



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

Tuesday, September 7th, 2021

7 pm – 9 pm

Online Zoom Meeting

In Attendance: Grace Thrasher, *President* (GT); Bonnie Gray, *Director of Membership* (BG), Theresa Roberts, *VP Events* (TR); Leanne Van der Burgt, *Director Communications* (LV); Doug Valerio, *Secretary* (DV); Steve Levecque (SL). Nancy Horne, *Treasurer* (NH); Guest, Rod Brazier.

Apologies: Irene Staron (IS)

Meeting called to order, 7:04 pm

ITEMS

1. All Candidates Meeting.
 - a. All participants must register for the All Candidates event. Registration and question submission links can be found on the Homepage of our website;
<https://www.manotickvca.org/>
 - b. A meeting with GT, DV, LV and Rod Brazier on Monday 13th at 2pm to finalize details of moderating the event.
 - c. The event will be hosted by GT and cohosted by DV. Rod Brazier will be Moderator.
2. Approval of Minutes of Last Meeting & action items updates. TR, BG. All in favour
3. Treasurer's Report for July and August (See Appendix A). BG, LV. All in favour
 - a. Motion: Apply the cost of the cart storage to reduce the Derby reserve as reflected on the August Treasury report. NH, BG. All in favour.
4. President's Report. (See Appendix B).
 - a. All the responses from the Truck Traffic Report are being kept on file for future reference.
 - b. There are several concerns we still have over the Draft Official Plan. The 1km no build buffer zone around the village does not include light industrial business. This could lead to a change in the character of the village and placing these kinds of establishments near residential buildings. Questions will need to be formulated for the Open House discussion.
5. Events Report
 - a. Garage Sale – It was decided to hold the Garage Sale on Saturday October 2nd with a rain day of Sunday the 3rd. Following feedback from last year, addresses will be advertised in Zones to help people plan their trips. Signs will be purchased and put up at the end of a participant's street.
 - b. Shiverfest will be held on the last weekend of January 2022. The Park will be booked for both Shiverfest and the Derby for 2022.
6. Membership (See Appendix C).
 - a. There are not a lot of new memberships came through during the summer months.
7. Communications Report (See Appendix D).

- a. Some action was taken over complaints being received over some Facebook posts. Comments were getting personal.
 - b. Some business advertising posts to the MVCA FB page were removed and the owners pointed to the Neighbours Helping Neighbours FB page as the appropriate place for local business advertising.
8. Transportation Report. (See Appendix E).
 9. Healthy Streets Campaign – This group seems to be in alignment with our Truck Traffic project. This could be an opportunity to connect with another likeminded organization. The consensus was to keep our Truck Traffic report separate from other organization's agenda's.
 10. Highcroft Update. Many trees are down, and houses are going to be pulled down soon. The whole street will be pulled up for water and sewage.
 11. New Business. A new sign has gone up on Remembrance Park Grounds. This seems to be diverting town centre traffic up Dickinson St. Ottawa Parks has no knowledge of this sign. Some village residents are taking this up with local Council.
 12. Motion to adjourn the Meeting: BG, DV, All in Favour.

Meeting Adjourned, 8:47pm

NEXT MEETING: Oct 12th,

Minutes Approved:



Grace Thrasher; President
Date: 2021-10-12

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer's Report

July 2021	Opening Balance	\$11,934.78	
	Revenue		
	Membership	\$48.24	
	Total Revenue	\$48.24	
	Expenses		
	Bank fees	-\$3.75	
	Student awards (2x\$500)	-\$1,000.00	
	Volunteer Canada	-\$150.00	joined for director insurance
	Expense report GT	-\$52.59	
	Total Expenses	-\$1,206.34	
	July 31 Balance	\$10,776.68	
		-\$10.00 to membership cash box	
		\$10,766.68	
	Liabilities		
	uncleared cheques		
	Total Liabilities	\$0.00	\$10,766.68 Available balance
	GIC	\$20,000.00	
	Membership Cash Box	\$130.00	
	Events Cash Box	\$239.50	
	Derby Reserve	\$4,000.00	per agreement April 30th 2019 less cart storage fees?

Manotick Village and Community Association

Treasurer's Report

Aug 2021	Opening balance	\$10,766.68	
	Revenue		
	Membership	\$236.05	
	Total Revenue	\$236.05	
	Expenses		
	Bank fees	-\$3.75	
	Total Expenses	-\$3.75	
	Aug 31 balance	\$10,998.98	
		-\$10.00 to membership cash box	
		\$10,988.98	
	Liabilities		
	uncleared cheques	-\$375.00	
	Total Liabilities	-\$375.00	\$10,623.98 Available balance
	GIC	\$20,000.00	
	Membership Cash Box	\$140.00	
	Events Cash Box	\$239.50	
	Derby Reserve	\$4,000.00	
		\$3,229.50 if less cart storage	

Appendix B. – President’s Report.

