



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

Tuesday, October 11th, 2022

7 pm – 9 pm

5473 North Riverside Drive, Manotick, ON

In Attendance:

- Irene Staron, *President (IS)*
- Theresa Roberts, *VP Events (TR)*
- Zachary King, *Treasurer (ZK)*
- Bonnie Gray, *Director of Membership (BG)*
- Leeanne Van der Burgt, *Director Communications (LV)*
- Peggy St. John Member at Large (PS)

Joined online via Zoom

Steve Levecque *Director Transportation (SL)*

Guests: NIL

Apologies:

- Doug Valerio, *Secretary (DV)*
- Grace Thrasher *Past President (GT)*

Minutes recorded: Leeanne Van der Burgt

Meeting called to order, 7:10 pm

ITEMS

	Chair's Opening Remarks, Approval of Agenda Three items were added under new business and the agenda was approved as amended.			
1	Motion to approve the Minutes of Last Meeting & Action Items			
	Discussion: <ol style="list-style-type: none"> 1. There was one spelling error noted in the draft minutes. 2. Action Items were reviewed and updated. <p style="color: blue;">BG to email the current Code of Ethics document to the Board. Each Board member is asked to print and sign it and bring the hard copy to the November Board meeting.</p> <p style="color: blue;">BG to email the template for the Board job descriptions to the Board. Each member is asked to have theirs done for the November Board meeting.</p> Motion to accept the minutes as amended			
	Moved:	BG	Second:	LV
				Carried
2	Treasurer's Report. (See Appendix A)			
	The Report was circulated in advance. Discussion: <ol style="list-style-type: none"> 1. The Report was reviewed. 2. There are a few pending expenses from Picnic in the Park and Soapbox Derby. 			

	Decisions: The decision was made to wait until the new year to renew the GIC. The decision will be reviewed again in November based on interest rates at that time.
	Motion: to approve the Treasurer's Report:
	Moved: ZK Second: IS Carried
3	President's Report. (See Appendix B)
	The Report was circulated in advance. Discussion: <ol style="list-style-type: none"> 1. A debrief of the All Candidates Meeting will be planned. 2. The importance of the CPIP topic for MVCA was discussed. IS to contact the Councillor candidates prior to the election to request the topic be a priority should they be elected. LV to draft the email. ZK to review the current insurance policies and prepare a summary for the Board.
4	Events Report.
	Discussion: <ol style="list-style-type: none"> 1. Shiverfest is anticipated to be held on January 27-28, 2023 TR to speak to verify there are no other events scheduled that weekend at the Arena that weekend and advise if the Shiverfest dates need to be reconsidered.
5	Membership Report. (See Appendix C)
	The Report was circulated in advance. Discussion: <ol style="list-style-type: none"> 1. There have been some Memberships that have not been renewed. The primary reason is residents are moving out of the community. 2. A Membership Drive will be planned for spring 2023. BG to call a meeting to discuss Membership strategy.
6	Communications Report. (See Appendix D)
	The Report was circulated in advance. Discussion: <ol style="list-style-type: none"> 1. The In the Community page on the website has been redesigned. 2. Media files from recent events have been added.
	Decision: Stats for the Newsletter will now be reported and will be added to the Communications Report starting in November.
7	Transportation Report. (See Appendix E)
	The Report was circulated in advance Discussion: <ol style="list-style-type: none"> 1. Traffic updates were presented. <ul style="list-style-type: none"> • Bollards will not be installed at the Bridge and Main Streets intersection as it is not wide enough to permit them. • The City reports they are awaiting the consultant's report on the suggested extension of the median on Bridge Street, on the east side of the intersection at Bridge and Main Streets. • The uneven pavement issue on Main Street has been reported to the City and they will be taking steps to address the issue. • Any safety issues noted by residents can be reported to 311.
8	Confirmation and Ratification of the new Soapbox Derby Waiver
	Waiver was circulated in advance.

