



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

Tuesday, December 8th, 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, 7:10 pm

ITEMS

1. Approval of Minutes of Last Meeting & action items updates.
 - a. Motion to approve the minutes of last meeting: TR ,AS , All in favour
2. Treasurer's Report (See Appendix A).
 - a. Motion to Approve Treasurer's Report: TR, BG All in favour
 - b. Thanks to LV and BG for getting so many memberships in.
3. President's Report.
 - a. There has been some conflicting opinions how Beryl Gaffney should be handled. Anne Robinson is in favour of a Task Force and has been gaining local support for this.
 - b. A member has requested that we put our letters to the City online with a rational how we arrived at that. The concern was our letters are our opinion and not representative of the Village's opinion. It was communicated that discussions and position statements are in the minutes along with several other communication channels.
 - c. Greely Community Assoc. is planning a campaign about the truck traffic through the village. JH can connect with him.
4. Events Report.
 - a. Had a virtual meeting with the Shiverfest organization committee. There were many suggestions for activities. TR has not heard back from Ottawa Public Health on event procedures for suggested activities. Lots of volunteers will be needed.
5. Membership Report (See Appendix B).
6. Communications Report (See Appendix C).
 - a. Emergency Preparedness content is now up online
7. Transportation Report.
 - a. Mill St. and High St. The sidewalk is never ploughed. A Member has been writing to the City about this. A standard response about cost evaluation was sent in reply. Scott Moffatt has said he will put up no parking signs up for the winter so the road will be cleared for ploughing.
8. Harassment Policy

- a. The policy has now been through 7 revisions following lots of feedback. With a few minor adjustments, a final draft will be tabled in January. There was quite a lot of discussion on what we are responsible for and how detailed the policy should be. An incident report template will need to be drafted. Any examples to be forwarded to BG.
9. Other Business and Adjournment.
 - a. NH to prepare a fiscal report but hold off on a budget until the New Year.
 - b. MVCA Thank you signs need to be collected.
 - c. Suggested that every external communication or response to City organizations we should cc to the other community assocs. so we can keep them informed and get support.
 - d. Motion to adjourn the meeting: BG, TR All in favour.

Meeting Adjourned, 8:10 pm

NEXT MEETING: January 12th, 2020

Minutes Approved:

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

Grace Thrasher; President

Date: 2020-01-12

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer’s Report

Nov. 2020	Opening balance	\$7,454.45
	<u>Revenue</u>	
	Membership	\$503.57
	GIC Interest	\$547.68
	GIC redemption	\$8,000.00
	GIC redemption	\$15,000.00
	Total Revenue	\$24,051.25
	<u>Expenses</u>	
	GIC purchase	-\$20,000.00
	Association expenses	-\$3.75
	Total Expenses	-\$20,003.75
	Nov. 30 balance	\$11,501.95
	<u>Liabilities</u>	
	Uncleared cheques	\$315.45 (Christmas tree lighting, Wreath, Wix renewal)
	Available balance	\$11,186.50
	Membership Cash Box	\$100.00
	Events Cash Box	\$229.50
	GIC	\$20,000.00 6 month non-redeemable 0.30%
	Reserved Funds	
	Derby reserve	\$4,000.00

Appendix B. – Membership Report.

Board of Directors MVCA Membership Report December 2020

November 2020

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1	1		1	7
<ul style="list-style-type: none">• Paid Up Members as of November 30 = 345 Some of these are Family Memberships but only one name on our list.				

Notes:

- Removed 10 Non-Renewals from Jan-June 2020 to the inactive list on Nov 1, 2020
- Processed new memberships/renewals
- Completed review of Constant Contact list.
- Helped with the form content in the switch over to Square (minimal help on my end, many thanks for all the assistance to Nancy & Leeanne with getting this accomplished)
- Worked on the draft of the Harassment Policy

Respectfully submitted



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Appendix C. – Communications Report.



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

Activity on the MVCA website decreased again this month. The only topic that appeared to be a motivator was Beryl Gaffney Park. That is probably due to some Facebook posts and assumptions made in those posts on the subject. The visits to the Emergency Preparedness Guidelines were certainly a reflection of tests of the pages as they were being designed. The good news is that those who visited the site were staying on the site longer and visiting multiple pages.

On the MVCA Facebook Page there were fewer views, but the post reach remained similar and the engagements were up which indicates increased numbers of Likes, Comments and Shares. Members and activity on the MVCA Group continue to rise at a rate similar to the Manotick Neighbours Helping Neighbours Group. Twitter posts remained the same but the Impressions almost doubled. Upon inspection it seems that more than 4000 of those Impressions were connected to a re-tweet of Sandy Sharkey's new calendar. With that considered, the Impressions grew only 22%. Instagram Followers continue to increase.

MVCA Website

	This Month	Last Month	
Sessions	169	211	-20%
Page Views	477	418	+14%
Users	169	177	-4.5%
Avg Session	1:51	1:22	+29 sec
Bounce Rate	54.63%	57.35%	3% improved

Acquisition

This Month		Last Month	
Organic	65.1	Organic	48.3
Direct	27.3	Direct	37.2
Referral	4.1	Social	12.8
Social	3.5	Referral	1.7
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Membership	AGM Registration
Beryl Gaffney Park	Membership
Contact Us	Board Members
Emergency Preparedness	Beryl Gaffney Park

*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	25	18	+39%
Page Views	121	137	-127%
Post Reach	1243	1258	-1.1%
Engagements	222	201	+10%

MVCA Group

	This Month	Last Month	
Members	680	612	+11%
Posts & Reactions	785	556	+36%

Manotick Neighbours

	This Month	Last Month	
Members	1215	1069	+14%
Posts & Reactions	4115	2988	+38%

Twitter

	This Month	Last Month	
Tweets	16	16	-
Impressions	11,600	5731	+103%
Profile Visits	79	49	+61%
Mentions	4	4	-
Followers	723	721	+0.1%

Instagram

	This Month	Last Month	
Posts (41)	0	4	-
Followers	216	208	+4%

November 2020