



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

### Approved Minutes

Tuesday, September 8, 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, 7:03 pm

Opening Remarks:

#### 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). We had a good month with membership renewals.
  - a. Motion to Approve Treasurer's Report: AL, TR. All in Favour
3. President's Report.
  - a. GT and Ann Robinson spent lots of time discussing Beryl Gaffney.
  - b. Email from Scott Moffatt; The closed in dog park is cancelled for that area with the park and relocated elsewhere. The picnic area will be going ahead. There is still lots of money in the park fund. Scott will be looking into other things to do in the park.
  - c. Action: GT to draft up a list of priorities for Beryl Gaffney Park. LV to put a survey out to the public via social Media.
  - d. Development on Main and Highcroft; GT will be sending a combined submission to the Committee of Adjustment on the 16<sup>th</sup> September. BG to represent the MVCA at the Committee.
4. Events Report.
  - a. The only event was the moving of the karts. Thank you to DV, his daughters and Ray Gerard for helping with the moving and storage.
  - b. Next event is Shiverfest in January. We will need to see what happens with Covid restriction nearer the time.
5. Membership Report (See Appendix B).
  - a. The biggest task was going over 400+ record issues, duplicates, bounce backs etc.
  - b. BG will be sending out a list of people we cannot contact. If the Board would look over the list and see if they recognize anyone on there.
6. Communications Report (See Appendix C).
  - a. People are paying attention to the communications as we are seeing spikes around the issues.

7. Transportation Master Plan (See Appendix D).
  - a. The document v.5 was circulated. GT commented most of the public consultations will be happening next year.
  - b. Cnr. Main and Bridge St. we had a response from the City admitting there are trucks mounting the sidewalks. There needs to be a further cost analysis done.
  - c. JH has a number of "Keep it to 40" signs for those that want them.
8. Ward Boundary Review.
  - a. There are a series of consultations coming up. 22<sup>nd</sup> Sept is the rural consultation. We encourage all to fill out the online form under Engage Ottawa. Go through the ranking tool before the survey.
  - b. We are recommending 4 rural wards with no suburban inclusion.
  - c. There was a fair amount of discussion about our role to educate the public on the issues surrounding the rural boundary changes. The general feeling was we should. GT and LV to work out what could be done on social media channels.
9. AGM
  - a. Agenda to be posted by Sept. 21<sup>st</sup>.
  - b. 2017 AGM minutes are not on the website. LV to find 2016 and 2017 and post.
  - c. BG and JH are up for election.
  - d. The AGM will be via Zoom. GT to host the Zoom using her account.
10. Other Business and Adjournment.
  - a. Motion to adjourn the meeting: NH, TR. All in favour.

Meeting Adjourned, 9:12 pm

NEXT MEETING: October 6, 2020

Minutes Accepted:



Grace Thrasher; President

Date: October 6, 2020

## Appendix A. – Treasurer’s Report.

### Manotick Village and Community Association

#### Treasurer’s Report

<b>Aug 2020</b>	<b>Opening balance</b>	<b>\$7,496.63</b>
	<b><u>Revenue</u></b>	
	Membership	\$294.87
	<b>Total Revenue</b>	<b>\$294.87</b>
	<b><u>Expenses</u></b>	
	Bank fees	-\$3.75
	Federation of Citizens renewal	-\$35.00
	<b>Total Expenses</b>	<b>-\$38.75</b>
	<b>Aug 31 balance</b>	<b>\$7,752.75</b>
	<b><u>Liabilities</u></b>	
	uncleared cheques	-\$169.50 2nd payment for cart storage
		-\$670.60 to BIA for bike rack at Morning Owl
	<b>Total Liabilities</b>	<b>-\$840.10</b>
		<b>\$6,912.65 Available balance</b>
	GIC	\$15,000.00
	GIC	\$8,000.00
	Membership Cash Box	\$100.00
	Events Cash Box	\$239.50
	Derby reserve	\$4,000.00

## Appendix B. – Membership Report.

Board of Directors MVCA Membership Report September 2020

### August 2020

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1	1		4	9
<ul style="list-style-type: none"><li>• Paid Up Members as of August 31 =300 some of these are Family Memberships but only one name on our list. *NOTE: the drop in membership is due to the membership renewal being put on hold until August 31, 2020. Today's number reflects actual Paid Members.</li></ul>				

Notes:

- 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
- Processed new memberships/renewals
- Cleaned up Constant Contact Database – reviewed all 435 records on CC. Deleted numerous duplicate records, non renewed memberships, bouncebacks etc., dating back to 2013.
- In the process for following up on 3 pages of problem Constant Contact records.

Respectfully submitted



Bonnie Gray  
Director of Membership, MVCA  
(h) 613.692.4436  
[bonniegray@rogers.com](mailto:bonniegray@rogers.com)

## Appendix C. – Communications Report.



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

All MVCA communication tools continue to show positive signs of use. On the website, the number of sessions, session duration and number of users increased. The Bound Rate lowered back to a preferred level. The Acquisition data remains consistent suggesting that users are primarily seeking out the website or arriving there via our social media.

The Facebook page is showing some decline in views though the post reach and engagements increased. Both Facebook groups continue to increase in members and usage. The groups remain diverse with continued differing responses to identical posts which suggests users participate in the groups for different reasons.

Twitter and Instagram continue to be mediums where more content could be posted. Despite MVCA activity, the followers continue to increase.

