



**Board of Directors Draft Meeting Agenda  
Wednesday, October 9th  
7:00 pm  
Manotick Arena, 2<sup>nd</sup> floor**

**Call to order 7:04**

Present: Leeanne Van der Burgt, Randy Andersson, Catherine Seaman,  
Jenny Murphy, David Head

Guest: Kim Zinc

Regrets: Bonnie Gray, Irene Staron

**1. Approval of the Agenda**

Moved: Catherine Seaman

Seconded: Randy Andersson

Vote: Carried

**2. Approval of Minutes of August 14, 2024**

Moved: Catherine Seaman

Seconded: Jenny Murphy

Vote: Carried

**3. Approval of Minutes of September 11, 2024**

Moved: Jenny Murphy

Seconded: Leeanne Van der Burgt

Vote: Carried

**4. Approval of Minutes of September 24, 2024**

The date of the meeting was corrected from September 20, 2024 to September 24, 2024. The corrected version was considered.

Moved: Leeanne Van der Burgt

Seconded: Randy Andersson

Vote: Carried

**5. Councilor David Brown's Update**

The province has again changed the legislation re the planning act. Rather than wait for a municipality to alter the Urban Boundary or Village Boundaries through regular reviews, developers can now apply at any time for the boundaries to be expanded and for zoning designations to be changed. While justifications and infrastructure are required, municipalities are unhappy with this change as it will be

unlikely they will be able to refuse many applications given the province's direction and if appealed the Ontario Land Tribunal is likely to rule in favour of development. One local concern is expansion of Manotick south of Century Road, since much of the agriculture land protection has been stripped. Of note is that 90% of new housing builds in rural areas are in Manotick and Richmond area.

The truck traffic situation in Manotick remains a top priority for the Councilor. Making Century Road a full season truck route was a positive step but insufficient to fully fix the situation. Another positive step by the City is expected soon which will not be a full solution but will provide some additional relief. The speed camera on Bridge Street should go on line soon which will also help.

Bridges are inspected every 2nd year in the region. The two on Bridge Street passed inspection in 2023 – and the next inspection is due in 2025.

The next Rural Summit session will be on November 2<sup>nd</sup> at Sir Robert Borden high school. Good progress is being made.

The intersection at Bridgeport is still being assessed by city staff to determine if a roundabout or traffic lights are the best solution.

In December there will be a public consultation re the intersection of Barnsdale and Rideau Valley Road. Traffic lights are proposed as a suitably sized roundabout is not possible.

Manotick Main is to be resurfaced in the next 2 years.

The speed limit on Bankfield east of Prince of Wales may be reduced in the spring to 60 km/h to provide a larger slowing buffer into the village.

There have been discussions for a pilot project in Ward 21 for photo radar at gateway entrances to rural villages. If Council approves, this initiative could get funding next year.

## **6. Finance Report**

Report previously circulated.

Randy noted that most of the outstanding sponsorships for Soapbox Derby and Picnic in the Park have been received. Working with Committee members, they are being assigned to the lines in the events' budget. All outstanding cheques have now been cashed.

Our \$15,000 GIC is coming due next month. As we have roughly \$18,000 in the bank it could easily be rolled over.

Moved: by Randy, that the GIC coming due should be rolled over.

Seconded: Dave

Vote: Carried

Moved: by Dave, that the monthly Finance Report be adopted

Seconded: Catherine

Vote: Carried

## **7. Events Report**

A report was previously circulated.

Catherine highlighted a couple of items. There have been issues with the use of the Square device, while payments accepted using a phone were without problems. Possibly this could be due to Square not being set up to accept Debit. Randy agreed that he will investigate what is involved in adding this option.

The four new derby carts from Sudbury have arrived. This could provide opportunity for new sponsors. Thus these could be set up for sponsors wrapping, but a number of questions remain. How would we go about this? Do we want to charge? What is the cost of wrapping? Could the existing carts be rebranded and at what cost? A written proposal needs to be brought to the Board for discussion.

