



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes

Tuesday, November 10, 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: NIL

Meeting called to order, 7:05 pm

ITEMS

1. Approval of Minutes of Last Meeting & action items updates.
 - a. Motion to approve the minutes of last meeting: LV, TR, All in favour
2. NROC Presentation, Carly Scharf. Nepean Rideau Osgoode Community. Working towards community development. Working for NROC for 4 years. Advocate for community needs such as rural transportation. Free Counselling for youth and adults. Have a fund for Hydro support. NROC is a place to find out what services and help is available locally. Assistance for low-income families such as food vouchers. NROC services a wide demographic from youth to the elderly. Example of projects; Organized the Osgoode mural, run mental health services for youth. Funding comes through the City.
 - a. Question from the Board, What is happening to improve internet access and rural transportation? Internet is on the radar. One issue we face for rural towns that fall within the City boundary is the funding stream. Rural villages like Manotick come under City funding and not Provincial rural funding. We need to lobby our MPP to have rural Ottawa included for Provincial rural funding and plans.
 - b. Contact info to be added to the website. <https://nrocr.org/>
3. Treasurer's Report (See Appendix A).
 - a. We had a good month with membership renewals.
 - b. CIBC has been contacted for info about their rates but have not received a response. We will keep the GIC with the RBC 0.3%.
 - c. Can we have a look at our online membership payment forms? The renewal process is not very user-friendly. LV, BG and NH to work on improvements.
 - d. Motion to Approve Treasurer's Report: BG, TR, All in favour
4. President's Report.

The President reported on a number of meetings including discussions with Councillor Moffatt about traffic issues and development in Manotick: moving forward with a proposal for a pilot project to limit trucks to certain times of day in the Village. Discussed installing community speed signs at

Mahogany and timing of the light at Bridgeport and Main (might be delayed). Also discussed the lack of a rumble strip on new paved shoulders on Main north of Century Road (he continues to follow up with City staff and is looking into Minto paying for this). Also discussed solution to sidewalk on Dickinson Street, Beryl Gaffney park and the work done at the corner of Main and Currier (no permit, safety issues) where the City is now requiring an engineer's report before any future work is done.

- a. Attended the Budget Consultation session on October 19 with Councillors Moffatt and Darouze. Posed questions about identifying efficiencies to keep expenses down and also any potential impact on infrastructure projects given the additional costs associated with the pandemic.
 - b. Drafted, finalized and submitted the 2021 budget requests on behalf of the MVCA.
 - c. Discussed a possible task Force for Beryl Gaffney Park with President of MCPRA.
 - d. Responded to query about opening of Manotick Library Branch. OPL confirmed that Manotick Branch would open on December 1st. Delays were due to staff shortages city-wide and the need to tailor COVID requirements to each Branch.
 - e. Drafted a Harassment Policy for consideration by the Board
5. Events Report.
- a. Need to make a final decision to have Shiverfest or not in January. The park has been booked for the last weekend in January. We will need to contact all of the volunteers to see if they are willing to organize Shiverfest this year. TR to contact organizing committee.
6. Membership Report (See Appendix B).
- a. There is a slight change in recording process. When people renew after a year or more of absence, BG is logging them as new members, not renewals. When a member changes from a family membership to a single membership, this also is posted as a new membership and not a renewal. These changes account for the increase in new memberships.
7. Communications Report (See Appendix C).
- a. The online groups are going really well and keep increasing in followers.
8. Transportation Report.
- a. We would be considering participating in a rural transportation survey that was developed initially for CARP residents. John is going to join the Rural Transportation Group.
9. AGM Post-mortem.
- a. All were very happy with the way it went despite the lack of social engagement with the online meeting. There were a few registration issues that will need to be addressed if we do another virtual AGM in the future.
10. Harassment Policy
- a. GT has circulated a first draft of the policy. Board to reply with comments and recommendations to GT
 - b. DV volunteered to be the interviewer and report writer in the event of an incident.
11. Other Business and Adjournment.
- a. There was a discussion around the ongoing monitoring of posts to our social media sites and how best to address posts that may seem inappropriate or offensive.
 - b. Motion to adjourn the meeting: TR, NH All in favour.