President’s Report –September 2021

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

- Spoke with city planner about Phase 3 proposal by Minto. Subsequently crafted and submitted comments objecting to zoning amendment to allow for larger homes and noting the need to update traffic study.
- Liaised with Uniform Developments about presentation on proposed development at Bankfield and Rideau Valley Drive
- Distributed the Truck Survey Report to the distribution list. Responded to questions and comments from other community associations and city staff.
- Provided letter of support of additional seniors apartments at Hyfield Place – they are applying for funding now.
- Liaised with federal candidates about All Candidates meeting.
- Met with Anne Robinson, President of MCPRA, Salima Ismail, BIA, Vicki Clarke, Rideau Chamber of Commerce, Debbie Mulvihill, President of Kiwanis, Maxine Whelan, President of Manotick Horticultural Society and Giedre President of Manotick Arts Society, to exchange updates on our association activities.
- Did an interview with Carol Anne Meehan on truck traffic for her podcast.
- Reviewed agenda items for Agriculture and Rural Affairs Committee which included a proposed zoning amendment for Phase 9 of Rideau Forest (the subdivision was approved prior to amalgamation).
- Followed up on status of proposed project at corner of Highcroft and Main Street – no info yet

Upcoming events:

- September 29 – Official Plan open house
- Late September – meet with Minto about Phase 3 concerns – date to be confirmed

Appendix C. – Membership Report.

Board of Directors MVCA Membership Report September 2021

July/August 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1	0	0 July 37 Aug	11	4
<ul style="list-style-type: none">• Paid Up Members as of July 31 = 344• Paid Up Members as of August 31 = 347• Some of these are Family Memberships but only one name on our list.				

Notes:

- July – No renewal sent out or received
- Aug 7 - Twenty Six (26) 1st renewal membership letters sent (Expiring Aug/Sept 2021)
- Aug 7 – Seven (7) 2nd renewal membership letters sent (Expired June/July 2021)
- Aug 7 – Six (6) 3rd Final renewal membership letters sent (Expired May) – non renewals will be moved Sept 8, 2021 to the inactive list
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early, non payment etc.)

Respectfully submitted,



Bonnie Gray
Director of Membership, MVCA
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Appendix D. – Communications Report.



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

The website activity was down in August over July. However, those who visited the site remained on it longer as is reflected in Average Sessions. The Bounce Rate has improved over the previous month which suggests users visited more of the website than in the previous month. There was no direction from social media to the website this month which suggests fewer topics on social media to entice visitors to the website. The Community Garage Sale, Resources for Residents and Beryl Gaffney Park remain popular pages.

Facebook remains active on the MVCA page and both groups. However, conversations on the MNHN Group became heated and it was necessary for moderators to step in on two occasions. It is becoming a requirement to frequently monitor the MVCA Group for those who are not complying with the rules. Twitter remains consistent with increases in Profile Visits and Mentions. Despite there being no new posts on Instagram, Followers continue to increase.

MVCA Website

	This Month	Last Month	
Sessions	246	285	-13.7%
Page Views	432	500	-13.7%
Users	200	237	-15.6%
Avg Session	1:23	1:09	0:14 improved
Bounce Rate	64.63%	71.58%	10.7% improved

Acquisition

	This Month	Last Month	
Organic	65.7%	Organic	72.0%
Direct	31.8%	Direct	19.7%
Referral	2.5%	Referral	4.2%
Social	0	Social	4.2%
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Community Garage Sale
Community Garage Sale	Home
Membership	Resources for Residents
Resources for Residents	Contact Us
Beryl Gaffney Park	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 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	19	28	-31.1%
Page Views	131	106	+23.6%
Post Reach	1695	1341	+26.4%
Engagements	412	380	+8.4%

MVCA Group

	This Month	Last Month	
Members	940	933	+0.7%
Posts	55	44	+25.0%
Comments/Reactions	442	272	+62.5%

Manotick Neighbours

	This Month	Last Month	
Members	2055	2006	+2.4%
Posts	235	253	-7.1%
Comments/Reactions	4732	4739	-0.1%

Twitter

	This Month	Last Month	
Tweets	7	7	-
Impressions	1751	3197	-45.2%
Profile Visits	271	138	+96.3%
Mentions	15	11	+36.4%
Followers	766	759	+0.9%

Instagram

	This Month	Last Month	
Posts (75)	0	0	-
Followers	322	314	+2.5%

August 2021

Appendix E. – Transportation Report.

Transportation Report – September 2021

Since taking over this role I have spent most of my board time reading in to various files. I have done the following:

- Reached out and introduced myself to City staff regarding Earl Armstrong extension and Vimy Bridge traffic studies,
- Reached out and introduced myself to City staff regarding the Pedestrian Safety Evaluation Program as it pertains to Bridge and Main,
- Provided comment to Mobile Vaccine proposal, truck traffic report, all candidates meeting.