



**Board of Directors Meeting Minutes
Wednesday, November 13
7:00 pm
Manotick Arena, 2nd floor**

Call to order 7:05

Present: Leeanne Vander Burgt, Bonnie Gray, Jenny Murphy, David Head

Later Arrivals: Lesley Peace, Randy Andersson

Guests: Grace Thrasher, Guy Laporte

Regrets: Irene Staron, Catherine Seaman

1. Approval of the Agenda

Several new business items were added.

Accepted (no vote, as no quorum due to late arrivals)

2. Approval of Minutes of October 9, 2024

At this point quorum was established.

Several amendments to the draft minutes were identified. The amended minutes were considered for approval.

Moved: Bonnie

Seconded: Leeanne

Vote: Carried

3. Shiverfest Budget

Budget previously circulated.

A Shiverfest committee member, Grace Thrasher, attended to explain the budget. She answered a number of questions posed by Board members. The Board was satisfied with the explanations and with the budget with one exception. The Board was not comfortable setting an exact amount to be donated to the charity chosen as, until the event is over, the surplus achieved will not be known. The donation should be determined by the amount raised at the Chili Cookoff and Trivia Night.

Motion: to approve the budget, with line designating the amount to go to charity removed and to determine this amount after the event

Moved: Leeanne

Seconded: Bonnie

Vote: Carried

4. Canada Day Proposal

Guy Laporte, a pyro-technician, presented a proposal to have pyrotechnics and pyromusicals in Centennial Park on July 1st 2025.

Guy gave an extensive explanation of his credentials and experience. He has been a licensed pyro-technician since 2005 and produced events in Vars (where he previously resided) from 2006 until 2018, with the 2018 being a multi-community hosting 6000 people. In addition to fireworks these also featured family oriented events, a band and food trucks.

Guy had proposed a Manotick event last year but there was not sufficient time to get grants and raise sufficient fund to undertake it. About \$10,000 is needed to do it.

Guy has been able on many years to obtain a grant from Heritage Canada for \$5000 and was confident that he could do it again. Additional funding would be sought from the city and from sponsors. A band has already indicated interest in being involved. Guy provides liability insurance and undertakes the permitting process with the city. There will be 4 food trucks attending and alcohol will not be served.

It was agreed in principle to proceed with the event primarily dependent on the outcome of the Heritage Canada grant application.

Actions:

1. Guy to apply for permits and work with Leeanne to write the Heritage Canada grant application.
2. MVCA to check with the city and MVCA's insurer re any need for any insurance beyond that which Guy provides.
3. MVCA to book Centennial Park.
4. MVCA to establish an event committee.
5. Event Committee to develop family oriented activities for the day/evening.
6. Event Committee to seek a city grant and find sponsors.

5. Finance Report

A report was previously circulated.

Approval of the Finance Report

Moved: Randy

Seconded: Leeanne

Vote: Carried

6. Communications Report

A report was previously circulated.

There was a one day spike again, possibly due to bot activity. Some other organizations have also seen this phenomenon. This activity is not reflected in the stats.

7. Membership Report

A report was previously circulated.

Reminder letters re expiring memberships will now include the renewal amount. Membership numbers are recovering after previous declines.

8. Outreach

8.1 Woman's Day

MVCA participate in this event at the Legion. The lip balms were well received and there are sufficient remaining to be used at Shiverfest. Winners of the prize draws were thrilled and have agreed to have their photos taken and put on the website. Several new MVCA members were signed up at the event.

8.2 Rural Summit

This was a good event, marred to a degree by several individuals who overly dominated some breakout groups. Of note was the information that the transit tax would be less for rural residents as they have little access to the LRT.

Jenny reported that food insecurity was an interesting topic. Community gardens could provide some relief and there was some discussion within the Board re possibilities within the Manotick community. Jenny will investigate nearby NORCs, ROSSS and the MACAW group at the United Church, and will connect with Catherine McVie. Lesley noted she was part of the master gardeners of Ottawa and may be able to assist.