The Holiday Decorating contest was a well-received event that could be repeated. However its cost was not in budget – so it needs to be added.

Doug from Community Church is keen to work with us as partner.

A Pyro-technician now living in Manotick is again interested in doing a Canada Day pyrotechnics event. Last year the proposal was just too late to be worked out. There will be no cost to MVCA as he will obtain funding and cover the liability insurance. Catherine will speak to them and they may be invited to present their proposal at the next Board meeting.

## **8. Communications Report**

A report was previously circulated.

A spike on Website hits occurred on one day – while the rest of the days saw normal usage. Not sure of what the cause was.

On social media there have been a number of reports crime in the area – but these are not seen on community police crime map reporting. In the upcoming newsletter residents will be encouraged to report such incidents to police.

## **9. Membership Report**

A report was previously circulated.

That 15 people did not renew their memberships over the summer is of concern. There was a short period in the summer where there was a setting glitch with the new electronic form. That might be a part of the issue. One suggestion is we ask those who did not renew why that choice was made.

Bonnie will be authoring a piece for the Messenger about the benefits that membership gives.

It was suggested that we need new advertising materials.

## **10. Wellness and Accessibility Report**

The Main street visage is not particularly inviting, and parking is problematic, including few accessibility spaces. As well, more sidewalks are needed.

The situation requires further thought. Jenny will review the Main Street revitalization task force report.

The City's older adult plan survey was the subject of a recent city-wide meeting with 8 tables dealing with different issues. Four tables ran simultaneously in each of 2 sessions. Jenny chose to participate in the discussions on 'Transportation' and 'Community Support and Health Services'.

Many businesses are not accessible and last year's request for funding to look toward solutions was not successful. Grants for this purpose will be sought again.

As winter is approaching, Jenny will be looking into various aspects of safety on ice.

## **11. Transportation Report**

No report.

Nancy is working on finalizing the report from last year's traffic info.

## **12. Governance Report**

No report.

The committee will meet the following week.

## **13. Other Business**

It was suggested that committee meetings should be entered onto our calendar on the Google drive. Leanne will arrange for some training on using the google drive.

The contract for use of the CRM software will be reviewed one last time before proceeding.

Leeanne showed her invitation graphic to go to stakeholders for a meeting on Oct 22 8:30 to 10:00. This invitation will be issued tomorrow. The meeting will be a show and tell of various groups' activities, with the purpose to foster better coordination. The cost will be \$150 for room rental, coffee and snacks.

Moved: by Leeanne that \$150 be approved for costs for the stakeholder meeting

Seconded: Dave

Vote: Carried

Kim Zinc shared her interest in working with the MVCA. She wanted to invest her limited time and energy particularly at the grass roots. Director of Membership was therefore a poor fit. It was agreed that a suitable role would be as an appointed non-voting advisor who could work in a variety of areas as needed.

Moved: by Dave that Kim Zinc be appointed as a non-voting Advisor to the Board

Seconded: Leeanne

Vote: Carried.

