



**Board of Directors Meeting Minutes
Wednesday, 14 August 2024
At Private Residence**

Call to order at 7:22

Attendance

Present: Leeanne Van de Burgt, Bonnie Gray, Catherine Seaman,
Jenny Murphy, Randy Andersson, Leslie Peace

Regrets: Irene Staron

Guest: Kim Zinck, who introduced herself

Approval of the Agenda

Moved: Randy Andersson

Seconded: Bonnie Gray

Vote: Carried

Approval of Minutes of 10 July 2024

Moved: Bonnie Gray

Seconded: Randy Andersson

Vote: Carried

Finance Report (Randy Andersson)

Monthly report attached.

\$200 sponsorships for Derby have been received with more to come.
Most membership dues are paid by etransfer. Randy reviewed the Square
fees associated with accepting credit card and debit payments.

Approval of the Finance Report

Moved: Dave Head

Seconded: Catherine Seaman

Vote: Carried

President's Report (Leeanne Van de Burgt)

Monthly report attached.

Mural status: On an exterior wall at the arena. MCPRA has asked about the
mural and if it requires attention. Several possible mural artists have been
identified and are being polled about assessing what may need to be done.
Leslie has name of another artist.

Leeanne, Bonnie and Randy again reviewed the Communal CRM software
since the last Board meeting. It does appear to resolve many of the issues
with membership management. Randy's view was it could be okay to use it
if we can get a process for event data using Google shared drive. We will
still need Square for some payments. The Consensus was to try it as a trial
for a year. Leeanne will negotiate to achieve a good price and will ask for



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the draft agreement for Board review before any commitments are made.

Events Report (Catherine Seaman)

No written monthly report as it is very busy at this time preparing for the Soapbox Derby and Picnic.

Minutes for the Picnic in the Park will be available after a meeting Monday. Bonnie & a volunteer will look after the membership table and they will provide 3 free tickets to members. This will be communicated in next week's newsletter. Bonnie will work out cashbox and float details with Randy.

Derby

Registration has increased this year and all 10 loaner carts are spoken for with requests for more. There is a question if multiple riders can use loaner carts. This will be one topic discussed by the Derby committee meeting tomorrow night.

The 1st workshop on how to build a car was a success with 8 participants. In the future it will be better to find an earlier date. Fred was an amazing workshop leader with great demos. Perhaps it would be profitable to talk to shop teachers in schools in September about building cars in their shops during the year.

The Committee has asked for another call for volunteers to help with barriers.

Picnic

An MVCA sign will be prepared for the membership table.

A member from the Picnic committee requested contact information on any members renewing their membership and answering in the affirmative the request for volunteering at events. Since they are not on the Board privacy concerns make this an issue. Catherine felt that they had enough volunteers at present and we will table how the list will be used in the future.

Volunteers to come 11:00 or earlier.

3 on 3 Basketball Tournament

A competition concurrent to the picnic will be held next to arena at 3PM. Its organizers charge \$140 for each team. The tournament is being run by MCPRA and Ottawa South Basketball. This is an independent event creating



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no additional expenses for the Picnic.

Riverwalk

The block party will be Friday from 6 to 9:30. MVCA will be attending.

Communications Report (Leeanne Van de Burgt)

Monthly report attached.

Comments in addition to the monthly report: response to our polls in the newsletter have been good, and readership of newsletter remains great.

Rather than biweekly, the frequency of the newsletter will now be once per month, 1 week after the board meeting.

A calendar for the Board is now available on the google drive, including the Village Voice schedule.

Membership Report (Bonnie Gray)

Monthly report attached.

It appears that Membership numbers have been declining. The reasons are not known and this will continue to be monitored. First and second notices have gone out to those who have not renewed. Membership is about 382, and over 20 have not renewed and have been notified that they are on the inactive list.

There was a brief issue with a link on the website home page related to Membership which has been addressed.

Wellness Report (Jennifer Murphy)

Jenny circulated the update of The Emergency Preparedness Plan for the MVCA website with the addition of two Water Safety pages. Jenny suggested these should be set out as separate pages to make them more effectively seen/available.

There was discussion about ways to communicate water safety rules and information to residents and what role MVCA could take.



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Transportation Report
No written report.

It was decided to reconvene Transportation Committee. The trucking issue is still on the agenda. Some former members have agreed to be involved and have agreed to assist with the new report from the 2023 truck study conducted by MVCA.

Governance Report

Dave, through involvement with another organization is aware of a legal opinion that all Board voting by email must be responded to by every Board member in order to be valid. In addition each email vote have an electronic signature. It was decided that a ZOOM meeting would be better for our purposes.

