

April - October 2026 Communication Summary

October 21, 2026 – VCA General Meeting

Newsletters



23 newsletters from April 1 to September 30, 2026

- Same as last year for the same period
- On average we send newsletters to over 450 email addresses. The list continues to grow!
- You can review past newsletters on VCA website under NEWS <https://www.thevillagenotl.org/news>

We've noticed some concerns with our newsletter open rates. The software we use has recently changed the way it calculates open rates, and as a result, the numbers now appear to show that fewer emails are being opened.

To make sure you don't miss any, please take a moment to check your **Spam, Junk and Promotions folders**. If you find the newsletter there, be sure to mark it as "**Not Spam**" or move it to your inbox.

And here's a little tip that can help: **occasionally replying to the newsletter** helps your email program recognize that you want to receive our messages and can help keep them out of your spam folder.

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VCA Newsletters 2026 (since the April AGM)

April 2026 – 5 Newsletters

- VCA AGM Wednesday, April 15 Documents available
- Loyalty Partner Showcase, AGM info
- Loyalty Partner Showcase, Thursday
- Register for Partner Showcase, Thursday
- Sunset Social May 28 announcement

May 2026 – 4 Newsletters

- Did you miss the AGM?
- Have you registered for the Sunset Social?
- Have you registered for the Sunset Social reminder?
- Village Garage Sale! June 13

June 2026 – 5 Newsletters

- Village Garage Sale! June 13
- This Saturday! Village Garage Sale
- Thanks to the Social Committee for the Garage Sale
- Picnic in the Park!
- Picnic Date Error

July 2026 – 5 Newsletters

- Picnic this Wednesday!
- Picnic Photos
- Golf Day Info and Registration
- Play Music on the Porch Day
- Tell us what you would like for the holidays

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August 2024 – 2 Newsletters

- Play Music on the Porch Day
- This Saturday! Music on the Porch

September 2025 – 2 Newsletters

- Music on the Porch photos, Clayfield Hotel invitation
- Did you miss The Village Golf Day?

Website – www.thevillagenotl.org



Web Traffic - April to October 2026

Page views on the website continue to increase and monthly variations especially reflect social events in The Village. Interest on the business centre development continue to be of prominent.

You can see by the traffic comparisons on the last page, that traffic continues to grow, this year dramatically in the number of visitors. Links from our newsletters are the biggest driver of website traffic, but the increased number visitors suggest non-residents are looking for information on the Village and likely on the construction happening on Stone Road. The Business Centre Development page continues to be of interest each month.

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

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April 2026

- 1095 Pages Viewed
- 505 Visitors
- Home Page, Sunset Social, Loyalty Partner Showcase, Membership, Business Centre Development,
- 5 Newsletters

May 2026

- 1193 Pages Viewed
- 641 Visitors
- AGM, Sunset Social, Home Page, Loyalty Partner Showcase, Garage Sale
- 4 Newsletters

June 2026

- 782 Pages Viewed
- 401 Visitors
- Home Page, Sunset Social, Garage Sale, Business Centre Development
- 5 Newsletters

July 2025

- 1024 Pages Viewed
- 596 Visitors
- 2026 Picnic, 2026 Golf Tournament, Holiday Party Survey, Home Page, 2025 Golf Day
- 5 Newsletters

August 2025

- 828 Pages Viewed
- 412 Visitors
- Music on the Porch, Home Page, 2026 Golf Tournament, Business Centre Development, News Home page
- 2 Newsletters

September 2025

- 995 Pages Viewed
- 545 Visitors

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- 2026 Golf, Home Page, Business Centre Development, Music on the Porch, News Home page
- 2 Newsletters

Web Traffic Comparison 2023 to 2024 to 2025 to 2026

Page Views

- April to September 2026 = 5917 (Up 16%)
- April to September 2025 = 5088 (Up 50%)
- April to September 2024 = 3592 (Up 6%)
- April to September 2023 = 3390

Number of Visitors

- April to September 2026 = 3101 (Up 60%)
- April to September 2025 = 1952 (Down 1%)
- April to September 2024 = 1970 (Up 34%)
- April to September 2023 = 1483