**14. Motion to Adjourn**

Moved: Leeanne

Seconded: Randy

Adjourned at 9:00 PM

# MANOTICK VILLAGE AND COMMUNITY ASSOCIATION

## Treasurer's Report

As at Sep 30, 2024

|                                       |                      |                    |
|---------------------------------------|----------------------|--------------------|
| Opening Balance RBC as of 01 Sep 2024 |                      | <u>\$20,346.99</u> |
| <b>Revenue</b>                        |                      |                    |
| Membership                            | \$                   | 30.00              |
| Memberships from Square               | \$                   | 355.00             |
| Donations                             | \$                   | 5.00               |
| Event Revenue                         |                      |                    |
| Derby                                 | \$                   | 195.00             |
| Sponsorships                          | \$                   | 200.00             |
|                                       | <b>Total Revenue</b> | <u>\$ 785.00</u>   |
| <b>Expenses</b>                       |                      |                    |
| Square Expense on transactions        | \$                   | 13.90              |
| Event Expenses                        |                      |                    |
| - Derby -                             | \$                   | 1,347.03           |
| - Picnic in the Park                  | \$                   | 1,659.37           |
| Association Expense (Domain Name)     | \$.                  | 61.61              |
| Association Expense (Outreach)        | \$                   | 241.37             |
| Bank fee                              | \$                   | <u>18.10</u>       |
| <b>Total Expenses</b>                 |                      | <u>\$ 3,341.38</u> |
| Closing Balance RBC as at 30 Sep 2024 |                      | <u>\$16,645.61</u> |

---

Additional Funding details

**Investments**

|                      |                            |
|----------------------|----------------------------|
| GIC                  | 20,000.00                  |
| Closing MVCA balance | <b><u>\$ 36,645.61</u></b> |

**Committed (Cheques Not Cashd Yet in Sep)**

#805 - G.T. for picnic supplies      \$155.87 (cashd in Oct)

---

Cash Boxes

|   |                            |
|---|----------------------------|
| Membership cash box - \$(as of 30 Sep 2024) | \$ 100.00                  |
| Events cash box – \$(as of 30 Sep 2024)     | \$ 184.50                  |
| Total Available Funds (as of 30 Sep 2024)   | <b><u>\$ 36,930.11</u></b> |

## Events Report

### Taste of Manotick:

- popped popcorn with Bonnie and Leeanne the morning of Taste of Manotick. Many thanks to both, as it was a wonderful way to connect and get to know each other better while preparing the much needed popcorn!
- volunteered at the MVCA booth at Taste of Manotick for the first part of the afternoon. Amazed at how quickly the popcorn went (both pre-popped and popped on location). The smell brought them in, and many gave donations at our booth for the food drive, both in \$ and donated goods.
- had a great conversation with Doug, the pastor at the Ottawa Community Church. He has many ideas of how we can collaborate moving forward (eg. snowshoe races and movie night in summer in their back parking lot). Will likely hear more at the MVCA Community Collaboration meeting :).

### Picnic in the Park:

- attended wrap up meeting. Plse see meeting minutes sent to Board.
- booked the park and part of the community centre for Aug. 24th, 2025. Same space for the community centre booked for Aug. 22nd, 2026.
- had issues with using Square. **Would like to discuss how to use Square moving forward.**
- suggestion to rent 2 spaces next to each other at Dickinson Days - one for MVCA booth, one for Derby (have a cart there, and committee members to talk it up). **Do we need Board approval?**

### Soapbox Derby:

- help wrap up meeting, Plse see meeting minutes sent to the Board.
- 4 Derby carts from Sudbury all repaired and in storage. Wondering if there are businesses who would like to brand the carts. **Would like to discuss how to do it.**

### Shiverfest:

- initial meeting to be held Oct.16th
- booked the park for Feb.8th for the sleigh rides and other potential activities
- booked the community centre from Feb. 7th evening for Magic Show and all day Feb. 8th for Pancake Breakfast and Bingo. Also booked the same space for Feb. 6 and 7th 2026.

### Other:

- French-speaking resident has reached out with questions/suggestions. Leeanne and I have gone over, and can respond to most of her questions. She asked about art in Manotick, and is working on a photo exhibit. Asking if we'd be interested in participating. I will follow up "de vive voix" after our Board meeting to better understand what she is looking for. There may be answers to her other questions after our meeting





September 2024  
President's Report

Met with the individuals interested in forming the MVCA Transportation Committee and began discussing priorities. The members were confirmed at the MVCA Board Meeting later in the month.

Followed up with Councillor Brown's office with questions raised at the MVCA Transportation Committee meeting.

Attended the virtual presentation (with fellow Board member, Bonnie Gray) on the first draft of the New Zoning By-Laws, specific to Ward 21 and MVCA's area. Feedback was provided on the proposed zoning maps and the relationship between zoning and transportation.