The governance committee will be activated in the fall and one task will be developing terms of reference for committees.

Leanne, with the assistance of Bonnie and Dave, provided advice to the Munster community association re making their By-Laws ONCA compliant.

Other Business

Roles and Priorities

Jenny will focus on community advocacy. Bonnie will do community outreach with events that are not MVCA signature events. Leslie will act as a Director at Large, joining in when additional assistance is needed.

It was noted that:

- a) ROSSS is applying for a grant to set up a community-wide volunteer database.
- b) The reports from the Rural Summit consultations have been issued there was discussion about sending feedback about the reports. Leanne will draft an email and send it to the Board for input.
- c) Goldie Ghamari is having a BBQ in Richmond September 7.
- d) We need to update our priorities for the upcoming City budget. Leanne will send out a copy of last year's submission, and develop and circulate a draft for 2025. It would be useful to reach out to David



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Brown to learn his priorities and ask for status of past requests.

- e) A community stakeholder get together was raised again. When, where and a list of people to invite and ask for best time is to be developed for September.

Motion to Adjourn (9:00)

Moved: Leeanne

Seconded: Dave



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MANOTICK VILLAGE AND COMMUNITY ASSOCIATION

Treasurer's Report

As at Jul 30, 2024

Opening Balance RBC as of 01 Jul 2024	<u>\$18,819.11</u>
Revenue	
Membership	\$ 120.00
Memberships from Square	\$ 75.00
Events Box	\$ 0.00
Event Revenue	
Derby	\$ 100.00
Sponsorships	\$ 2,000.00
Total Revenue	<u>\$ 2,295.00</u>
Expenses	
Association Expenses	\$ 491.55
Square Expense on transactions	\$ 9.78
Event Expenses	
- Derby - Comms / Marketing	\$ 87.00
- Picnic in the Park - Band	\$ 420.00
- Dickinson Days - Expenses	\$ 123.44
- Derby - Trophies	\$ 135.04
- Outreach & Event expenses	\$ 183.45
Bank fee	<u>\$ 6.75</u>
Total Expenses	<u>\$ 1,457.01</u>
Closing Balance RBC as at 31 Jul 2024	<u>\$18,575.35</u>
<hr/>	
<u>Additional Funding details</u>	
Investments	
GIC	20,000.00
Closing MVCA balance	<u>\$ 37,390.58</u>
<u>Committed (Cheques Not Cashd Yet in Jul)</u>	
#788 - Manotick Brass Ensemble	\$420.00
<hr/>	
<u>Cash Boxes</u>	
Membership cash box - \$(as of 30 Jul 2024)	\$ 100.00
Events cash box – \$(as of 30 Jul 2024)	\$ 184.50
Total Available Funds (as of 30 Jul 2024)	<u>\$ 37,675.08</u>



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July 2024

President's Report

Participated in the opening ceremony of the David Arntfield Recreation Area in Centennial Park.

Worked with Bonnie Gray to develop the new online Membership application/renewal form.

Met with Bruce Lindsay with the Manotick Legion to discuss share interests and organizational priorities.

There was a meeting with Mike O'Neil, Sue Hale and Jon Mack from MCPRA. They shared updates on their priority projects. Maintenance of the mural on the exterior of the Community Centre was discussed. A status report will be requested from MVCA Past President, Irene Staron and a commitment from MVCA to follow up was made. There was discussion about ways for the two organizations to support one another. Everyone agreed on the value of the meetings and to continue to schedule meetings every few months.

Reached out for recommendations for mural artists to advise on the condition of the mural at the Community Centre.

There was a follow up meeting with Blair Beckwith following the MVCA Board meeting to discuss his feedback on elements of the meeting, especially the CRM presentation and MVCA communication.

Worked with David Head (MVCA Secretary) on MVCA operations processes and priorities. There was discussion about possible next steps for the Governance Committee.

Participated in an additional demonstration of the CRM offered by Communal with Bonnie Gray (MVCA VP) and Randy Andersson (MVCA Treasurer) primarily on the subject of extracting information and reports.

Contacted five other rural community associations and have made agreements for meetings with their presidents in the near future to share and collaborate.

Coordinated with Bonnie Gray (VP) and David Head (Secretary) to provide feedback to Munster Community Association on their By-Laws for ONCA compliance.

Met with Melissa MacIsaac (ROSSS) to discuss volunteers, events and other opportunities for collaboration.

Village Voice

Content was submitted for the July 12 and 26 editions.