	<p>Discussion:</p> <ol style="list-style-type: none"> 1. The document was reviewed. 2. There was discussion about ways to manage photo permissions as they pertain to MVCA promotion of events.
	<p>Decisions:</p> <p>A Board member will be on hand at the 2023 event to assist with getting Waivers signed should it be necessary.</p> <p>The Waiver will be used for future MVCA events where there are youth participants.</p>
	Motion to ratify the Waiver
	Moved: LV Second: BG Carried
9	Traffic Strategy
	<p>The Traffic Strategy document was circulated in advance.</p> <p>Discussion:</p> <ol style="list-style-type: none"> 1. The Traffic Strategy document was accepted as presented. SL to develop the talking points, communication strategy and action plans. LV to assist with the communications strategy for implementation.
10	Electronic Communication
	<p>Discussion:</p> <ol style="list-style-type: none"> 1. During certain times, especially prior to MVCA events, there are many emails between Board and committee members. The concern was raised that key information may be missed due to lengthy email chains.
	<p>Decision:</p> <p>The Board will test the Telegram app for the next month to evaluate it as an additional communication tool for internal discussions between Board meetings.</p>
11	Vulnerable Sector Reference Check Policy Approval and Code of Conduct
	<p>Discussion:</p> <ol style="list-style-type: none"> 1. There will be need for evaluation of volunteer roles at MVCA to determine who will require a VSC. Proactive communication to volunteers will ensure they have time to attain one. 2. A process for supporting volunteer VSC applications for MVCA and keep records of the results will be required.
	Motion to Approve the Vulnerable Sector Reference Check Policy
	Moved: BG Second: LV Carried
12	Other Business
	<p>Incidents</p> <p>Discussion:</p> <ol style="list-style-type: none"> 1. Two incidents were reported to have occurred at recent events. The details were shared and discussed. BG to create and circulate a template for future incident reports.
	<p>Decisions:</p> <p>Steps will be taken to communicate with and apologize to the affected parties from both incidents. Summary reports and associated documentation have been filed.</p>
	<p>Committee Meetings and Minutes</p> <p>Discussion:</p> <ol style="list-style-type: none"> 1. It would be helpful to have records of committee meetings for preservation of information and to keep the Board apprised of committee activities and decisions.

	Decision: Committees will be asked to take and submit minutes from their meetings to the Board. BG to create a template for meeting minutes for MVCA committees to use.
	MVCA Priorities Topic was deferred to the next meeting. ALL to start brainstorming possible priorities on Telegram
	Remembrance Day feature in the Manotick Messenger Discussion: 1. Last year MVCA participated in the Remembrance Day feature pages in the Manotick Messenger. They have asked if we would like to participate again.
	Motion to approve the expense of \$200 plus tax for the Remembrance Day feature in the Manotick Messenger
	Moved: BG Second: IS Carried
13	Adjournment
	Motion to adjourn
	Motion: BG Second: LV Carried

Meeting Adjourned: 9:33 pm

NEXT MEETING: November 8, 2022

Minutes Approved:



Irene Staron; President

Date: 2022-11-08

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association			
Treasurer's Report			
September 1st 2022 Opening balance	\$35,739.13		
RBC Revenue			
Membership	\$30.00	(\$165 OF MEMBERSHIP REVENUE REC'D VIA SQUARE LEFT IN SQUARE ACCOUNT + \$80 OF MEMBERSHIP REVENUE REC'D VIA CASH LEFT IN MEMBERSHIP CASH BOX)	
Derby Food Leftover Purchase	\$88.97		
Total Revenue	\$118.97		
RBC Expenses			
Bank fees	-\$6.15		
Derby/Picnic 2022 Expenses	-\$3,370.35		
Total Expenses	-\$3,376.50		
Sept 1st 2022 balance	\$32,481.60		
Liabilities			
Uncleared cheque	\$194.24	J.Haynes Derby Trophy Awards Cheque #707	
Uncleared cheque	\$113.00	IMPACT SIGNS Garage Sale Signs Cheque #689	
Uncleared cheque	\$282.50	Kathleen Robichaud Lawyer Derby Liability Waiver Cheque #711	
Total Liabilities	\$589.74	\$31,891.86	Available balance
Membership Cash Box	\$180.00		
Events Cash Box	\$252.75		
SQUARE Account (As of Oct 8th)	\$317.37		
Derby reserve (included in RBC balance)	\$3,229.50		

Sept 2022 RBC Transactions			
1-Sep-22	RBC	Bank fees	Association Exp \$3.75
1-Sep-22	RBC	Bank Fee	Association Exp \$2.40
6-Sep-22	JRC Audio	Derby 2022	Derby 2022 Audio \$400.00 Cheque #705
8-Sep-22	Ottawa Valley Uniforms	Derby 2022	Derby 2022 Hat Side Logo \$531.10 Cheque #702
9-Sep-22	Manotick Brass	Picnic 2022	Derby&Picnic 2022 Music \$395.00 Cheque #698
14-Sep-22	Theresa Roberts	Derby 2022	Derby Storage Reimbursement \$460.00 Cheque #706
20-Sep-22	Grace Thrasher	Derby 2022	Derby Food Leftover Purchase \$88.97 Mobile Cheque Deposit #6067
21-Sep-22	Allan Haan	Derby 2022	Derby Expense Reimbursement \$188.15 Cheque #708
21-Sep-22	Grace Thrasher	Derby 2022	Derby Expense Reimbursement \$312.73 Cheque #710
22-Sep-22	Janice Hynes	Derby 2022	Derby Expense Reimbursement \$518.37 Cheque #709
3-Oct-22	D.Werbin & J.Terris	Membership	Membership \$30.00 Mobile Cheque Deposit #1360
3-Oct-22	Zachary King	Derby 2022	Derby Expense Reimbursement \$565.00 Cheque #712

Appendix B. – President’s Report.

