

Village Community Association General Meeting – October 20, 2021

Communications Report

Sue Henry – Communications Director

October 6, 2021



Website - www.thevillagenotl.org



New Website launched end of June

Goals of new website

- to provide a more intuitive navigation to help visitors find information
- to allow the site to expand as needed
- add functionality such as registration and search
- appeal to wider audience, not just residents, but potential residents and NOTL residents as well
- ability to track use by visitors
- easier updates

Expanded website – Many new sections and functions now available

Additional sections

- About the Village, includes Village History, Architectural Codes, Laneways, Future Development, and more
- About The Village, better organized
- News, expanded
- Community Resources expanded
- Community Links, expanded

Additional functions

- On-line registration
- Search function
- Ability to track site traffic
- Ability to expand site as needed

Thank you to Dee Fahlman for many hours of work developing the new site!

Newsletters

The Village Community Association Newsletter



36 newsletters from January 2021 to October 2021

- Approximately the same number as last year

Topics Include:

- VCA membership
- Annual and General Meetings
- Village and community events
 - Canada Day, Golf Tournament
 - Stop signs
 - Little Libraries
- Resident survey on stop signs on GVD
- Community safety
- Loyalty Partners
- Covid updates
- Construction updates

Current subscribership is 366 active subscribers

- 45 new subscribers since January 1, 2021