



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

### Approved Minutes

Tuesday, February 9<sup>th</sup>, 2021

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); Leeanne Van der Burgt, *Director Communications* (LV); Doug Valerio, *Secretary* (DV); Allan Smith, *Director at Large* (AS)

**Apologies:** NIL

Meeting called to order, 7:03 pm

#### ITEMS

1. Approval of Minutes of Last Meeting & action items updates.
  - a. Motion to approve the minutes of last meeting: NH,TR , All in favour
2. Treasurer's Report (See Appendix A).
  - a. Motion to approve the Treasurer's Report: TR , JH. All in Favour.
  - b. Motion to Approve the 2021 Draft Budget: NH, TR, All in Favour
  - c. We will be getting \$14.67 interest payment for the GIC.
3. President's Report.
  - a. January was a very busy month with following up on meetings and trying to get support for rural voices that seem to be disregarded by the present City Councillors. We worked with other rural community associations on a joint submission to Council opposing the Tewin proposal in the east end and the decision to develop prime agricultural land adjacent to Riverside South. We have had some media coverage on those efforts. This indicates that we are being noticed. We are also working with other rural community associations on addressing the issue of truck traffic through rural villages.
4. Events Report.
  - a. Snow Person contest is under way. So far, we have 7 entries. Prizes are being worked on and Judges are being appointed. It is all going well.
  - b. The contract has been signed for Picnic in the Park and the park is booked for last weekend in August.
5. Membership Report (See Appendix B).
  - a. Motion: To accept the "Harassment Complaint Form" as distributed to the Board of Directors Feb 4, 2021. BG, NH, All in Favour.
  - b. Bonnie has started a procedure manual for the Membership Director position to walk them through the various tasks of the Director of Membership. She suggested that we should have one for all the Board positions and volunteered to work on it. It was decided it should be a Policy & Procedures combined Manual.
6. Communications Report (See Appendix C).
  - a. Activity on the website and social Media is up, reflecting the discussions around the Official Plan and Traffic issues.

7. Transportation – Truck Traffic (See Appendix D)
  - a. There are two primary areas of concern with truck traffic; truck traffic on the narrow portion of Bridge St. and trucks mounting the curb at Bridge and Main. In an attempt to increase pressure on the Council and other Stakeholders, we need to have hard data. NH has created a spreadsheet to record data and this will be tested in the field soon. We will be looking for volunteers to collect the data. It was suggested that photos should be taken when collecting data. Data collection will start in the spring.
8. Official Plan
  - a. Feb 17<sup>th</sup> is the deadline for feedback on the Official Plan. It was suggested that we put together a response from the Board on the Plan. The Board should submit the most relevant forms before the deadline. The forms can be found on: [https://engage.ottawa.ca/the-new-official-plan/news\\_feed/one-pagers-and-feedback-forms](https://engage.ottawa.ca/the-new-official-plan/news_feed/one-pagers-and-feedback-forms)
9. Archiving Documents
  - a. We looked at a number of options and the general consensus was MS One Drive. LV will see if there are special deals for non-profits.
10. Beryl Gaffney Park Update
  - a. It has been expressed by some residents that a task force without a City employee on it would be a waste of time.
  - b. There were lots of ideas discussed about how we could engage people and get the City to listen. GT will speak to Ann Robinson about going ahead with the Task Force regardless.
11. Other Business and Adjournment.
  - a. Motion to adjourn the meeting: NH, BG. All in favour.

Meeting Adjourned, 8:30 pm  
NEXT MEETING: March 9th, 2021

Minutes Approved:



Grace Thrasher; President  
Date: March 9, 2021

## Appendix A. – Treasurer’s Report.

### Manotick Village and Community Association Treasurer’s Report

Jan 2021	Opening balance	\$11,328.49	
	<b><u>Revenue</u></b>		
	Membership	\$605.81	
	<b>Total Revenue</b>	<b>\$605.81</b>	
	<b><u>Expenses</u></b>		
	Association expenses	-\$199.24	PO box, bank fee
	<b>Total Expenses</b>	<b>-\$199.24</b>	
	<b>Jan. 30 balance</b>	<b>\$11,735.06</b>	
	<b><u>Liabilities</u></b>		
	Uncleared cheques	\$281.70	WIX mailbox renewal
	<b>Total Liabilities</b>	<b>\$281.70</b>	<b>\$11,453.36</b> Available balance
	GIC	\$20,000.00	
	Membership Cash Box	\$120.00	
	Events Cash Box	\$239.50	
	Derby reserve	\$4,000.00	

## Appendix B. – Membership Report.

### January 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
2	12	39	4	7
<ul style="list-style-type: none"><li>• Numbers for New Members is a little misleading. I changed the way I was counting members to more accurately reflect our numbers. Therefore, if someone had let their membership expire for more than 2 months, I considered them “new” if they rejoined.</li><li>• Paid Up Members as of January 31 = 350 Some of these are Family Memberships but only one name on our list.</li></ul>				

#### Notes:

- 11 - Final Notices sent out Jan 9, 2021
- Removed 9 Non-Renewals from Nov 2020 to the inactive list on Feb 1, 2021
- 25 - 1<sup>st</sup> Renewals sent out Jan 9
- 3 - 2<sup>nd</sup> Renewals sent out Jan 9
- Processed new memberships/renewals on Excel & Constant Contact databases
- Final revisions to draft of the Harassment Policy Reporting Form done and sent out to Board for approval at February 2021 Board Meeting
- Relearned Constant Contact – they changed their format and forms
- Began a membership manual to be passed on with the position, job description, finding your way through Constant Contact & the MVCA website etc.