There is a need to better define differences between how MVCA handles signature events and community outreach to avoid unnecessary overlaps.

Action:

Bonnie, Catherine and Leeanne will revisit and amend the draft description of how MVCA manages signature events versus community outreach.

9. Wellness and Accessibility

Jenney reported she had delved into the issue of safety on ice. Some significant information was obtained from the Red Cross, the Life Saving Society and the Ottawa Fire Department.

Actions:

1. Jenny to write an info piece for the Messenger.
2. Lesley to write on loneliness and on snow shoveling for the Messenger.

Lesley noted the recent removal of a large tree by a new accounting office business was an unfortunate example of how the village character of Manotick was changing.

10. Transportation Report

There was no written committee report, although the Transportation and Safety Committee did meet Oct 30. The focus was on completing a report on last year's transportation work. A report is expected next month.

11. Governance Committee

The minutes of two meetings, a draft motion and three draft committee Terms of Reference documents were previously circulated.

Under the new Ontario Not-For-Profit Corporations Act any change to membership criteria must be reflected in new or amended Articles of Incorporation (previously called Letters Patent). The new bylaws set out three classes of memberships so MVCA must now amend its Letters Patent – Articles of Incorporation.

Motion:

Whereas: The Ontario Not-for-Profit Corporations Act requires Articles of Incorporation to include membership requirements; and

Whereas: MVCA members adopted at the 2024 May Annual Meeting updated by-laws on membership requirements;

Therefore a clause be added to the existing MVCA Letters Patent *Special Provisions* as follows:

“There will be three classes of members: individual voting, family voting and individual non-voting, wherein voting members must reside in the geographic boundaries of the community of Manotick as defined in the by-laws of the Manotick Village and Community Association.”

Moved: By Dave, for the Governance Committee

Seconded: Lesley

Vote: Carried

A draft Terms of Reference (TORs) template was approved for all MVCA committees. The differences committee-to-committee will be in the first section that describes their purpose. The Board was asked to review the description sections of the draft TORs for the Governance and Membership committees with a view to approving them at a subsequent meeting.

Action:

1. Bonnie and Dave will establish a template for committee reports.
2. The committee will develop guidelines for Advisors to the Board.

12. Other Business

12.1 Meet the Board

This is to be an event for the community, especially MVCA members, to meet the new Board members. It could be held at the Legion, perhaps with a table at the Christmas Bazaar on December 8th, or possibly at another time as a stand-alone, serving holiday cookies and hot chocolate.

Action

Lesley and Leeanne to further develop this event.

12.2 Communal CRM

The Communal software's membership payment system does not provide for multi-year memberships. After some consideration of options the Board decided to have only one year memberships with an auto renewal option.

Action:

Leeanne to check the rules re auto renewal, and how long after a membership expires is a person removed from the membership list.

12.3 Bruce Miller Letter

The letter from Mr. Miller was previously circulated. His suggestion for collaboration was considered and the Board decided this would best be handled on a case by case basis.

12.4 Google Drive

Training of Board members on the use of the Google drive and calendar app will be scheduled once Catherine has returned from vacation.

12.5 December Board Meeting

The meeting will feature a pot lunch dinner.

13. Motion to Adjourn

Moved: Leeanne

Seconded: Dave

Adjournment at 9:09 PM

MANOTICK VILLAGE AND COMMUNITY ASSOCIATION

Treasurer's Report

As at Oct 31, 2024

Opening Balance RBC as of 01 Oct 2024		<u>\$16,645.61</u>
Revenue		
Membership	\$	200.00
Memberships from Square	\$	275.00
Sponsor (late deposit for PiP)	\$	200.00
Room Rental rebate for PiP	\$	93.18
	Total Revenue	<u>\$ 768.18</u>
Expenses		
Square Expense on transactions	\$	11.90
Event Expenses		
- Picnic in the Park (room rental)	\$	93.18
- Event misc expenses	\$	399.29
Association Expense (Constant Contact)	\$	251.36
Association Expense (Outreach)	\$	888.46
Bank fee	\$	<u>4.95</u>
Total Expenses		<u>\$ 1,649.14</u>
Closing Balance RBC as at 30 Oct 2024		<u>\$16,483.19</u>

