



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

### Approved Minutes

Tuesday, August 11, 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:**

Meeting called to order, 7:05pm

Opening Remarks:

### ITEMS

1. Approval of Minutes of Last Meeting & action items updates.
  - a. Motion to approve the minutes of last meeting: TR, AL All in favour.
2. Treasurer's Report (See Appendix A).
  - a. Motion to approve the report. TR, AL. All in favour
3. President's Report (See Appendix B).
  - a. GT to speak to Scott Moffatt about the makeshift driveway beside the patio area outside Morning Owl.
  - b. It was noted that there are truck tire marks the whole width of the sidewalk on the corner of Bridge and Main. BG was nearly hit by a Truck there this past couple of weeks.
  - c. Traffic calming measures have been put in the road outside Potter Drive and outside St. Leonard's School.
  - d. GT received a letter about stopping truck traffic and the letter was forwarded to Scott Moffatt.
4. Events Report.
  - a. Discussion on Garage Sale. The general consensus is there are too many unknowns around safety still. All agree to cancel until next year.
5. Membership Report (See Appendix C)
6. Communications Report (See Appendix D).
  - a. We have 3 FB pages. LV sent out an email outlining the differences between the three. They all have slightly different audiences. It was decided to keep the 3 groups going as is as they are a good way of reaching out to the community. (See Appendix D)
  - b. It was discussed whether we should be monitoring heated discussion threads in the social media pages. We would only want to pull down slanderous comments as opinion sharing is freedom of speech.
7. Transportation Update (See Appendix E)
  - a. Board to review the draft TMP and feedback to JH and GT by 18<sup>th</sup> August.

8. Emergency Preparedness Update.
9. Harassment and Sexual Abuse Policy
  - a. We could look at a similar organization's policy that includes verbal harassment etc. This would be a policy that would need to be signed off by all our volunteers for events.
  - b. We need a policy and procedure document for Harassment and Abuse. This needs to be short and brief.
10. AGM and Board Vacancies.
  - a. Postponed until October 14. It looks like it will have to be a virtual meeting.
  - b. JH, BG and AL are up for re-election.
11. Other Business and Adjournment.
  - a. CIBC has suggested a Virtual Teddy Bear's Picnic as a community event. They would like us to give a response. Comments: This sounds like a CHEO thing. Treasure Hunt was proposed.
  - b. Motion to adjourn the meeting: NH, TR All in favour.

Meeting Adjourned, 8:30pm

NEXT MEETING: September 8, 2020

Minutes Accepted:

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

Grace Thrasher; President

Date: 09-08-2020

## Appendix A. – Treasurer’s Report.

### **Manotick Village and Community Association**

#### **Treasurer's Report**

July 2020	Opening balance	\$8,707.26	
	<b><u>Revenue</u></b>		
	Membership	\$19.12	
	<b>Total Revenue</b>	<b>\$19.12</b>	
	<b><u>Expenses</u></b>		
	Bank fees	-\$3.75	
	Student awards (2x\$500)	-\$1,000.00	
	Derby cart storage	-\$226.00	
	<b>Total Expenses</b>	<b>-\$1,229.75</b>	
	<b>July 31 balance</b>	<b>\$7,496.63</b>	
	<b><u>Liabilities</u></b>		
	uncleared cheques	\$204.50	Osgoode stor. & FCA renewal
	<b>Total Liabilities</b>	<b>\$204.50</b>	<b>\$7,701.13</b> Available balance
	GIC	\$15,000.00	
	GIC	\$8,000.00	
	Membership Cash Box	\$100.00	
	Events Cash Box	\$239.50	
	Derby reserve	\$4,000.00	per agreement April 30th