Motion: To accept the “Harassment Complaint Form” as distributed to the Board of Directors Feb 4, 2021. Moved by: Bonnie Gray  
Respectfully submitted



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## Appendix C. – Communications Report.



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

MVCA's digital communication platforms were busy in January. The Snowperson contest appears to be a primary driver of online activity. On the website there were increased sessions, increased pageviews and longer sessions than in December.

The MVCA Facebook page and both groups were active in January. The Snowperson contest appears to have triggered increases in reach and engagements. The posted contest entries have been popular as well. On the Facebook Group, the top posts involved residents' questions, Bell Let's talk and postings about the GoFundMe campaigns for a resident. On the Manotick Neighbours Helping Neighbours Group, the posts that triggered activity were requests for recommendations for services, some topics that became a bit controversial and the pathway from Mahogany development to the village. There were increases in content from MVCA on both Twitter and Instagram which were met with heightened user activity, especially on Twitter.

### MVCA Website

	This Month	Last Month	
Sessions	335	238	+40.7%
Page Views	760	489	+55.4%
Users	261	206	+26.7%
Avg Session	2:32	1:16	+1:16
Bounce Rate	58.21%	68.91%	10.7% improved

### Acquisition

	This Month	Last Month	
Organic	46.8%	Direct	60.1%
Direct	28.5%	Organic	37.5%
Social	14.8%	Social	1.9%
Referral	9.9%	Referral	0.5%
Other	0%	Other	0%

### Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Membership	Membership
Snowperson Contest	Shiverfest
Beryl Gaffney Park	Beryl Gaffney Park
In the Community	In the Community

### \*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	35	31	+12.9%
Page Views	142	71	+200%
Post Reach	2765	1485	+86.2%
Engagements	2266	353	+419%

### MVCA Group

	This Month	Last Month	
Members	794	721	+10.1%
Posts & Reactions	218	196	+11.2%

### Manotick Neighbours

	This Month	Last Month	
Members	1437	1293	+11.1%
Posts & Reactions	3496	3028	+15.4%

### Twitter

	This Month	Last Month	
Tweets	24	2	12X
Impressions	4281	1025	4X
Profile Visits	199	29	6X
Mentions	3	1	3X
Followers	728	727	-

### Instagram

	This Month	Last Month	
Posts (48)	4	1	4X
Followers	248	226	+9.7%

January 2021

## Appendix . – Transportation Report

### Rural Transportation Solutions Group (RTSG)

Leeanne and I are members of the Rural Transportation Group (me as MVCA and Leeanne as YOMA rep). Other members are a combination of non - profits and community associations.

Carley Scharf -Rural CDF Program Coordinator Nepean, Rideau & Osgoode Community Resource Centre (NROCRC) received a United Way grant to work on rural transportation. NROCRC is non-profit charitable organization and their services and programs are free. Grant from United Way of \$6100 for this activity. Five hours a week for Carley Scharf to work on this project.

The goals of the RTSG are to :

Seeking innovative and affordable transportation solutions in the rural area by collecting information regarding rural transportation, analyzing that information and formulating a unique transportation solution for rural communities in the City of Ottawa boundaries. This group originated based on a need voiced by rural community members to their service providers. The initiative thus far has been led by rural community member Ken Holmes and the rural serving CHRC's

The solutions that we are seeking for rural transportation are meant to be sustainable, innovative, affordable and realistic solutions that fall in line with the priorities of the master transportation plan and the new official plan. As we move forward on this project we plan to keep all 4 ward Councillors informed on the process and hope for their continued support.

Currently the group is planning on launching a survey in February 2021 to community members in order to collect information regarding residents priorities and needs when it comes to transportation. We will also be running 2 - 3 focus groups in each rural ward.

### Actions to date

Presentation to ARAC on Feb 4 by Ken Holmes ( Carp) about Rural transportation and Internet access . Ken makes some very good points particularly the disconnect between City plans state and the failure to adhere to these plans. Sound familiar?

Draft letter to rural councillors to recommend people to serve on this committee .

### **Federation of Community Associations (FCA)**

The FCA has completed a very thorough and comprehensive review of the Official Plan with respect to Transportation.

I am still going through their notes and have registered with the FCA Transportation Committee Meeting Feb 14. Very urban centric which is understandable. I noted two items so far as follows:

#### Some FCA Recommendations

1. Improvement of sidewalk design standards. Particularly in the urban areas the frequency of curb cuts on the sidewalks negatively impact walking. (The grade angles this introduces on the sidewalks are dangerous to the elderly especially when icy in winter). Should there be a

commitment to a redesign of sidewalk standards so that the curb cuts are less smooth for cars to get over in order to make the sidewalks more level for pedestrians.

**Comment - . Not good for wheel chair folks**

7. What about a commitment to investigating the possibility of introducing some form of zonebased fares for transit. (Is it reasonable that a 3km bus trip downtown should cost the same as a trip from the outer edges of the City to downtown?). Isn't the stated goal to add large increases in population into the existing built up area? So wouldn't making transit to be more affordable for citizens who choose to live in the existing built-up area be a policy enabling action?

**Comment -very urban approach. This would penalize ruralites and go against what we want which is to encourage people to live in Manotick and other villages**

John