### MVCA Website

Behaviour	This Month	Last Month	
Sessions	147	117	+25%
Page Views	301	220	+37%
Users	125	103	+21%
Avg Session	1:22	1:04	+18 sec
Bounce Rate	53.06%	64.10%	-17%

### Acquisition

	This Month		Last Month
Direct	44.9%	Direct	45.6%
Social	37.8%	Social	38.8%
Referral	11.8%	Referral	6.8%
Organic	4.7%	Organic	8.7%
Other	0.8%	Other	0.1%

### Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Join MVCA	Ward Boundary Review
Beryl Gaffney Park	Contact Us
Contact Us	Board Members
MVCA Events	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

### Facebook

MVCA Page	This Month	Last Month	
Posts	51	36	+42%
Page Views	110	158	-30%
Post Reach	1990	1474	+35%
Engagements	921	780	+18%

### MVCA Group

	This Month	Last Month	
Members	519	482	+7%
Posts & Reactions	548	469	+17%

### Manotick Neighbours

	This Month	Last Month	
Members	756	681	+11%
Posts & Reactions	1871	1300	+43%

### Twitter

	This Month	Last Month	
Tweets	5	8	
Impressions	7060	8347	-15%
Profile Visits	33	38	-13%
Mentions	10	5	
Followers	708	700	+1%

### Instagram

	This Month	Last Month	
Posts	0	0	
Followers	187	179	+4%

## Appendix D. – Transport Master Plan

### V 5 TMP Draft Vision and Guiding Principles -MVCA Comments

The Manotick Village Community Association (MVCA) lauds the TMP Draft Vision and Guiding Principles and see this as a positive step in development of the new Transportation Master Plan. Principles are essential and absolutely necessary however they are only bromides if they lack enforcement or are ignored.

We also believe, based on our experiences as a community association that the trucking industry seems to have priority over the health concerns of the community.

We have experienced a disconnect between city staff in various departments with respect to what is stated in Master Plans and what is actually recommended with respect to proposed projects and the expenditure of tax payer monies. A Master Plan cannot be a master plan if the principles enunciated are ignored.

Therefore, we are emphasizing accountability in our recommendations.

#### **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, efforts to encourage options other than the automobile have been weak to date. Calls for safe, walking pathways along Village roads and connecting arteries have resulted in a compromise where vehicles are in too close proximity to cyclists and pedestrians. We cite the paved shoulder along Mitch Owens, the absence of a pathway along Century Road to connect new developments in the south end of Manotick to the core, and the sharrow approach to cycling on Bridge Street, a City truck route used by many oversized construction vehicles.

###### **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 transportation and development projects.***”

For this principle to be effective, there should be a declaration by pertinent city staff forwarded to the City Manager and appropriate Councillors that their project meets

Principle 1. This can be accomplished by some sort of check off declaration for related projects.

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

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

##### Comments.

This principle is critical for Manotick residents. For years, the MVCA has been working to convince the City to decrease the volume of truck traffic on Bridge Street by removing Bridge Street from the southern truck route with no success. A study, released by the University of Toronto, provides yet one more reason why the City needs to redirect transport trucks to other more appropriate roads in the City. This study highlights that truck traffic, particularly diesel trucks, release a number of pollutants into the air at levels that are hazardous to our health, particularly if you live next to a truck route. In particular it notes the release of nitrous oxides, ozones, sulphur dioxide and particulates. It also noted that pollution levels were higher in areas where large trucks made up a larger portion of the traffic. In particular, levels of black carbon were higher as a result of trucks releasing diesel exhaust.

The study recommends not locating new facilities such as schools or seniors buildings along established truck routes to minimize the health impact. In the case of Manotick, we have a truck route (Bridge St) that passes by an elementary school and two seniors buildings as well as a public park, library and two churches. As well, the traffic is backed up due to four traffic lights on Bridge St. causing trucks to spew even more noxious gases into nearby patios while waiting for the lights.

The study also recommends that cities should do a better job of collecting data on the types of trucks travelling on our roads. It also calls for better monitoring of these pollutants and recommends that cities establish monitoring stations near truck routes.

A summary of the study, entitled Near Road Air Pollution Pilot Study, is available at <https://www.socaar.utoronto.ca/>

In addition, 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.

**Recommendation:**

Principle 4 be reworded as follows: Minimize the community impacts of truck and automobile traffic ***through Environmental and Traffic Impact Assessments associated with communities directly affected by increased truck and automobile traffic and through the monitoring of noxious gases along congested routes especially truck routes. The City should take mitigation measures when it is determined there exists an adverse impact on resident health.***

**Promote safe walking, cycling and driving through education, engineering and enforcement**

We appreciate the sidewalk clearing the city achieves which at times are daunting. We also recognize the need for safe sidewalks for our seniors and those with mobility issues. We therefore this should be recognized in this principle.

**Recommendation:**

**Amend as follows:**

**Promote safe walking, cycling and driving through education, engineering, *safe sidewalks* and enforcement**

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

This principle is a motherhood statement but requires accountability by Councillors and city staff alike to be effective as it our experience that it is often ignored. If not, it should be deleted.

**Recommendation:**

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

**Principle 7. Be accountable to the public**

Hopefully, the tenor of our comments and recommendations relate the need for staff to be more accountable 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 with respect to public satisfaction. All such comments shall be reviewed by relevant elected officials and the city manager with responding comments. These are to made public.*