Newsletter

The e-newsletter was issued on July 24



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

MVCA Website:

Following the spike in visits to the website in June, visits leveled out again in July. After the Home page, the next most popular page was for the Soapbox Derby and Picnic in the Park. This continues to support the assumption that the MVCA website is a destination for information for community events. Many residents are away on vacation or busy during the summer months and there are fewer updates to report during this time of year. The decline in activity on the website in July is therefore anticipated and consistent with historical data.

MVCA Website

	This Month	Last Month	
Session Starts	566	1258	-55.0%
Page Views	818	7671	-89.3%
Users	425	1258	-66.2%
Avg Session	0:42	1:44	1.02 decline
Avg Pages/User	1.97	5.53	3.56 decline

Acquisition

This Month		Last Month	
Organic	58.9%	Organic	36.2%
Direct	28.1%	Social	30.0%
Social	7.5%	Direct	22.3%
Referral	5.5%	Referral	13.6%

Top 5 Most Visited Pages

This Month	Last Month
Home	Community Garage Sale
Picnic and Soapbox Derby	Home
Planning & Development	Picnic & Soapbox Derby
Community Garage Sale	Traffic & Well Being
Membership	Planning & Development

*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:

The MVCA Facebook page had fewer page visits and lower post reach but the engagement data was higher. The spike was because of two posts. The announcement of the Derby Cart Workshop triggered a sharp increase in engagements as did the warning notice from RVCA regarding Baxter Beach. On the MVCA Facebook Group there were fewer posts and comments and reactions. There are continued issues with businesses breaking the rules of the Group. Meta does not track deleted posts so a separate record will be kept moving forward. There were some issues with the login for Instagram in July. This has been fixed.

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	10	+20.0%
Page Visits	383	1015	-62.3%
Post Reach	4400	4795	-8.2%
Engagements	91	66	+37.9%

MVCA Group	This Month	Last Month	
Members	1833	1810	+1.3%
Posts	31	52	-40.4%
Comments/Reactions	47	212	-77.8%

X	This Month	Last Month	
Posts/Reposts	8	12	-66.7%
Followers	868	869	-0.1%

Instagram	This Month	Last Month	
Posts	0	2	n/a
Avg Likes/Post	0	5	n/a
Followers	576	578	-0.3%

July 2024



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Members Newsletter – July insights

Poll

388 newsletters were sent in July. We received 46 responses to the quick poll. The question was: **Have you taken the Rural Summit online survey?**

	Responses	%
Yes	16	34.8%
No but I intend to	19	41.3%
No and I do not intend to	11	23.9%

Top 3 Clicks per Newsletter

	#1	#2	#3
July 24	MVCA Newsletter Poll	Ward 21 Newsletter Subscribe Link	Noxious weeds information link on the City's website

2024 Newsletter

	Jan 9	Jan 23	Feb 6	Feb 20	March 5	March 19	April 30	May 17	June 30	July 24
Sent	394	400	401	399	399	394	390	393	376	388
Open rate	83.2%	81.8%	77.5%	83.0%	82.2%	79.4%	75.4%	75.3%	84.5%	78.2%
Clicks	7.6%	9.3%	7.3%	12.0%	12.6%	7.1%	7.7%	9.9%	31.7%	19.7%
Bounces	0	0	1	0	1	0	0	0	1	2
Unsubscribes	0	0	0	0	1	0	0	0	1	0



Year over Year Comparison



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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

MVCA Newsletter

With the Board's approval, the recommendation is to move to one newsletter per month which will be sent the week after the Board meeting to allow for content discussion at the Board meeting, including selecting a poll topic. Content suggestions can be sent at any time to president@manotickvca.org



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Membership & VP Report MVCA July 2024

	New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
July	2	1		2	3

- Paid Up Members as of July 31: 390
- Some of these are Family Memberships but only one name on our list.

- Added & updated July renewal & new members,
- In consultation with the Leeanne a new membership form was created and now in use,
- Resolved all outstanding membership issues as of the Annual Meeting switch over
- Reviewed Munster Bylaw for ONCA compliance and submitted recommendations for changes,
- Sat in on an additional session for the potential new CRM that we are looking at,
- July 4, Attended the Arntfield Recreation Park opening and assisted at MVCA booth,
- July 9, Attended Ward 20 Osgoode, Advisory Committee Mtg on behalf of MVCA,
 - Presentation by the new District Inspector Isabelle Lemieux giving the highlights of the Community New District Policing Model Article produced for MVCA Newsletter. I would suggest that we get her to come and speak or be part of one of our “drop-ins,
 - Presentation on New Zoning By-Law which we are all aware of
 - Commemorative Naming Policy coming back after 3 yrs in limbo

Respectfully submitted,

Bonnie Gray

Interim Director of Membership, MVCA VP

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