Attended the monthly BIA meeting, representing MVCA.

Participated in Taste of Manotick with the other volunteers at the MVCA booth to contribute to the event, promote the association and provide opportunity for feedback and questions from residents.

Attended the Older Adult Consultation (with fellow Board member, Jenny Murphy) hosted by Councillor Kavanagh to represent rural perspective on the OAP.

Met with Kelly Belair, Executive Director of the BIA to debrief after Taste of Manotick and discuss upcoming community events.

Chaired a virtual meeting with the MVCA Board, MVCA Transportation Committee members and a resident seeking funding from MVCA on a truck traffic related project.

Continued to reach out to neighbouring community associations to arrange future meetings to discuss any shared concerns, ideas or po

Village Voice

Content was submitted for the September 6 and 19<sup>th</sup> editions.

Newsletter

The e-newsletter was issued on September 20.



MVCA Communications Report  
 To: MVCA Board of Directors  
 Data for: October 2024

**MVCA Website:**

For the second month in a row there was an unusual one-day spike in activity that cannot be accounted for. The numbers reflected in this report for October exclude the one-day anomaly. The results are more reasonable and appear consistent with historical activity. For that reason, the month over month comparison was not calculated.

**MVCA Website**

|                | This Month | Last Month |
|----------------|------------|------------|
| Session Starts | 386        | 463        |
| Page Views     | 590        | 3916       |
| Users          | 294        | 364        |
| Avg Session    | 0:38       | 2:59       |
| Avg Pages/User | 1.3        | 9.84       |

**Acquisition**

| This Month    | Last Month    |
|---------------|---------------|
| Direct 62.4%  | Organic 71.4% |
| Organic 31.3% | Direct 22.9%  |
| Referral 3.4% | Referral 3.2% |
| Social 2.5%   | Social 2.2%   |
|               | Other 0.3%    |

**Top 5 Most Visited Pages**

| This Month             | Last Month             |
|------------------------|------------------------|
| Home                   | Home                   |
| Planning & Development | Planning & Development |
| Soapbox Derby          | Soapbox Derby          |
| Membership             | Shiverfest             |
| Shiverfest             | In the Community       |

**\*Definitions**

Sessions - the number of visits to the website  
 Organic Searches- visitors arrive at the site through a search engine rather than a referral.

**Social Media:**

On the Facebook page there were fewer posts in October but the page visits and engagements increased. The most popular posts were both related to Halloween. On the Facebook Group there was noticeable increase in activity. The primary reason was the re-post of Councillor Brown's announcement of the truck route change on Main Street and the rural truck review. The post on Instagram about the Community Collaboration was the reason for the spike in reactions.

**Facebook**

MVCA has a public Facebook page and one Group. MVCA Group is a Private Group for local residents. There are post criteria in the rules for Members.

| MVCA Page   | This Month | Last Month |        |
|-------------|------------|------------|--------|
| Posts       | 12         | 19         | -36.8% |
| Page Visits | 475        | 427        | +11.2% |
| Post Reach  | 3418       | 3810       | -10.3% |
| Engagements | 168        | 91         | +84.6% |

| MVCA Group         | This Month | Last Month |        |
|--------------------|------------|------------|--------|
| Members            | 1927       | 1907       | +1.0%  |
| Posts              | 44         | 32         | +37.5% |
| Comments/Reactions | 367        | 90         | X4     |

| X             | This Month | Last Month |       |
|---------------|------------|------------|-------|
| Posts/Reposts | 10         | 3          | X3    |
| Followers     | 864        | 866        | -0.2% |

| Instagram      | This Month | Last Month |        |
|----------------|------------|------------|--------|
| Posts          | 2          | 1          | X2     |
| Avg Likes/Post | 6          | 13         | -53.8% |
| Followers      | 596        | 589        | +1.2%  |

**Members Newsletter – October insights**

**Poll**

376 newsletters were sent in October. We received 39 responses to the quick poll. The question was: "Have you shared or will you share your ideas about what should be in the City's 2025 budget?" The responses were

Yes - 28.2% No, I don't know what I would suggest – 25.7% No, I don't know how to – 17.9%  
 No, I don't think it will make a difference – 28.2%

Perhaps this could be an education or outreach opportunity for MVCA in 2025.

