

Village Community Association

General Meeting – October 19, 2022

Communications Report for May to October 2022

Sue Henry – Communications Director



The Village Community Association Newsletter



Newsletters

Stats for 2022 to date:

- 36 Newsletters issued to Oct 1
- Each issue sent to 375 emails (average)
- Open rate 82 % (average)

Topics included

VCA Activities

- Annual General Meeting announcements and supporting documents
- Loyalty partner information
- VCA Executive – new VP
- Garden volunteers and maintenance
- Village Construction updates

Social Committee Events

- Sunset Social
- 20 Anniversary
- Golf Tournament
- Porch Decorating

Community News

- Coyote information
- Ravine Conservation project
- Farmers Market and other local community or charitable events



Web Site

thevillagenotl.org

July 2021 our new website has developed with the assistance of Village resident Dee Fahlman.

Website Traffic – January 2022 to September 2022

- Average 250 visits per month viewing 455 pages
- Traffic has grown from 155 visitors per month to 250 visitors per month since December 2021
- Good to see the increase!

Benefits of New Site

- Much easier to update information
- Several new sections to accommodate additional information
 - Community news and activities
 - Laneway maps and contacts
 - Village history, architectural codes, coming developments
 - Business Centre directory
- Lots of new graphic functions allowing updates to be more engaging
- Numerous additional functions allow traffic measurement
- Ability to add additional functions such registration, surveys and more
- Technical support available maintaining site. (Previously we had none.)