



Village Community Association

Annual General Meeting
April 15, 2026

Communications Report
Prepared by Sue Henry

Newsletters



The free newsletter software we have been using for the past several years has revised their services and set limits on the number of emails sent per month. This may require that we will need to upgrade and pay for a subscription. Cost would be about \$500 per year. (Yikes!)

Currently we have a mailing list of over 400 emails. (It goes to all residents – VCA Members and non-members.) We send out between 40 and 50 emails each year to Village residents and others.

They have also revised their tracking services so I can no longer provide a comparable open rate. Previous years our open rate averaged about 80%, which is excellent. I estimate this year's numbers are likely similar.

We had 42 Newsletters for this period between April 2025 to March 2026. This is less than last year with 54 for the same period.

Newsletter Summary by month

April 2025

- 6 Newsletters
- Renew Membership, AGM date, AGM documents, Loyalty Partners, Hawley Business Centre Presentation

May 2025

- 5 Newsletters
- Cocktail Social, Loyalty Partners, Village Focus Group, Farmers Market opening, new NOTL Community Association

June 2025

- 3 Newsletters
- Cocktail Social, Loyalty Partners, Village Gardens, Village Picnic

July 2025

- 3 Newsletters
- Village Picnic, Laneway Safety, Coyotes, GVD Hedge Replacement

August 2025

- 3 Newsletters
- Golf Day, VCA Facebook site launched

September 2025

- 3 Newsletters
- Golf Day results, Newark Food Drive, GM announcement, Coyotes, Loyalty Partners

October 2025

- 5 Newsletters
- New Bench in Village, Halloween Food Pickup and Event, General Meeting Reminder

November 2025

- 5 Newsletters
- Village Coffee, Holiday Lights announcement, Car break-in, Safety Tips, Loyalty Partners

December 2025

- 2 Newsletters
- Scam Alerts, Loyalty Partners

January 2026

- 3 Newsletters
- Holiday Lights, Winter Mix & Mingle, Hotel Announcement

February 2026

- 3 Newsletters
- Membership renewal, AGM Date, Mix & Mingle, Loyalty Partner Showcase

March 2025

- 2 Newsletters
- Membership Renewal, AGM Date, Village Coffee Morning, Loyalty Partner Showcase

Website – www.thevillagenotl.org



Web Traffic

The number of visitors to the website have remained largely unchanged from last year. However, we have seen a dramatic drop in page views. (Same number of people coming but they are looking at fewer pages each time they come.) Any suggestions on why this might be? We are getting better at organizing data? Quicker at finding it? Or are bored more quickly? Any suggestions on why this might be are welcome.

This summary of each month shows the number of visitors, the number of pages viewed, the top viewed pages and the number of newsletters.

April 2025

- 1,455 Pages Viewed
- 419 Visitors
- AGM, Future Development, Membership
- 6 newsletters

May 2025

- 1,033 Pages Viewed
- 368 Visitors
- Sunset Social, Future Development, Farmers Market
- 5 Newsletters

June 2025

- 699 Pages Viewed
- 197 Visitors
- Future Development, Farmers Market, Loyalty Partners
- 3 Newsletters

July 2025

- 540 Pages Viewed
- 254 Visitors
- Village Picnic, Future Development, Farmers Market, Loyalty Partners
- 3 Newsletters

August 2025

- 458 Pages Viewed
- 316 Visitors
- Golf Day, Membership
- 3 Newsletters

September 2025

- 903 Pages Viewed
- 388 Visitors
- Future Development, Golf Day
- 3 Newsletters

October 2025

- 1,262 Pages Viewed
- 446 Visitors
- General Meeting, Halloween Village Events, Loyalty Partners

- 5 Newsletters

November 2025

- 721 Pages Viewed
- 405 Visitors
- Holiday Lights, Future Developments
- 5 Newsletters

December 2025

- 526Pages Viewed
- 266 Visitors
- Future Developments
- 2 Newsletters

January 2026

- 974 Pages Viewed
- 454 Visitors
- Future Developments, Loyalty Partners, Mix & Mingle
- 3 Newsletters

February 2026

- 734 Pages Viewed
- 386 Visitors
- Home Page, March Mix & Mingle, Loyalty Partners
- 3 Newsletters

March 2026

- 743 Pages Viewed
- 384 Visitors
- Membership, Loyalty Partners, Future Development
- 2 Newsletter

Web Traffic Summary April 2025 - March 2026 (year-to-date)

- Total Number of Visitors – 4,275
 - Average each month – 356
- Total Number of Pages Viewed – 10,048
 - Average each month – 837

Web Traffic Summary April 2024 - March 2025 (year-to-date)

- Total Number of Visitors – 4,384
 - Average each month – 357
- Total Number of Pages Viewed – 14,384
 - Average each month – 1,199