Meeting Adjourned, 8:35 pm

NEXT MEETING: December 8, 2020

Minutes Approved:

A handwritten signature in cursive script that reads "Grace Thrasher". The signature is written in black ink on a white background.

Grace Thrasher; President

Date: December 8th, 2020

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer's Report

Oct. 2020 Opening balance \$8,105.86

Revenue

Membership \$298.28

Total Revenue \$298.28

Expenses

Association expenses -\$3.75

BIA bike racks -\$670.60

ROSSS gift cards -\$275.34

Total Expenses -\$949.69

Oct. 31 balance \$7,454.45

Liabilities

Available balance \$7,454.45

Membership Cash Box \$100.00

Events Cash Box \$229.50

GIC \$15,000.00

GIC \$8,000.00

Derby reserve \$4,000.00

Appendix B. – Membership Report.

Board of Directors MVCA Membership Report November 2020

October 2020

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
3	5	67	1	11
<ul style="list-style-type: none">• Paid Up Members as of October 31 = 340 Some of these are Family Memberships but only one name on our list.				

Notes:

- Developed database for the AGM Registration, processed and checked for valid members
- Attended AGM ZOOM
- Oct. 20, Sent out 22 3rd Final Renewal Requests (Jan-June), Non renewals will be removed from Mailing List on Nov 1, 2020 if not renewed by October 31, 2020
- Oct. 29, Sent out 7 2nd Renewal Notices (July-Aug)
- Oct. 29, Sent out 5 2nd Renewal Notices (Sept-Oct)
- Oct. 29, Sent out 33 1st Renewal Notices (Nov)
- Processed new memberships/renewals
- Continuing to follow up on 1 page of problems with Constant Contact records.

Respectfully submitted



Bonnie Gray
Director of Membership, MVCA
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Appendix C. – Communications Report.



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

Activity on the MVCA website decreased this month over last month. There were fewer topics driving users to the website in October which appears to be the reason for the more moderate numbers this month. There was a significant change in how users arrived at the site. Organic searches topped the acquisition activity which is unusual. While visitors were fewer than last month, the improved Bounce Rate reflects that users were visiting more than one page on the site.

Activity on the MVCA Facebook Page was lower than the previous month. There were fewer topics of significance this month. In comparison both Groups continue to reflect increases in members and activity. Manotick Neighbours Helping Neighbours Group continues to increase in Members and activity at impressive rates. Twitter posts doubled in October which triggered a sharp increase in activity on the platform. Instagram Followers continue to increase slowly despite the low post rate.

MVCA Website

	This Month	Last Month	
Sessions	211	226	-6.7%
Page Views	418	460	-9.1%
Users	177	174	+1.2%
Avg Session	1:22	1:36	-14 secs
Bounce Rate	57.35%	58.41%	2% improved

Acquisition

	This Month	Last Month	
Organic	48.3	Direct	41.9
Direct	37.2	Social	40.8
Social	12.8	Organic	10.6
Referral	1.7	Referral	6.7
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
AGM Registration	Join MVCA
Membership	Ward Boundary Review
Board Members	AGM Registration
Beryl Gaffney	Board Members

*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	18	32	-43.8%
Page Views	137	168	-18.5%
Post Reach	1258	4157	-69.7%
Engagements	201	936	-42.9%

MVCA Group

	This Month	Last Month	
Members	612	560	+9.3%
Posts & Reactions	556	330	+68.5%

Manotick Neighbours

	This Month	Last Month	
Members	1069	850	+25.8%
Posts & Reactions	2988	1600	+85.8%

Twitter

	This Month	Last Month	
Tweets	16	8	Double
Impressions	5731	3161	+81.3%
Profile Visits	49	37	+32.4%
Mentions	4	3	+33.3%
Followers	721	713	+1.1%

Instagram

	This Month	Last Month	
Posts (41)	4	5	-20%
Followers	208	202	+3%

September 2020