Additional Funding details

Investments

GIC	20,000.00
Closing MVCA balance	<u>\$ 36,483.19</u>

Committed (Cheques Not Cashied Yet in Oct)

#812 - Impact Signs (Outreach expenses)	\$888.46
#813 - City of Ottawa (Arena Room rental)	\$ 93.18

Cash Boxes

Membership cash box - \$(as of 30 Oct 2024)	\$ 100.00
Events cash box – \$(as of 30 Oct 2024)	\$ 184.50
Total Available Funds (as of 30 Oct 2024)	<u>\$ 36,767.69</u>

October 2024

President's Report

Met with Communal regarding the transition to the CRM. The payment system will not permit two-year memberships. Only one-year memberships with an auto-renewal option are available. The Board will need to discuss and agree if or how to proceed.

Communicated with Councillor Brown in advance of the announcements regarding the truck route on Manotick Main Street and the Rural Truck Review for rural in south Ottawa in 2025. Met with the Councillor, Mayor and BIA Executive Director for a photo. Responded to media requests following the announcement and inquiries from residents.

Coordinated and co-facilitated the first Manotick Community Collaboration at the Manotick Legion on October 22. Twenty-four people attended from different businesses, organizations and groups in the community who host activities and events. The purpose of the workshop was to discuss challenges these groups face, share suggestions and look for ways we can work better together. There was a presentation by a local business owner on the topic of requesting sponsorships or donations from local businesses. Then participants went into breakout groups. Thank you to the table captains who facilitated the breakout conversations and captured notes. The feedback has been positive and there has been expression of interest for future workshops. In response to social media posts, there were inquiries from the public for a similar purpose.

Met with a member of the resident's advocacy group conducting a private truck study for an update on their project.

Attended the MACAW advisory panel meeting.

Met with Councillor Darouze to thank him for the progress on the designated left turn traffic signals at Bridge St, Mitch Owens and River Roads. There was discussion about the recent reports of home break ins and suspicious behaviour in the community. It was agreed that a town hall meeting will be planned soon involving Councillor Darouze, Councillor Brown, MVCA and community police officers from OPS on the topic of safety.

Attended the Christmas in the Village committee meeting with Bonnie Gray and Catherine Seaman to confirm the details for the 2024 Holiday Decorating Contest in partnership with the BIA.

Village Voice

Content was submitted for the October 4th and 18th editions.

Newsletter

The e-newsletter was issued on October 19.

A special email communication was sent to the MVCA Membership on October 22 regarding the announcements from Councillor Brown on the truck route and rural truck review.



