



## MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes  
Tuesday, March 8<sup>th</sup>. 2022  
7 pm – 9 pm  
Online Zoom Meeting

**In Attendance:** Grace Thrasher, *President* (GT); Bonnie Gray, *Director of Membership* (BG), Theresa Roberts, *VP Events* (TR); Steve Levecque (SL). Irene Staron (IS); Doug Valerio, *Secretary* (DV); Leeanne Van der Burgt, *Director Communications* (LV); Nancy Horne, *Treasurer* (NH)

**Guests:** Emily Meyers; Ryan MacDougall, Greg Winters

### **Apologies:**

Meeting called to order, 7:00 pm

### ITEMS

1. Uniform Presentation – Emily Meyers; Ryan MacDougall, Greg Winters.
  - a. MVCA received a presentation on a proposed development for the corner of Bankfield and Rideau Valley Drive North. Public consultation will be held later this year once plans are further along.
2. Approval of Minutes of Last Meeting & action items updates: BG, TR . All in favour.
3. Treasurer's Report for December (See Appendix A).
  - a. Motion: Accept the January Treasurer's Report. NH, TR . All in Favour
  - b. Motion: Accept the February Treasurer's Report. NH, LV . All in Favour
  - c. A discussion around past and present board members using auto billing to their personal credit cards for MVCA administrative expenses came up as a result of Jan's 4 year payment of our domain name service fees on our behalf. NH will explore other options, possibly a prepaid visa card to cover these renewable expenses.
4. President's Report. (See Appendix B)
  - a. A letter was received from a developer wanting to build an apartment block on Clapp Lane and Mill St. that is up for sale. Apartment blocks are not allowed in the secondary plan. The building has been sold.
  - b. The Manotick Neighbours Magazine is doing a feature on the MVCA and would like our photos.
  - c. A letter was received from the MCPRA to Scott Moffatt about the the Long Island Aquatic Club Pool. Further discussion will be tabled for next meeting.
5. Events Report.
  - a. Dates for the Garage Sale were discussed and June 11<sup>th</sup>, 12<sup>th</sup> for a rain date were settled upon.
6. Membership (See Appendix C).
7. Communications Report. (See Appendix D)

8. Transportation Report. – Director Attended a couple of meetings and Transportation Master Plan is being monitored.
9. Policy and Procedure Manual.
  - a. Final drafts were circulated on February 21st.
  - b. Moved that the Code of Ethics dated Feb. 21<sup>st</sup> 2022 be approved: BG, TR. All
  - c. Moved that the Miscellaneous Project Request Policy dated Feb. 21<sup>st</sup> 2022 be approved: BG, LV. All in Favour
  - d. Moved that the Financial Expense Claim Policy dated Feb. 21<sup>st</sup> 2022 be approved: BG, NH. All in Favour
  - e. Moved that the Confidentiality and Privacy Policy dated Feb. 21<sup>st</sup> 2022 be approved: BG, TR. All in Favour
  - f. Treasurer’s Role Description was revised. The reference to an Officer being allowed to approve an extraordinary expense was removed.
  - g. Each Director is to write a detailed description of their own roles and processes. These will be reviewed each meeting and included in the final Manual.
10. All Candidates Meeting Discussion
  - a. Judy Beltzner has offered to facilitate any future meetings if she is available. GT to check Judy’s availability.
  - b. There were mixed feelings about an in person or Zoom meeting. It was noted that Zoom meetings are easier to moderate.
  - c. GT to propose some dates and circulate for response
11. AGM date proposed 26<sup>th</sup> May.
12. Other Business
  - a. We will be encouraging people to write to Goldie Ghamari to oppose the Affordable housing plan that gives the Province power to circumvent municipal planning regulations and remove the need for community consultation. This could result in no need for builders to adhere to the Secondary Plan.
13. Motion to adjourn the Meeting: SL, DV All in Favour.

