



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes
Tuesday, April 13th, 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, 7:00 pm

ITEMS

1. Approval of Minutes of Last Meeting & action items updates.
 - a. Motion to approve the minutes of last meeting: BG, LV, All in favour
2. Guest Introduction. All Board Members introduced themselves to the Guests.
3. Treasurer's Report (See Appendix A).
 - a. Motion to invest \$20,000 in a Rate Advantage GIC with a 2 year term, fully or partially cashable at each anniversary. Interest rates will be 0.40% year 1 and 0.65% year 2: LV, BG. All in Favour
 - b. Motion to approve the Treasurer's Report: TR, BG. All in favour.
4. President's Report.
 - a. A revised plan for the building at crn Bridge and Maple has come up. Planning details have been circulated for comment.
 - b. This has been a very light month where there has been little output from the City and, no meetings from ARAC. As such there is not a lot to report apart from attending a few Q&A meetings relevant to the village.
5. Events Report.
 - a. Researching Trivia night, there are a couple of options, one is paid (USD\$50) allows 100 players and fully automated. The other option is free but run via PowerPoint and a spreadsheet. There is quite a bit of work involved. It was decided to go with the paid option. TR to put forward a proposal for dates. All to chip in suggestions for who to fundraise for, by next Tuesday.
6. Membership Report (See Appendix B).
 - a. We have had a few new members.
 - b. Attended the City's presentation on 15-minute communities. The general attitude was villages are already 15-minute walkable communities so, there was not much rural recognition.
7. Communications Report (See Appendix C).
8. Transportation Report

- a. Attended Rural Transportation Solutions meeting. A communications plan is being set up by the group to promote the Rural Transportation survey to be launched this week on social media.
9. Truck Tracking Project
 - a. We get a lot of complaints from the public about truck traffic. As a Board we are frustrated. As such we have developed our own Truck Traffic Survey. At the moment we are averaging 100 trucks per hour at Bridge and Main with 13 per hour of those mounting the sidewalk. This is a significant safety issue that is not being taken seriously by the City. We have tested and revised our survey spreadsheet. It is ready now for use.
 - b. A sample of the spreadsheet was shown and discussed. It is proposed that we fill all time slots 7am till 7pm for a sample week. Ideally, 2 people are needed, 1 Board Member and an assistant.
 - c. Next Steps, Contact NH, she will email you the details and times. The sample week to be completed by the end of May.
 - d. When the data is presented to the City, we would like to include the City legal department.
10. AGM – Due to Covid we did not have our AGM till October last year. This year we propose the the 17th June, 7pm. Notice of AGM to go out by the first week of May.
11. Election of new Directors.
 - a. JH and AS have indicated they will step down from the Board, effective at the AGM.
 - b. Motion to accept Steve Levecque to the Board: JH, NH. All in favour
 - c. AS left the meeting due to a conflict of interest in the discussion for this motion. Motion to accept Irene Staron to the Board: DV, TR. All in favour
12. Other Business and Adjournment.
 - a. A Member contacted us and asked if we could do something for Grocery store workers, who will be working through the lockdown. Several suggestions were made. We decided on printing off thank you posters to be put up on the windows of the open stores. We will also have a draw for a prize.
 - b. Motion to adjourn the meeting: JH, TR. All in favour.

Meeting Adjourned, 9:01pm
NEXT MEETING: May 11th, 2021

Minutes Approved:



Grace Thrasher; President
Date: May 11, 2021

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association **Treasurer's Report**

Mar 2021	Opening balance	\$31,515.29
	<u>Revenue</u>	
	Membership	\$131.03
	Total Revenue	\$131.03
	<u>Expenses</u>	
	Association expenses	-\$38.75 Bank fees, FCA membership
	Snowman Contest	-\$225.00 Gift card prizes
	Total Expenses	-\$263.75
	Mar. 31 balance	\$31,382.57
	<u>Liabilities</u>	
	Uncleared cheques	-\$100.00 BIA snowman contest
	Total Liabilities	-\$100.00 \$31,282.57 Available balance
	GIC	\$0.00
	Membership Cash Box	\$120.00
	Events Cash Box	\$239.50
	Derby reserve	\$4,000.00

Appendix C. – Membership Report.

Board of Directors MVCA Membership Report April 2021

March 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
3	3	38	1	2
<ul style="list-style-type: none">• Paid Up Members as of March 31 = 353 Some of these are Family Memberships but only one name on our list.				

Notes:

- March 6, 18 2nd renewal membership letters sent
- March 6, 20 1st renewal membership letters sent
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice etc.)
- Worked on Policy & Procedure Manual
- Attended the Official Plan Q & A Session & 15 Minute Neighbourhood Session

Respectfully submitted,



Bonnie Gray
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Appendix D. – Communications Report.



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

The website activity spiked around March 21st which seems to correlate with the announcement of the pop-up vaccination sites in rural Ottawa. This assumption is supported by “Covid-19 Resources” being the third most visited page on the website during the month. The Bounce Rate suggests visitors were spending more time on the site. Some of this could be attributed to the length of the communication about the pop-up sites. It is noteworthy that the page dedicated to updates on Beryl Gaffney Park remains one of the five most visited pages and has for months.

On the MVCA Facebook page, activity was less than the previous month. The activity on both Groups continues to grow. This may suggest that because people are home more they are not only seeking information but have an interest in interacting online as well. Increases in Tweets resulted in increases in Impressions. The same was true for Instagram where Posts and Followers rose.

MVCA Website

	This Month	Last Month
Sessions	743	476
Page Views	1350	857
Users	665	380
Avg Session	0:37	1:24
Bounce Rate	38.36%	64.92%

Acquisition

This Month		Last Month	
Organic	61.6	Social	52.3%
Social	24.2	Organic	26.4%
Direct	11.8	Direct	18.7%
Referral	2.4	Referral	2.6%
Other	0	Other	0%

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Membership	Growth Management
Covid-19 Resources	Beryl Gaffney Park
Beryl Gaffney Park	Snowperson Contest
Events	Membership

*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	32	49
Page Views	118	237
Post Reach	2917	3696
Engagements	1753	2231

MVCA Group

	This Month	Last Month
Members	851	829
Posts & Reactions	646	383

Manotick Neighbours

	This Month	Last Month
Members	1591	1492
Posts & Reactions	3832	2793

Twitter

	This Month	Last Month
Tweets	20	17
Impressions	8762	6127
Profile Visits	138	127
Mentions	4	5
Followers	738	729

Instagram

	This Month	Last Month
Posts (63)	11	6
Followers	282	267

March 2021