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

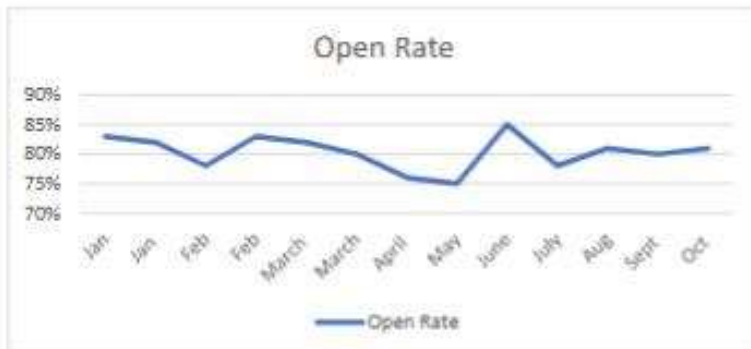
Newsletter

	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

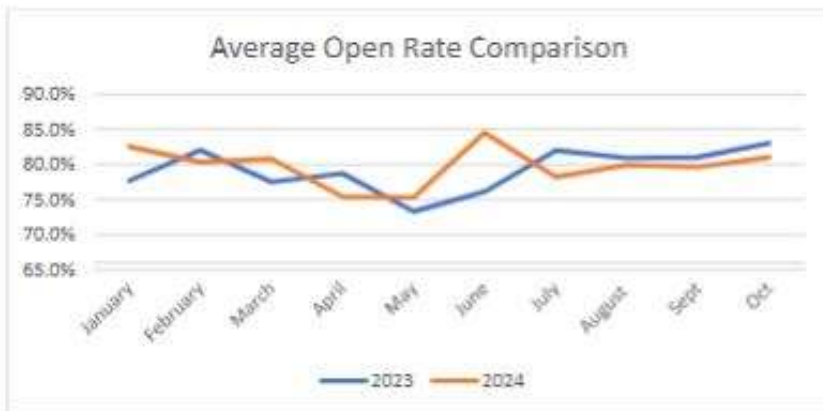
	July 24	Aug 22	Sept 20	Oct 19
Sent	388	374	389	394
Open rate	78.2%	79.9%	79.6%	81.0%
Clicks	19.7%	22.7%	20.4%	19.8%
Bounces	2	0	1	2
Unsubscribes	0	0	0	0



2024-10-24 10:00 AM



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

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



Membership & VP Report MVCA November 2024

	New Single Memberships	New Family Memberships	Renewal Notices Sent Out	Single Renewals	Family Renewals
October/Nov 6, '24	7	3	60	11	15

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|--|
| <ul style="list-style-type: none"> • Paid Up Members as of Oct. 31: 412 Some of these are Family Membership with only one name on our list Note: this includes 12 Nov. membership • 13 Non renewals from September |
|--|

- Added & updated October/November renewal & new member info,
- Sent out 1st (41) 2nd (19) added (15) to the Inactive list Oct 16,2024
- Completed the ordering for Board Name tags which arrived in time for Women's Day.
- Oct 16 & Nov 5 – Attended Governance Committee Mtgs. Working on Terms of Reference for committees, Transportation, Governance & Membership.
- Oct 21 – Mtg with David H & Leeanne regarding Governance
- Oct 22 – Attended the Manotick Community Collaboration Mtg. led by Leeanne at the Legion. Well worthwhile, all agreed to meeting again. Notes were taken and will be distributed to all once correlated. Leeanne will report on mtg.
- Oct 30 – Attended Transportation Committee Mtg. Discussion on the 2023 traffic study and how we should format it & discussion on who we should present it to. No real stats for comparison from the 2021 traffic study. Nancy H is working on the first draft.
- Oct 31 – Attended the MBIA Mtg with Leeanne & Catherine. Discussion focused on Christmas in the Village. MVCA will be participating in the Parade & hosting the Christmas Community Decorating Contest again this year.
- Nov 2 am – Attended the Rural Summit 2024 City of Ottawa presentation. Very informative and with the announcement of the Mayor's 10 "Rural Solutions" and the promise of increased decision-making power for ARAC, it is a good start for more rural autonomy.
- Nov 2 pm – Women's Day was an overwhelming success. 500 Lip balms had been ordered and went over very well. Plenty left over for Shiverfest. Our draw for 4 \$50 Manotick bucks was well received. The winners were; Non Members: Patricia R, & Francine VW, Members: Greg H & Dana S. Big THANK YOU to Catherine & Lesley for manning the booth and making the day a great experience for the ladies. An even BIGGER ROUND OF APPLAUSE for signing up 9 new members!!
- Contributed to the Newsletter and the Village Voice, along with producing an enriched version of the Mayor's "Rural Solutions" for the website.

Respectfully submitted,
 Bonnie Gray
 MVCA VP, Director of Community Outreach
 Interim Director of Membership
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