## Appendix B. – President’s Report.

### President’s Report – August 2020

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

- Met with Councillor Moffatt to discuss Ward Boundary Review proposals and issues
- Reviewed design proposals for buildings at corner of Highcroft Drive and Main Street, as well as for corner of Clapp Lane and Main street (5527 Main Street)
- Met virtually with owner of property on corner of Beaverwood and Main street re: proposed new one story mall to replace mall that burned down three years ago.
- Followed up with City and Councillor Beryl Gaffney Park. Provided input through Engage Ottawa and directly to City staff. Discussed options with Anne Robinson, Pres of MCPRA. We are working on a pitch to Citizen Report Jon Willing to generate some media attention.
- Reviewed updated landscape design proposal for Centennial Park outdoor rink/basketball court project.
- Completed questionnaire on sexual harassment and abuse for insurance provider. Responded to queries from other community associations about insurance costs.
- Communicated with MCPRA and Councillor about parking issue at Mahogany Landing dock as well as social distancing concerns
- Chatted with Gail Allen, a potential volunteer who is interested in Village issues. Will likely want to be involved with Task Force

Looking ahead:

- Meeting with Donna Smith, Executive Director of BIA on August 10
- Media contact re: Beryl Gaffney Park
- Follow up meeting planned with Councillor on updates of development issues and pilot project for truck traffic on Bridge

## Appendix C. – Membership Report.

### Board of Directors MVCA Membership Report August 2020

#### June 2020

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
	1		3	2
<ul style="list-style-type: none"><li>• Paid Up Members as of June 30 = 351 some of these are Family Memberships but only one name on our list.</li></ul>				

#### July 2020

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
			1	
<ul style="list-style-type: none"><li>• Paid Up Members as of July 31 = 351 some of these are Family Memberships but only one name on our list.</li></ul>				

#### Notes:

- May 31, 2020: 44 letters were sent out to those whose membership expired between February – June re extension of renewal process until the beginning of August at which time a renewal reminder letter would be sent
- August 2, 2020: 27 Reminder letters were sent out to those memberships expiring/expired January-June 2020
- August 2, 2020: 29 Renewal letters were sent out to memberships expiring in July & August
- Responded to membership inquiries & followed up on “bounce backs” from mailing
- Processed new memberships/renewals
- Cleaned up Constant Content Database

Respectfully submitted



Bonnie Gray  
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## Appendix D. – Communications Report.



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

### Summary

Facebook remains the strongest communication tool at present. Activity on the Facebook page indicates that users were sharing the information with others at an increasing rate. The Facebook Groups remain strong with increasing members in both groups. Manotick Neighbours Helping Neighbours activity has decreased which is likely due to the city moving into Phase Two of reopening and the nicer weather. The newest trend in this group has been young people of high school or university age using it as a forum to promote themselves for hire them for part-time, casual jobs.

While Twitter posts are lower, the followers continue to increase, and users continue to seek out MVCA's profile.

Instagram posts too are lower though here too the followers continue to increase.

Website activity decreased in June. There were no critical issues or contests this month to motivate activity as there was last month. The only unusual draw was the Coyote Tips page which was added following numerous sightings of the animals in the community. Website visitors appeared to have a purpose in visiting the site. They went to specific pages for short times and did not explore the site further as demonstrated by decreased average sessions, higher bounce rate and acquisition activity.

### Facebook

#### MVCA Page

Number of posts	42	+35%
Page Views	152	-15%
Post Reach	4417	+55%
Post Engagements	1387	+1%

#### Facebook Groups

##### MVCA Group

Members	445	+17%
Posts	57	unchanged

##### Manotick Neighbours Helping Neighbours Group

Members	572	+21%
Posts	98	-23%

#### Facebook Post Engagement Comparison

MVCA Page	1387	+67%
MVCA Group	681	+87%
Manotick Neighbours Helping Neighbours	1200	-20%

### Twitter

Tweets	20	-20%
Impressions	4506	-29%
Profile visits	42	+11%
Mentions	1	-91%
Followers	694	+1%

#### \*Definitions

- Tweet impressions – the number of times people have seen the Tweet
- Mentions – the number of times people used “@ManotickVCA”

### Instagram

Number of posts	3	-50%
Followers	164	+7%

### Website

Sessions	112	-356%
Page views	205	-340%
New visitors	87	+55%
Avg. session duration	0:57	-40%
Bounce rate:	68.75	+4%

### Acquisition

Organic search	7.8%	Direct	55.9 %
Social media	31.4 %	Referrals	4.9%

The five most visited pages on the website this month were:

1. Home Page
2. Board Members
3. Coyote Tips
4. Contact Us
5. Join the MVCA

### \*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



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

**Summary**

Facebook remains a strong communication tool. Activity on the Facebook page shows a decrease in activity likely due to the summer weather, vacations and changes in pandemic safety recommendations. The two Facebook Groups remain strong with increasing members in both groups. Manotick Neighbours Helping Neighbours activity increased again with numerous member comments and replies.

