



MANOTICK VILLAGE & COMMUNITY ASSOCIATION

Approved Minutes
Tuesday, January 11th. 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)

Apologies:)

Meeting called to order, 7:00 pm

ITEMS

1. Approval of Minutes of Last Meeting & action items updates: LV, NH. All in favour.
2. Treasurer's Report for December (See Appendix A).
 - a. Motion: Accept the Treasurer's Report. NH, BG. All in Favour
 - b. Annual Statement was tabled. (See Appendix A).
 - c. Draft Budget for 2022 was tabled for discussion and approval.
 - i. The revenue has been revised down due to no events happening.
 - ii. June 1st our insurance with the City finishes.
 - iii. February, expenses and reimbursement policy to be discussed
 - iv. Garage Sale budget to be an item for discussion in March.
 - v. Approve Budget next meeting
3. President's Report.
 - a. Millers will be applying for rezoning for their property to allow for trucks.
 - b. Bridge St. Median extension to prevent left hand turns out of mall entrance. Scott Moffatt's office advised it will be part of the functional design review for the intersection.
 - c. Manotick United Church is looking to add a digital sign. They are open to working with us on a design. They want to apply for a grant by Feb. 7th and are looking for a letter of support. After much discussion around how such a design would fit within the Main Street feel of a rural village, the consensus was to give a letter of support, conditional on the Church working with us on the design.
4. Events Report.
 - a. Since the decision to go ahead with Shiverfest, the Covid numbers increased and the decision to cancel was taken. Since then, it has come to light that Winterlude has also been cancelled by the City.
5. Membership (See Appendix B).
 - a. The Membership drive went well. Most people took out a 2-year membership. It was suggested to report on the renewal rates in the future to see how effective the door-to-door campaign was in securing long-term members.

6. Communications Report for November and December. (See Appendix C.)
7. Transportation Report. Some discussion was had on the Transportation Master Plan.
8. Policy and Procedure Manual, Draft Review.
 - a. The draft manual was distributed. The direction and purpose of the manual was clarified as an orientation manual that will contain role descriptions, policies, and procedures, that can be handed to a new Board member. The document will continue to be worked on before a final title is decided upon.
 - b. It was commented that we also need to revise our bylaws and letters of patent to comply with ONCA. BG to form a committee with LV and DV to make recommendations to the Board around compliance.
9. Other Business
 - a. Naming Files. YYYYMMDDTitle. All digital documents are to comply with this convention please
 - b. Barnsdale-Rideau Valley Drive intersection. A functional design study is going to be made as there have been complaints.
10. Motion to adjourn the Meeting: SL, TR All in Favour.

Meeting Adjourned, 9:00 pm

NEXT MEETING: February 8th

Minutes Approved:

A handwritten signature in cursive script that reads "Grace Thrasher".

Grace Thrasher; President

Date: 2022-02-08

Appendix A. – Treasurer’s Report.

Manotick Village and Community Association

Treasurer’s Report

Dec. 2021	Opening Balance	\$11,522.81
	<u>Revenue</u>	
	Membership	\$324.27
	C. of Ottawa Grant	\$12,995.00 for fire station digital sign
	Total Revenue	\$13,319.27
	<u>Expenses</u>	
	Association wreath & bank fees	-\$228.75
	Donation to Snowflake Symphony (Greg Kaluza)	-\$150.00
	Total Expenses	-\$378.75
		\$24,463.33
		-\$20.00 cash into membership cash box
	Dec. 31 balance	\$24,443.33
	<u>Liabilities</u>	
	Uncleared cheques	\$12,995.00 Ottawa Signs (fire station sign)
	Available balance	\$11,468.33
	Membership Cash Box	\$135.00
	Events Cash Box	\$239.50
	GIC	\$20,000.00
	Reserved Funds	
	Derby reserve	\$3,229.50

Manotick Village and Community Association

2021 Annual Statement

Opening Balance	\$11,328.49		
 Revenue			
Membership	\$3,336.60		
Shiverfest Event	\$0.00		
Derby Event	\$0.00		
Picnic Event	\$0.00		
GIC Interest	\$14.79		
Grant from City for Fire Station	\$12,995.00	IN/OUT for digital sign on fire station	
Total Revenue	\$16,346.39		
 Expenses			
Bank Fees	\$47.60		
Association Expenses	\$506.08	Post Office Box, FCA dues, gifts for retiring directors	
Marketing/Communication	\$642.87	Website and e-mail marketing	
Insurance	\$150.00	membership fees for Volunteer Canada	
Awards	\$1,000.00		
Community Support	\$150.00	Snowflake Symphony donation	
Events	\$735.00	Snowman contest, cart storage, Old Shive expense	
Total Expenses	\$3,231.55		
 Income/Loss	 \$13,114.84		
 Closing Balance	 \$24,443.33		
Liabilities	\$12,995.00	Cheque to Ottawa Signs for fire station sign	
 Assets			
Membership Cash Box	\$135.00		
Events Cash Box	\$239.50		
GIC	\$20,000.00		
	\$0.00	2020 Value	2019 Value
Derby Carts	\$411.60	\$588.00	\$840.00
Popcorn Machine	\$137.20	\$196.00	\$280.00
Candy Loss Machine	\$274.40	\$392.00	\$560.00
Propane Burner	\$23.03	\$32.90	\$47.00
	\$21,220.73		

Appendix B. – Membership Report.

