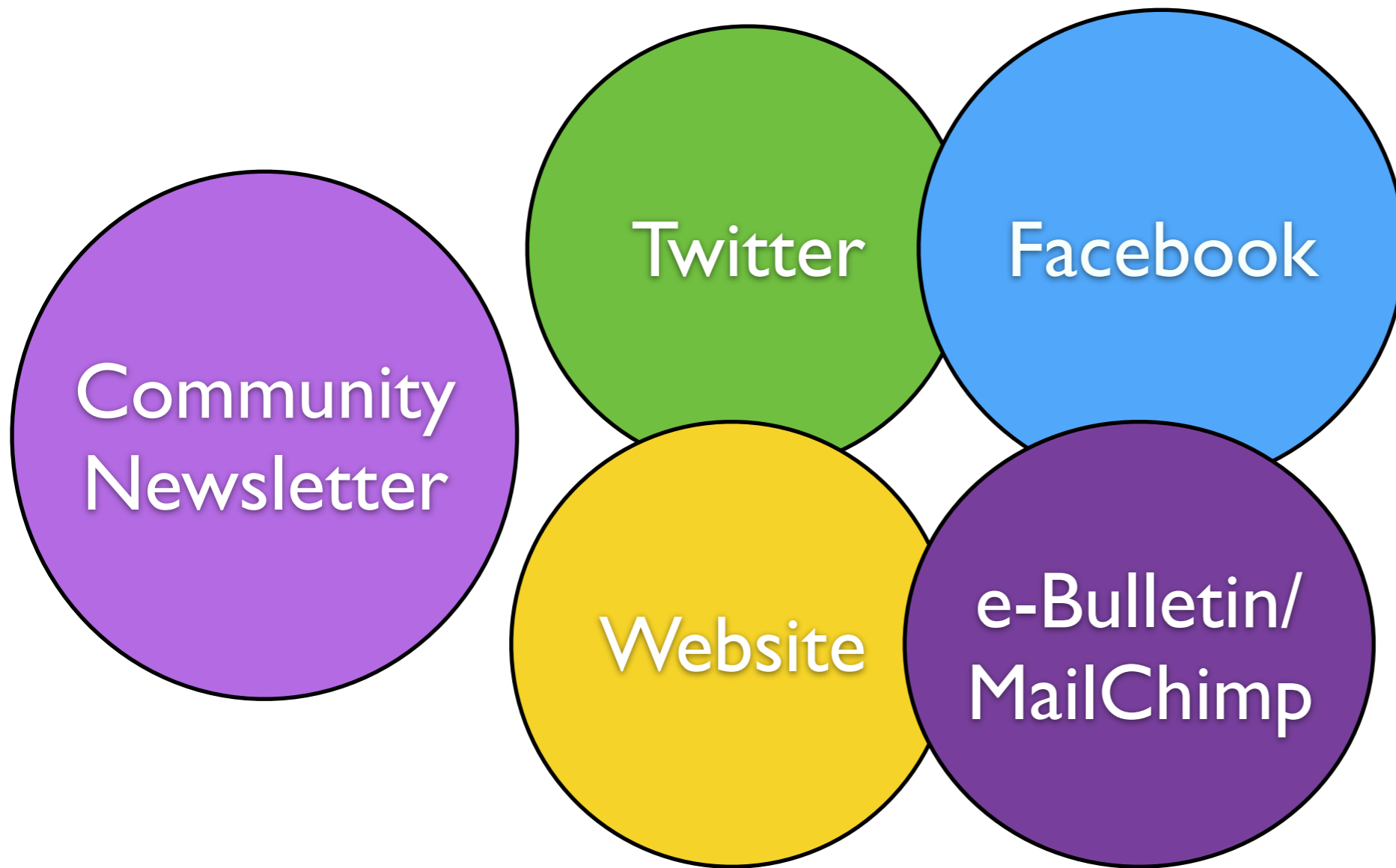


# Summary of BCA's Communications



NOVEMBER 2015

PUBLISHED BY THE BLUERIDGE COMMUNITY ASSOCIATION SERVING BLUERIDGE  
AND SEYMOUR HEIGHTS

# Blueridge Community News

Editor: Sonia McLeod

## Confessions of a Home Renovation Reality Show Superstar

*Written by: Dave Pires*

I was at work late one Friday night, when I got a call from a co-worker from our Boston office. She was watching one of those home renovation show on TV and our family was on it...