While Twitter posts declined, the followers continue to increase.

There were no Instagram posts though followers continue to increase.

Website activity increased in July. The topic of the Ward Boundary Review drew visitors. The activity suggests that visitors remained on the site longer than in June and the decrease in bounce rate indicates visitors are spending time looking at numerous pages on the site.

The Ward Boundary Review and the changing requirements and suggestions in the pandemic response appear to be primary draws to MVCA communication mediums.

**Facebook**

MVCA Page

Number of posts	36	-14%
Page Views	158	+ 4%
Post Reach	1474	-67%
Post Engagements	780	-47%

Facebook Groups

MVCA Group

Members	482	+8.3%
Posts	58	unchanged

Manotick Neighbours Helping Neighbours Group

Members	681	+19%
Posts	99	unchanged

Facebook Post Engagement Comparison

MVCA Page	780	-44%
MVCA Group	469	-31%
Manotick Neighbours Helping Neighbours	1300	+8.3%

**Twitter**

Tweets	8	-60%
Impressions	8347	+85%
Profile visits	38	- 9.5%
Mentions	5	+200%
Followers	700	+ 1%

**\*Definitions**

- Tweet impressions – the number of times people have seen the Tweet
- Mentions – the number of times people used “@ManotickVCA”

**Instagram**

Number of posts	0	
Followers	179	+9%



### Website

Sessions	117	+4.5%
Page views	220	+7.3%
New visitors	96	+10%
Avg. session duration	1:04	+12%
Bounce rate:	64:10	- 6%

### Acquisition

Organic search	8.7%	7.8%	Direct	45.6%	55.9 %
Social media	38.8%	31.4 %	Referrals	6.8%	4.9%

The five most visited pages on the website this month were:

1. Home Page
2. Ward Boundary Review
3. Contact Us
4. Board Members
5. Join the MVCA

### \*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

# MVCA Electronic Communications Guidelines

Approved February 2016

## **Application:**

The MVCA currently has five regular vehicles for electronic communication: a Twitter account, a Facebook page, a newsletter, a website and a calendar of events. These guidelines apply to all of these communications vehicles and to any other regular electronic communication vehicles added in the future. These guidelines are subject to periodic revision as determined by the MVCA Communications Committee and approved by the MVCA board of directors.

## **MVCA Objectives:**

According to its articles of incorporation and constitution, the MVCA was established to protect and promote the quality of life in the community and to advance cultural and social interests for the community. MVCA's electronic communications serve these objectives.

## **Guiding Principles for MVCA's Electronic Communications:**

MVCA's electronic communications must reflect the values and views of the MVCA as a whole rather than those of the persons who are tasked with managing them or posting information on them on behalf of the MVCA.

All content of MVCA's electronic communications must fall within one or more of the electronic communications objectives as outlined below.

The contents of MVCA electronic communications must be respectful of diverse perspectives and viewpoints.

## **Electronic Communications Objectives:**

- To promote the activities of the MVCA;
- To encourage community discussion on issues relevant to Manotick and the surrounding areas;
- To inform the community of changes to laws, bylaws, plans and policies that affect them, and to seek their input;
- To publicize events which are of interest or benefit to the community;
- Encourage target audiences to follow social media and visit the web site
- To highlight the outstanding achievements of residents or organizations within the community.

