



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes
Tuesday, May 11th, 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). Guests: Irene Staron, Steve Levecque.

Apologies: NIL

Meeting called to order, 7:04 pm

ITEMS

1. Approval of Minutes of Last Meeting & action items updates.
 - a. Motion to approve the minutes of last meeting: LV,NH , All in favour
2. Treasurer's Report (See Appendix A).
 - a. GIC was purchased in May 2021, and will earn \$80. after the year term.
 - b. Motion to approve the Treasurer's Report: TR, AL. All in favour.
3. President's Report. (See Appendix B).
 - a. TR & GT volunteered for the Covid clinic. The Astra Zeneca doses are being held for second dose only. The pop up clinic in Manotick has been cancelled.
4. Events Report.
 - a. Trivia Night, Manotick food bank, ROSSS, YOMA have all been suggested for fund raising. After general discussion, YOMA was selected as the organization funds would be donated to.
5. Membership Report (See Appendix C).
 - a. Big thanks for the membership drive as people seemed to be signing up.
6. Communications Report (See Appendix D).
7. Transportation Report
 - a. Rural Transportation Survey. 290 responders. There is concern they are not getting responders from Cumberland. Our Ward and Osgoode are the highest responders.
8. Truck Tracking Project.
 - a. Results to date of the survey were shown. The response to the survey was surprise at the actual volume of class 8 vehicles. There are still a few time slots to fill. Discussion was had around how we submit this information and to whom. Impact letters will be sought from the public and business owners to include in the submission. Facebook comments could also be collated and added to the submission. Contributors could be contacted through a social media campaign asking for people who have had safety issues at the intersection of Bridge and Main. Letters from the public should be sent in over the next couple of weeks. After the survey is completed, a report drafted, and a

communication strategy will be finalized. Draft to be worked on by NH, LV, GT and circulated before the next meeting.

- b. It was suggested we get representative views from the major trucking companies on their view of going through the village. A question to ask would be why they prefer Mitch Owens as opposed to Strandherd and Roger Stevens.
 - c. TR to contact Police to access accident statistics for Bridge and Main for past 10 years.
9. AGM – We only have one event, Shiverfest, to report on. Financial report will need to be included. The truck traffic study can be included. A few slides looking to the future and advocacy can be included. GT will send out a draft AGM Report and circulate.
10. Other Business and Adjournment.
- a. Motion to adjourn the meeting: JH, TR. All in favour.

Meeting Adjourned, 9:01pm

NEXT MEETING: June 8th

Minutes Approved:

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

Grace Thrasher; President

Date: June 8, 2021

Appendix A. – Treasurer’s Report.

Treasurer's Report

Apr 2021	Opening balance	\$31,382.57	
	<u>Revenue</u>		
	Membership	\$383.42	
	Total Revenue	\$383.42	
	<u>Expenses</u>		
	Association expenses	-\$3.75	
	Constant Contact	-\$200.47	
	Snowman contest	-\$100.00 (BIA)	
	Total Expenses	-\$304.22	
	Investments		-\$20,000.00 GIC purchase
	Apr. 31 balance	\$11,461.77	
	<u>Liabilities</u>		
	uncleared cheques		
	Total Liabilities	\$0.00	\$11,461.77 Available balance
	GIC	\$20,000.00	
	Membership Cash Box	\$120.00	
	Events Cash Box	\$239.50	
	Derby reserve	\$4,000.00	

Appendix B. – President’s Report.

- Spoke with Councillor Moffatt on April 21 about the truck study (Proposal has been pitched to the City – no response as yet); new development projects (Proposal for building next to RBC is undergoing changes, new design presented for commercial/residential building corner of Clapp Lane and Main St); repair of sidewalk on Main St between Carrier and Mahogany Dock (work has to be done this year as it is a federal program so no flexibility in changing location of work); consultations on new park planned for Mahogany development as per note sent around
- Attended FCA monthly meeting on April 21. Topic was the Parks and Recreation Facilities Master Plan. About 55 people attended to hear Kevin Wherry of the City highlight the results of the first phase of consultations.
- Volunteered at Manotick Drive-thru Vaccine Clinic on April 26 at Kingsway Health Centre
- Provided a letter of support to Youth of Manotick Association for an application for funding for painting a mural on the “Bunkie” at Centennial Park.
- Attended ARAC meeting on May 6
- Attended Councillor Moffatt’s Town Hall meeting on May 6
- Responded to various questions on newsletter articles, trucks, etc.

Appendix C. – Membership Report.

April 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
5	2	39	4	8
<ul style="list-style-type: none">• Paid Up Members as of April 30 = 356 Some of these are Family Memberships but only one name on our list.				

Notes:

- April 21, 19 - 1st renewal membership letters sent (Expiring May 2021)
- April 21, 9 - 2nd renewal membership letters sent (Expired Mar/Apr 2021)
- April 21, 11 – 3rd Final renewal membership letters sent – non renewals will be removed on May 5, 2021 to the inactive list – notices contained reminder of the AGM date for the deadline for renewals May 4 for voting at the AGM (Expired Jan/Feb 2021)
- Sent out a renewal reminder for those (6) who have not renewed this year for AGM eligibility
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice etc.)
- Worked on Policy & Procedure Manual

Respectfully submitted,



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Appendix D. – Communications Report.



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

Website activity reduced in April after the surge of activity in March of users seeking information about vaccination sites. It appears that efforts to encourage residents to consider MVCA Membership were successful as the Membership page was the second most visited one again in April. The Bounce Rate is back to a range that is more consistent with regular use of the site. Beryl Gaffney Park remains a consistent destination for website visitors.

The MVCA Facebook page and the Manotick Neighbours Helping Neighbours group on Facebook were exceptionally active in April. The topics that elicited the most interest included information about Covid-19 resources, MVCA Membership and the post about Volunteer Week. Activity on the Facebook group was not as active. As it is a closed group there have been several members complaining about the inability to share content outside of this group. This could be related to the extended lockdown restrictions and individuals needs to interact. Twitter reports a nice boost in Profile Visits. Instagram Followers continue to slowly increase each month.

MVCA Website

	This Month	Last Month	
Sessions	251	743	-66.2%
Page Views	514	1350	-61.9%
Users	212	665	-68.1%
Avg Session	1:27	0:37	0:50 improved
Bounce Rate	58.17%	38.36%	51% improved

Acquisition

This Month		Last Month	
Organic	55.3%	Organic	61.6%
Direct	23.3%	Social	24.2%
Social	18.6%	Direct	11.8%
Referral	2.8%	Referral	2.4%
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Membership	Membership
Beryl Gaffney Park	Covid-19 Resources
Covid-19 resources	Beryl Gaffney Park
Events	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.

Facebook

MVCA Page	This Month	Last Month	
Posts	57	32	+78%
Page Views	381	118	3.2X
Post Reach	5480	2917	1.8X
Engagements	4643	1753	2.6X

MVCA Group

	This Month	Last Month	
Members	866	851	+1.8%
Posts & Reactions	656	646	+1.5%

Manotick Neighbours

	This Month	Last Month	
Members	1727	1591	+8.5%
Posts & Reactions	5711	3832	+49%

Twitter

	This Month	Last Month	
Tweets	20	20	-
Impressions	7901	8762	-9.8%
Profile Visits	216	138	+56.5%
Mentions	5	4	+25%
Followers	746	738	+1%

Instagram

	This Month	Last Month	
Posts (67)	4	11	-63.6%
Followers	294	282	+4.2%

April 2021