleaned up Constant Contact Database – reviewed all 435 records on CC. Deleted numerous duplicate records, non renewed memberships, bouncebacks etc.
- Continuing following up on 3 pages of problems with Constant Contact records.

Respectfully submitted



Bonnie Gray

Director of Membership, MVCA

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Appendix C. – Communications Report.



MVCA Communications Report
To: MVCA Board of Directors
Data for: September 2020

MVCA communication methods proved successful again this month based on the response to several topics of importance, one being Ward Boundary Review. The activity on the MVCA website increased again. There was an increase in those arriving at the site through social media and users actively seeking the site through search engines. The Bounce Rate increased outside of preferred levels most likely due to the specific topics motivating users.

Activity on Facebook proved to be especially successful. One of the Facebook images relating to the Ward Boundary Review topic was shared more than 2000 times. This month the MVCA page was more active than the two Groups which may be explained by distractions including increasing Covid-19 cases and the start of school. However, members of both Groups continue to increase. Twitter and Instagram posts were increased this month and the number of followers continue to increase.

MVCA Website

	This Month	Last Month	
Sessions	226	147	+53%
Page Views	460	301	+53%
Users	174	125	+39%
Avg Session	1:36	1:22	+41 sec
Bounce Rate	58.41%	53.06%	+10%

Acquisition

	This Month		Last Month	
Direct	41.9	Direct	44.9%	
Social	40.8	Social	37.8%	
Organic	10.6	Referral	11.8%	
Referral	6.7	Organic	4.7%	
Other	0	Other	0.8%	

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Join MVCA	Join MVCA
Ward Boundary Review	Beryl Gaffney Park
AGM Registration	Contact Us
Board Members	MVCA Events

*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 Page	This Month	Last Month	
Posts	32	51	-37%
Page Views	168	110	+53%
Post Reach	4157	1990	+109%
Engagements	936	921	2%+

MVCA Group

	This Month	Last Month	
Members	560	519	+7%
Posts & Reactions	330	548	-60%

Manotick Neighbours

	This Month	Last Month	
Members	850	756	+12%
Posts & Reactions	1600	1871	-14%

Twitter

	This Month	Last Month	
Tweets	8	5	+60%
Impressions	3161	7060	-55%
Profile Visits	37	33	+12%
Mentions	3	10	-70%
Followers	713	708	+1%

Instagram

	This Month	Last Month	
Posts	5	0	
Followers	202	187	+8%

September 2020