There was a special communication email to the Members in October to report Councillor Brown's announcement about the truck route and study. 379 emails were sent. There was a 79% Open Rate. This data does not appear in the Newsletter statistics as it is not part of the regular newsletter communication to MVCA Members.

**Top 3 Clicks per Newsletter**

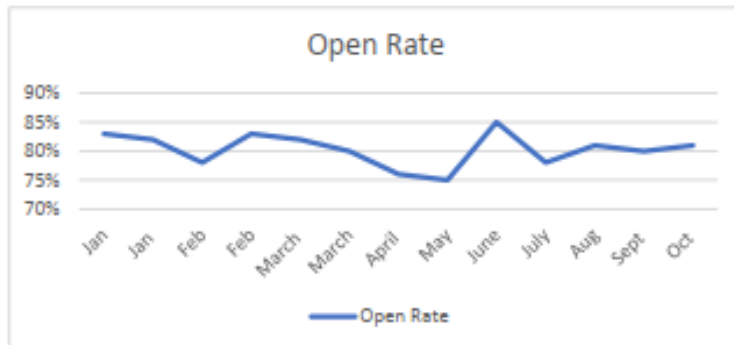
|        | #1                         | #2   | #3                   |
|--------|----------------------------|--|----------------------|
| Oct 19 | Watson's Mill Haunt Nights | OFS Reflective Bands and Lights giveaway details | MVCA Newsletter Poll |

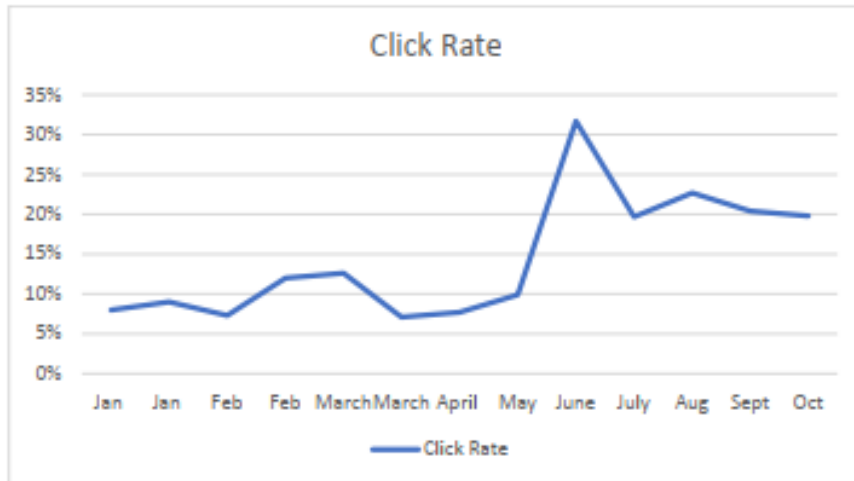
2024  
 Newsletter

|              | Jan 9 | Jan 23 | Feb 6 | Feb 20 | March 5 | March 19 | April 30 | May 17 | June 30 |
|--------------|-------|--------|-------|--------|---------|----------|----------|--------|---------|
| Sent         | 394   | 400    | 401   | 399    | 399     | 394      | 390      | 393    | 376     |
| Open rate    | 83.2% | 81.8%  | 77.5% | 83.0%  | 82.2%   | 79.4%    | 75.4%    | 75.3%  | 84.5%   |
| Clicks       | 7.6%  | 9.3%   | 7.3%  | 12.0%  | 12.6%   | 7.1%     | 7.7%     | 9.9%   | 31.7%   |
| Bounces      | 0     | 0      | 1     | 0      | 1       | 0        | 0        | 0      | 1       |
| Unsubscribes | 0     | 0      | 0     | 0      | 1       | 0        | 0        | 0      | 1       |