## **Primary Audiences:**

- Manotick and area residents and businesses
- Manotick and area politicians and community leaders
- Other community organizations

- Local media

**Frequency of Electronic Communication:**

In order to maintain and increase the number of followers, information should be posted on MVCA social media several times a week. The MVCA website and calendar should be updated biweekly or as events require. The newsletter is sent to MVCA members weekly by e-mail and is also posted on the MVCA website and Facebook page.

Posts relating to specific events should commence soon enough to give people time to plan, and should increase in frequency as the event approaches.

Updates on MVCA initiatives should be posted as milestones are reached or as needed to provide additional information or reminders to the community.

**Dispute Resolution:**

In the event that something is posted on an MVCA electronic communications vehicle that is seen as inappropriate by an MVCA member or that engenders a formal complaint from a member of the community, that concern or complaint will be referred to the MVCA Communications Committee which is empowered to resolve the conflict. If the committee cannot come to a resolution, the matter will be referred to the entire MVCA board.

**Measurement:**

Number of web visitors and followers of social media will be tracked to assess whether they continue to attract community interest.

## Appendix E. – Draft Transportation Master Plan

### TMP Draft Vision and Guiding Principles -MVCA Comments v 1

The Manotick Village Community Association (MVCA ) lauds the TMP Draft Vision and Guiding Principles however we see major weaknesses in the enforcement of these principles . Principles are essential and absolutely necessary however they are only bromides if they lack enforcement or are ignored .

In light of our experiences as a community association, we have experienced staff and councillor indifferences to the TMP as it stands today. It would appear that there is no accountability to the principles of the TMP and associated plans like the Biking and Pedestrian Plans.

In addition we have experienced a disconnect between city staff in various departments. For example, Parks and Recreation staff seem woefully unaware of the principles enunciated in the TMP or what the city has declared as a Climate Emergency in respect to the proposed Berryl Gaffney dog park. We are unaware of a Master Plan for dogs for example.

We may be excused for thinking that our time and energy in responding to city draft plans are a waste of time. This should not happen in a democratic society. It would appear at time that the staff and councillors have forgotten that they work for us and the money they spend is ours.

#### Comments and Recommendations

##### Principle 1 Reduce automobile dependence

**Give priority to public transit, walking and cycling in accommodating future travel demand**

Comment In our experience, some staff and councillors seem to be unaware or indifferent to these principles.

**Recommendation:**

Principle 1 be reworded this way “Councillors **and Staff** give priority to public transit, walking and cycling in accommodating future travel demand ***in all associated projects.***

In order for this principle to be effective, there should be a declaration by pertinent city staff that whatever project they are in charge that it meets Principle 1. This can be accomplished by some sort of check off declaration for related projects undertaken by Parks and Recreation for example.

##### Principle 4. Protect public health and safety

**Minimize the community impacts of truck and automobile traffic.**

Comments. In our submission to the EA on the Earl Armstrong Extension, we recommended that TIAs and EAs for all transportation projects be widened to include upstream and downstream effects. We submitted our concerns with respect to the Amazon warehouse and other projects however the subsequent TIAs and EAs were limited only to the immediate area and not to any down or upstream effects of increased traffic to communities whose locations would result in substantially increased traffic thereby affecting our health and safety. Our recommendations were ignored. It is apparent the TMP needs more accountability.

**Recommendation:**

Principle 4 be reworded as follows: Minimize the community impacts of truck and automobile traffic *through Environmental and Traffic Impact Assessments which are associated with communities directly affected by increased by truck and automobile traffic*

**Principle 5. Protect the environment and enhance the economy**

**Recommendation:**

***Add: All city projects which may affect the environment be verified by the Project Manager as meeting Principle 5.***

**Principle 7. Be accountable to the public.** It should be obvious through the tenor of our comments and recommendations so far that we believe that in our contacts with staff that there is no accountability to the public. The metrics currently used by the city to judge accountability are only numeric metrics that be counted such as traffic flow etc. This is inadequate.

**Recommendation:**

Measure and evaluate performance based on defined indicators and objectives ***annually including requested comments by Community Associations and the general public. All such comments shall be reviewed by relevant elected officials and the city manager with responding comments. These are to made public with the permission of the respondents.***