Meeting Adjourned, 9:00 pm

NEXT MEETING: April 12<sup>th</sup> 2022

Minutes Approved:



Grace Thrasher; President  
Date: 20220412

## Appendix A. – Treasurer’s Report.

### Manotick Village and Community Association

#### Treasurer’s Report

Feb 2022	<b>Opening Balance</b>	<b>\$12,833.41</b>	
	<b>Revenue</b>		
	Membership	\$98.83	
	<b>Total Revenue</b>	<b>\$98.83</b>	
	<b>Expenses</b>		
	Association Expenses	-\$554.46	Wix mailbox, Constant Contact
		-\$35.00	FCA membership
		-\$200.01	Post office box fee
		-\$3.75	bank fees
	<b>Total Expenses</b>	<b>-\$793.22</b>	
	<b>Feb. 28 Balance</b>	<b>\$12,139.02</b>	
	<b>Liabilities</b>		
	Uncleared cheques	-\$67.13	C. of Ott. refund unused grant
		-\$937.87	R. Piironen tablet to control sign
	<b>Total Liabilities</b>	<b>-\$1,005.00</b>	<b>\$11,134.02 Available balance</b>
	GIC	\$20,000.00	
	Membership Cash Box	\$145.00	
	Events Cash Box	\$239.50	
	Derby Reserve	\$3,229.50	

## Appendix B. – President’s Report.

### **President’s Report –March 2022**

Since our last meeting, I have completed the following activities:

- Attended consultation on vacant buildings on February 17 – hosted by City staff
- Drafted letter of comment for Beaverwood project
- Reviewed Ontario Task Force Report on Affordable Housing
- Responded to request about zoning restrictions for potential apartment building on Clapp Lane/Mill Street. Followed up with request to real estate broker about sale of two properties (1135 Mill St which houses Take Another Bite) as “redevelopment opportunity”
- Met with Ontario Liberal candidate to discuss community issues at his request
- Responded to letters about truck traffic, Miller’s rezoning, sidewalk snow clearing

## Appendix C. – Membership Report.

February 2022

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
1	2			
<ul style="list-style-type: none"><li>• Paid Up Members as of the end of Jan - 402</li><li>• Some of these are Family Memberships but only one name on our list.</li></ul>				

Notes:

- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early, nonpayment etc.)
- Continued working on Orientation Manual Draft #4.
- Attended consultation on vacant buildings on February 17 – hosted by City staff

Respectfully submitted,



Bonnie Gray  
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## Appendix D. – Communications Report.



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

Activity on the website reflects more visits but indicates they were targeted to specific pages for specific purposes. The evidence is increased numbers of sessions with declines in page views, average session times and Bounce Rate. There seems to be interest in the Community Garage Sale as it was the second most visited page in February.

There was little to focus on in social media as is reflected in the output of MVCA social media with the exception of the Facebook Groups whose content is partially populated by residents. Attached to this report are some possible topics or themes that could be used in slow content times. Feedback from the Board is welcome.

### MVCA Website

	This Month	Last Month	
Sessions	214	178	+20.2%
Page Views	328	331	-0.1%
Users	198	148	+33.8%
Avg Session	0:32	0:56	0:32 sec decline
Bounce Rate	75.70%	64.61%	11.6% decline

### Acquisition

This Month		Last Month	
Social	38.5%	Organic	44.7%
Organic	34.5%	Direct	39.0%
Direct	24.5%	Social	13.2%
Referral	2.5%	Referral	3.1%
Other	0	Other	0

### Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Community Garage Sale	Membership
Contact	Shiverfest
Board	In the Community
Membership	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 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	7	6	+16.7%
Page Views	45	153	-70.6%
Post Reach	1779	4616	-77.1%
Engagements	143	2265	-93.7%

### MVCA Group

	This Month	Last Month	
Members	1053	1018	+3.4%
Posts	26	27	-3.4%
Comments/Reactions	58	158	-63.3%

### Manotick Neighbours

	This Month	Last Month	
Members	3171	3100	+2.3%
Posts	291	344	-15.4%
Comments/Reactions	5265	13,171	-60.0%

### Twitter

	This Month	Last Month	
Tweets	9	7	+28.6%
Impressions	4797	2376	X2
Profile Visits	506	436	+16.1%
Mentions	3	2	+50.0%
Followers	807	802	+0.6%

### Instagram

	This Month	Last Month	
Posts	0	2	-
Followers	365	360	+1.4%

February 2022