

Village Community Association

Annual General Meeting – April 20, 2022

Communications Report for 2021

Sue Henry – Communications Director



Newsletters



Stats for 2021:

- Almost 50 newsletters issued
- Each issue sent to 340 emails (average)
- Open rate 84% (average)

Topics included

VCA Activities

- Annual General Meeting and General Meeting announcements and supporting documents
- Membership renewal
- Little Libraries
- GVD Intersection traffic/Stop signs
- Loyalty partner information
- Holiday decorating volunteers and announcements
- Garden volunteers and maintenance

Social Committee Events

- Canada Day
- Golf Tournament
- Holiday Lights
- Holiday Greetings

Community News

- Medical Centre Announcements
- COVID News – Niagara Health
- Coyote warnings
- Apartment Construction
- Ravine Conservation project
- Farmers Market and other local community or charitable events
- Santa Parade

Web Site



New Website launched July 2021 replacing the older site which had very limited functionality, no option to add additional information with no technical support or hosting maintenance.

Many hours of work by resident Diane Fahlman who volunteered to develop site, transfer information, and develop additional functions.

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.)

Website Traffic – July 1 to Dec 31, 2021

Average 155 visits per month

- **Not high traffic numbers** but we hope the traffic will grow as Village and non-Village residents find the information useful.