President’s Report – September 2022

Vacation September 1-23

Newsletter/Village Voice

Prepared and issued September 15 column/ Sept.20 newsletter - remote assistance from Bonnie G, Leanne VB, Grace T, Peggy S, Steve L.

Board Meeting

Sept 13 – chaired meeting via zoom (interrupted due to connectivity issues)

TMP

Sept 13 - conference call w/Bob Plamondon (policy advisor to Mark Sutcliffe) to provide context and background to truck traffic issue (reiterating MVCA website info)

Sept 25 – Capital Current interview to provide context and background to truck traffic issue (reiterating MVCA website info)

ACM

Provided meeting format and questions to moderator

Welcomed attendees and introduced moderator

Coordinated w/Board members at meeting

Relayed issues to moderator via text during questions/answers

CPIP

Email correspondence w/MCPRA Treasurer Jon Mack re City response (lack of) confirming status of coverage for MVCA and MCPRA (decisions deferred to incoming Councilor and 2023 budget)

Civic Duties

Received/accepted invitation from Legion to participate in Remembrance Day ceremony on behalf of MVCA (laying of wreath)

Appendix C. – Membership Report.
September 2022

	New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
September	6	1	32	2	5
<ul style="list-style-type: none"> • Paid Up Members as of Sept 30: 428 • Some of these are Family Memberships but only one name on our list. 					

Notes:

- Sept 8, Eight (8) 1st renewal membership letters sent out (Oct)
- Sept 8, Twenty (20) 2nd renewal membership letters sent out (July, Aug & Sept)
- Sept 8, Three (3) 3rd final renewal membership letters sent out (May/June) will moved to inactive status Sept. 15
- Sept 15 Moved 2 members to the inactive list with final notices sent out
- Attended & assisted with All Candidate Meeting Sept 28

Respectfully submitted,



Bonnie Gray
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Appendix D. – Communications Report.



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

The visitors to the website declined in September after the active month in August with the Soapbox Derby and Picnic in the Park. Those who visited the site did spend more time there and moved around the website more than the previous month. The revived interest in the Truck Traffic Study can be attributed to the demonstration in the Village in September and the resulting interest from the media and candidates for Councillor.

MVCA Website

	This Month	Last Month	
Sessions	427	1193	-64.2%
Page Views	788	1703	-53.7%
Users	321	884	-63.7%
Avg Session	1:15	0:49	0:26 improved
Bounce Rate	54.57%	77.28%	22.6% improved

Acquisition

	This Month	Last Month	
Organic	41.7%	Organic	44.1%
Direct	39.3%	Direct	33.9%
Social	13.6%	Social	18.8%
Referral	5.4%	Referral	3.2%
Other	0%	Other	0%

Top 5 Most Visited Pages

This Month	Last Month
Home	Soapbox Derby
All Candidates Meeting	Home
Soapbox Derby	Membership
Truck Traffic Study	All Candidates Meeting
Membership	Board

*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.

Social media activity decreased in September compared to August. While there was the All Candidates Meeting being promoted, it did not create the same response as the Picnic in the Park and Soapbox Derby did in August.

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	20	-40.0%
Page Views	130	105	+23.8%
Post Reach	3340	3001	+11.3%
Engagements	30	136	-77.9%

MVCA Group

	This Month	Last Month	
Members	1197	1183	+1.2%
Posts	33	47	-29.8%
Comments/Reactions	148	125	+18.4%

Manotick Neighbours

	This Month	Last Month	
Members	3999	3915	+2.1%
Posts	430	454	-5.3%
Comments/Reactions	7676	8576	-10.5%

Twitter

	This Month	Last Month	
Tweets	5	6	-16.7%
Impressions	1329	2153	-38.3%
Profile Visits	263	263	-
Mentions	1	2	-50.0%
Followers	825	825	-

Instagram

	This Month	Last Month	
Posts	4	7	42.9%
Followers	438	424	+3.3%

September 2022

Appendix E. – Transportation Report.

Transportation Report – September 2022

Activities this past month include

- Reviewed and provided input for Irene's Newsletter
- Monitored Miller demonstration and provided analysis of the media reports
- Attended RTS meeting on in prep for ARAC
- Revised traffic strategy for discussion
- Provided support for All Candidates meeting
- Received update from City on projects being considered for Bridge and Main
- Contacted City to get road smoothed over in front of new Royal Lepage building