Board of Directors MVCA Membership Report January 2022

December 2021

New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
3	14	30	1	4
<ul style="list-style-type: none">• Paid Up Members as of the end of Dec 391• Some of these are Family Memberships but only one name on our list.				

Notes:

- Dec 30, Seven (7) 2nd renewal membership letters sent (Nov/Dec 2021)
- Dec 30, Twenty Three (23) 1st renewal membership letters sent (Jan/Feb 2022)
- Processed new memberships/renewals on Excel & Constant Contact databases
- Contacted members with problems (like renewing twice, early, nonpayment etc.)
- Prepared materials & participated in our first Door to Door Membership Drive 2021 in RiverWalk – to date, 17 new members joined
- Working on Policy, Procedure & Operational binder

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: December 2021

December was a quiet month. There was little output from MVCA and the result is lower activity on most platforms. The website saw fewer Sessions, Page Views and Users. Of those who visited the site, they generally remained on the site longer but visited fewer or select pages. The popularity of the Membership page is likely the result of the Membership Drive.

On Facebook there were fewer posts on the MVCA page and as a result there was a decline in activity compared to November. The Members of the MVCA Facebook Group continued to increase nominally. There are fewer Members on the Manotick Neighbours Helping Neighbours Group in part because of spam posts resulting in posts being deleted and spam profiles blocked. As with Facebook, MVCA posted less on Twitter and Instagram in December. Followers on both platforms continues to slowly increase.

MVCA Website

	This Month	Last Month	
Sessions	188	210	-10.5%
Page Views	340	451	-24.6%
Users	160	186	-14.0%
Avg Session	1:30	1:13	0:17 improved
Bounce Rate	62.2%	55.2%	7.03% decline

Acquisition

	This Month	Last Month	
Organic	52.1%	Organic	47.1%
Direct	38.0%	Direct	44.4%
Referral	5.5%	Social	4.8%
Social	4.3%	Referral	3.7%
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Home
Membership	Membership
Shiverfest	Beryl Gaffney Park
In the Community	Shiverfest
Board	Calendar

*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	2	9	-77.8%
Page Views	165	437	-62.2%
Post Reach	782	3100	-74.8%
Engagements	24	136	-82.4%

MVCA Group

	This Month	Last Month	
Members	1000	979	+2.1%
Posts	17	41	-58.5%
Comments/Reactions	147	432	-66.0%

Manotick Neighbours

	This Month	Last Month	
Members	2527	2537	-0.4%
Posts	401	440	-8.9%
Comments/Reactions	2778	9253	-70.0%

Twitter

	This Month	Last Month	
Tweets	9	10	
Impressions	3523	6771	-48.0%
Profile Visits	418	356	+17.4%
Mentions	2	9	-77.8%
Followers	792	788	+0.5%

Instagram

	This Month	Last Month	
Posts	1	2	-50.0%
Followers	351	343	+2.3%

December 2021



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

Activity on the MVCA website declined again in November. Again, this is still recovery after the activity spike in the fall due to the release and media coverage of the Truck Survey Report and Community Garage Sale. Despite the decrease in Sessions and Page Views, the Bounce Rate improved and moved closer to the more desirable range. There is a return to a nice balance of visitors arriving with intent through search engines and direct use of the URL. These last two indicators suggest users are seeking out the website and spending time navigating it. Beryl Gaffney Park has returned to the top five most visited pages.

The Facebook page had fewer posts while Views and Reach increased. The Remembrance Day post was the top performer. Both Facebook Groups continue to increase in Members and activity. Twitter responses increased significantly despite the numbers of Tweets and Followers remaining essentially unchanged. Instagram followers continue to grow.

MVCA Website

	This Month	Last Month	
Sessions	210	833	-74.8%
Page Views	451	1421	-63.5%
Users	186	582	-68.0%
Avg Session	1:13	1:22	0:11 decline
Bounce Rate	55.2%	62.9%	7.66% improved

Acquisition

	This Month	Last Month	
Organic	47.1%	Organic	49.2%
Direct	44.4%	Social	27.1%
Social	4.8%	Direct	20.1%
Referral	3.7%	Referral	3.5%
Other	0	Other	0

Top 5 Most Visited Pages

This Month	Last Month
Home	Community Garage Sale
Membership	Home
Beryl Gaffney Park	Membership
Shiverfest	Board
Calendar	In the Community

*Definitions

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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	9	12	-25.0%
Page Views	437	338	+29.3%
Post Reach	3100	1679	+84.6%
Engagements	136	197	-31.0%

MVCA Group

	This Month	Last Month	
Members	979	970	+0.9%
Posts	41	45	-8.9%
Comments/Reactions	432	373	+15.8%

Manotick Neighbours	This Month	Last Month	
Members	2537	2269	+11.8%
Posts	440	346	+27.2%
Comments/Reactions	9253	7149	+29.4%

Twitter

	This Month	Last Month	
Tweets	10	12	-16.7%
Impressions	6771	2867	X2
Profile Visits	356	111	X3
Mentions	9	1	X9
Followers	788	782	+0.8%

Instagram

	This Month	Last Month	
Posts	2	4	X2
Followers	343	335	+2.4%

November 2021