



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes
Tuesday, May 10th. 2022
7 pm – 9 pm
Online Zoom Meeting

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

Guests: Zachary King, Peggy St. John

Apologies:

Meeting called to order, 7:00 pm

ITEMS

1	Motion to approve the Minutes of Last Meeting & action items updates				
	Moved:	BG	Second:	LV	Carried
2	Introduction to Prospective Board Members				
	Zachary King. Worked in Manotick for seven Years. Interested in helping the local community. Zach has a finance background. Peggy Sy. John. Lived in Manotick for nearly 30 years. Worked in the Social Work background. Interested in community welfare. Peggy is retired. The existing Members introduced themselves.				
3	Treasurer’s Report. (See Appendix A)				
	<ol style="list-style-type: none"> GIC has matured. We have new rates from RBC. With interest rates likely to be going up. This will be the last meeting with NH as Treasurer. The MVCA thanks Nancy for her diligence in the Treasurer’s role and her input into the Truck Traffic survey and many other projects. 				
	Decision: Keep the funds in the general account until a favourable rate is available.				
	Motion: to accept the Treasurer’s Report as presented:				
	Moved:	TR	Second:	LV	Carried
3	President’s Report. (See Appendix B)				
	Discussion: <ol style="list-style-type: none"> New correspondence since the report; A resident is trying to organize a meeting on June 22nd about the design of Beryl Gaffney Park. The organizer is lobbying City staff to attend meeting. A resident has emailed us about truck traffic from Miller and wants to know if a question can be raised at the AGM. 				

	Decision: BG to ask SL to approach Miller to use Roger Stevens Dr. Instead of running larger trucks through the village.			
4	Events Report.			
	Discussion:			
	<ol style="list-style-type: none"> 1. All Candidates meeting is now being run on Zoom due to the many events happening at the Arena. 2. MVCA Dickinson Day booth will be giving out cotton candy and popcorn. TR will be sending out an email for volunteers to run the booth and get the permits. 3. Garage Sale June 11th. Guide Dogs would like a booth to show their dogs instead of doing the community table at the Garage Sale. We will ask them to do both. We may be able to find a volunteer to man the table. 4. Signs for Dickinson Day and the Garage Sale will be updated and put up soon. 5. Forms for the Soap Box Derby are being filled out. We need to supply our insurance and the City insurance with the form. Insurance certificates from caterers and public ride attractions also need to be included with the application. 			
	Decision: MVCA and YOMA Booths for Dickinson Day will be paid for by the MVCA.			
5	Membership Report. (See Appendix C)			
	Discussion: Another membership drive would like to be done toward the end of June. Historically, we get quite a few new membership sign ups at Dickinson Day.			
6	Communications Report. (See Appendix D)			
	Discussion: Social media posts will go up to advertise the events coming up. AGM page will be updated and go live tomorrow.			
7	Transportation Report. (See Appendix E)			
	Discussion: NIL			
8	AGM Planning			
	Discussion: The AGM will be in person at the Arena. Social distancing should not be a problem. The focus will be on the truck study. GT will circulate the PowerPoint when that is ready. Water and cookies for refreshments.			
	Decision: We will use a simple show of a voting card by members.			
9	All Candidates Meeting Planning			
	Discussion: We are on track with 4 candidates. Local people who sign up will be allowed to ask questions. The Zoom meeting will be recorded and made available to the public.			
	Decision: Questions to be revised and will be sent to candidates tomorrow.			
10	Other Business			
	Discussion:			
	<ol style="list-style-type: none"> 1. Thanks to the MVCA for writing a support letter for the application to paint the mural for YOMA. 2. Today is GT's last official Board meeting. The MVCA thanks Grace for all her hard work and professionalism over the years. Congratulations on your award. 3. GT drafted up a *** form for the Directors to sign. 			
11	In Camera Session			
	Motion: To accept Peggy St. John as the new Director at Large.			
	Moved:	IS	Second:	NH
				Carried

12	Motion to adjourn the Meeting:				
	Moved:	TR	Second:	LV	Carried

Meeting Adjourned, 9:00 pm

NEXT MEETING: June 14th, 2022

Minutes Approved:



Grace Thrasher; President

Date: 2022-06-14

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer's Report

Apr 2022	Opening balance	\$11,117.37	
	<u>Revenue</u>		
	Membership	\$438.26	
	Interest (GIC)	\$80.00	
	Total Revenue	\$518.26	
	<u>Expenses</u>		
	Association expenses	-\$3.75	
	Total Expenses	-\$3.75	
	Investments	\$20,000.00	Matured GIC
	Apr 31 balance	\$31,631.88	RBC account balance
	<u>Liabilities</u>		
	uncleared cheques	\$401.76	Director liability insurance
		\$40.95	Club of Ottawa, Hall rental AGM
	Total Liabilities	\$442.71	\$31,189.17 Available balance
	GIC	\$0.00	
	Membership Cash Box	\$165.00	
	Events Cash Box	\$239.50	
	Derby reserve	\$3,229.50	

Appendix B. – President’s Report.