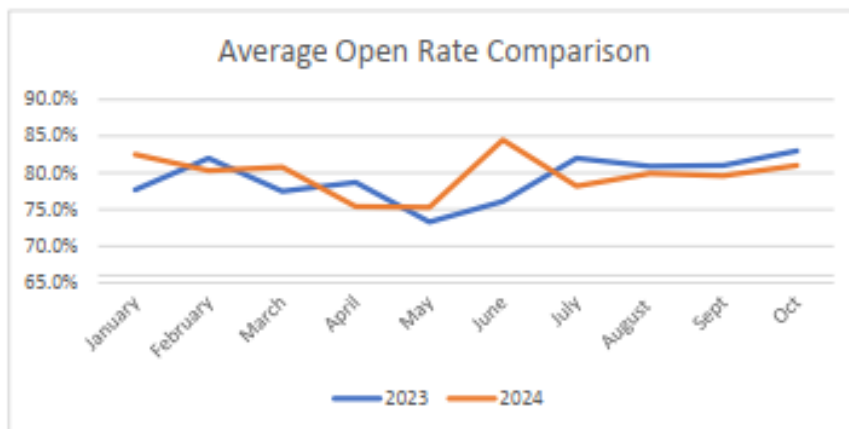
2024  
 Newsletter

|              | July 24 | Aug 22 | Sept 20 | Oct 19 |
|--------------|---------|--------|---------|--------|
| Sent         | 388     | 374    | 389     | 394    |
| Open rate    | 78.2%   | 79.9%  | 79.6%   | 81.0%  |
| Clicks       | 19.7%   | 22.7%  | 20.4%   | 19.8%  |
| Bounces      | 2       | 0      | 1       | 2      |
| Unsubscribes | 0       | 0      | 0       | 0      |





Year over Year Comparison



Village Voice

The deadline dates for content to be submitted to the Messenger have been added to the Board Calendar. If there are any suggestions or requests for topics for the column, they can be sent to Leeanne Van der Burgt at [president@manotickvca.org](mailto:president@manotickvca.org)

MVCA Newsletter

The newsletter will be sent the week after the Board meeting. Content suggestions can be sent at any time to [president@manotickvca.org](mailto:president@manotickvca.org)



## Membership & VP Report MVCA October 2024

|  | New Single Memberships | New Family Memberships | Renewal Notices Sent Out | Single Renewals | Family Renewals |
|--|------------------------|------------------------|--------------------------|-----------------|-----------------|
| <b>September</b>   | 0                      | 1                      | 75                       | 0               | 0               |
| <ul style="list-style-type: none"> <li>• Paid Up Members as of Sept 30: 388 Some of these are Family Membership with only one name on our list</li> <li>• 15 Non renewals from July/Aug</li> </ul> |                        |                        |                          |                 |                 |

- Added & updated Aug/Sep renewal & new member info,
- Sent out 1st (41 Oct/Nov) 2<sup>nd</sup> (19 Sept) & Final notices (15 July/Aug) added to the Inactive list
- September 2 – Attended the initial Transportation Committee Mtg.
- September 11 – Attended Board Mtg
- September 14 – Assisted with popcorn popping pre Taste of Manotick & assisted at the booth throughout the event that afternoon. Sent “thank you notes” to all involved,
- September 24 – Met with MCCATT at special Board Mtg
- Attended the virtual presentation of the draft new Zoning By-Laws/maps affecting Ward 21,
- Unsuccessfully tried to get more seniors involved in the Older Adult Survey.

Respectfully submitted,

Bonnie Gray

Interim Director of Membership, MVCA VP

(h) 613.692.4436