President’s Report –May 2022

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

- Followed up on letter on the Affordable Housing Task Force report to Goldie Ghamari and received a reply
- Attended consultation on new Skateboard Park on April 13
- Attended Community association consultation on the Community Benefits Charge on April 20
- Contacted provincial candidates for All Candidates meeting, confirmed date and provided format details to all, organized facilitator for the meeting
- Reviewed ARAC agenda items
- Completed application for Commercial Liability insurance from the City.

Appendix C. – Membership Report.

Board of Directors MVCA Membership Report May 2022

April 2022

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1	1	46		11
<ul style="list-style-type: none">• Paid Up Members as of the end of April: 415• Some of these are Family Memberships but only one name on our list.				

Notes:

- April 13, Forty (40) 1st renewal membership letters sent (May/June 2022)
- April 13, Six (6) 2nd renewal membership letters sent (April 2022)
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early, nonpayment etc.)
- Contacted Canadian Guide Dogs for the Blind as the recipient of the Garage Sale proceeds. They were pleased to be chosen. They will bring Guide Dogs to the Community Table on and off for the day. Thanks to Leanne for talking to the Manotick Public School Principal re potential use of their parking lot for the Guide Dogs set up. Principal was in favour but has to be sanctioned by the Community Events School Board group. They are to get back to me this week. Discussion at board meeting re CGDB selling their merchandise without having a community garage sale donation table.

Respectfully submitted,



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

Appendix D. – Communications Report.



MVCA Communications Report
 To: MVCA Board of Directors
 Data for: April 2022

Activity on the MVCA website shows a decline in activity in April. This is likely due to fewer topics and issues in April that would attract users. The Bounce Rate supports this as it shows users spent little time on the site and did not navigate to other pages much or at all. The way users arrive at the site is returning to normal sources following the issues with the website last month. The Community Garage Sale is an obvious draw to the website.

MVCA Website

	This Month	Last Month	
Sessions	414	629	-34.2%
Page Views	673	1270	-47.0%
Users	356	539	-34.0%
Avg Session	0:50	0:42	0:08 improved
Bounce Rate	73.19%	22.89%	50.3% decline

Acquisition

This Month		Last Month	
Organic	43.3%	Referral	66.2%
Direct	41.6%	Organic	13.5%
Social	12.7%	Direct	11.1%
Referral	2.5%	Social	9.2%
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Community Garage Sale	Membership
Membership	Community Garage Sale
MVCA Events	In the Community
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.

Again, there were fewer topics requiring action or attention in April which resulted in fewer posts from MVCA. The posts about the Garage Sale and the Skateboard Park public consultation generated the most interest on the MVCA Facebook page. The most popular post on the MVCA FB Group was the announcement of the Farmer's Market opening dates. On Manotick Neighbours Helping Neighbours the most popular topic was around the opening of a new business.

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	12	35	-66.9%
Page Views	68	81	-16.0%
Post Reach	2738	2487	+10.1%
Engagements	343	1482	-76.9%

MVCA Group

	This Month	Last Month	
Members	1090	1081	+0.8%
Posts	24	56	-57.1%
Comments/Reactions	34	93	-63.4%

Manotick Neighbours

	This Month	Last Month	
Members	3369	3264	+3.2%
Posts	340	395	-13.9%
Comments/Reactions	2198	2085	+5.4%

Twitter

	This Month	Last Month	
Tweets	3	9	-66.7%
Impressions	707	3288	-78.5%
Profile Visits	115	243	-52.7%
Mentions	0	6	-
Followers	805	808	-0.1%

Instagram

	This Month	Last Month	
Posts	4	6	-33.3%
Followers	379	376	+0.8%

April 2022

Appendix E. – Transportation Report.

Transportation Report – Apr 2022

Activities this past month include

- Provided input to various reports and projects,
- Attended rural transportation meeting – distributed RTS report
- Monitoring a new warehouse proposal and Limebank and Leitrim that may have an indirect impact on Manotick