How did this happen? Well, last year our family found ourselves on Love It or List it Vancouver. We had been slowly (really slowly...) renovating our house and were caught in a cycle of starting projects and not finishing them. My wife El had been watching the Toronto version of Love It or List It and would say "why can't they come to Vancouver - our house is made for that show". She did this every time the show was on. Seriously, every single time. Then one day

Is this for you?

If you're a control freak, an interior designer, you love to shop, love looking at color swatches and picking paint, love the mind numbing tasks associated with driving around to countless furniture, lighting, appliance stores, love the thought of living in a renovation for 4 to 8 months, and especially love the thought of arguing with your partner/spouse about all of the above – then this is probably not for you.

If you like the style of the renos they do, wouldn't mind getting a pretty major renovation done in a little over a month, all while letting other people take care of every last detail down to the carpets, family photos, furniture, and even the plates on the table - you might want to consider it. Liking

surprises also helps

# Community Newsletter

- distributed to over 1400 homes
- edited by Sonia McLeod
- articles to [newsletter@blueridgeca.org](mailto:newsletter@blueridgeca.org)
- comes out three times per year (Nov, Mar, May)
- our greatest “reach”
- Longer articles, stories, anecdotes, important dates

# Twitter



**Blueridge CA**  
@BlueridgeCA

TWEETS **137** FOLLOWING **52** FOLLOWERS **45**

Trends · [Change](#)

- #CamrySpeedChallenge**  
Play for your chance to win a VIP trip to a NASCAR sanctioned race!  
Promoted by Toyota Canada
- #weday**  
Started trending in the last hour
- Finding Dory**  
134K Tweets about this trend
- #LoveYouGoodbye**  
438K Tweets about this trend
- #Millennials**  
Started trending in the last hour
- #WinterMadness**  
Started trending in the last hour
- Chalmers**  
16.7K Tweets about this trend
- Margdarshak Mandal**  
Started trending in the last hour

What's happening?

View 4 new Tweets

**Blueridge CA** @BlueridgeCA · 10 mins  
Community Association #meeting tonight at 7 pm in library of Blueridge Elementary School.



**BLUERIDGE**  
Community Association

**North Van District** @NVanDistrict · 20 mins  
District Hall will be closed on Wednesday, November 11 for Remembrance Day. Regular hours resume on Thursday, November 12.

**Grouse Mountain** @grousemountain · 26 mins  
Can you guess our #OpeningDay? Guess the correct day and you could #win! Click here to enter: [bit.ly/1HieSIW](http://bit.ly/1HieSIW) #winterlove

**City of North Van** @CityOfNorthVan · 41 mins

Who to follow · [Refresh](#)

- Tim Hortons**  Followed by Jessi  
[Follow](#)
- BC Wildfire Serv**  [Follow](#)
- Drive BC** @DriveBC  [Follow](#)

[Find friends](#)

# Twitter

- “Follow” us @BlueridgeCA
- Short! (140 characters)
- Instant, time-sensitive (lost dogs, weather warnings)
- Use it to build the BCA “brand”
- Use it to communicate events/activities/information beneficial to residents

# Facebook

facebook.com

Blueridge Community Association

Tom Home Find Friends

Create Page

Recent

2015

2014

2013

1995

Valerie Athaide A difficult topic but something we will all deal with at some point in our lives. Let's start talking about it!

Melissa Perks likes Club Mid's photo.

Elizabeth Williams-

Abby Holder

Paul Henning

Jenny Wilson

Jeff Kapteyn 31m

Gary Kainth 2h

Neil Graham Barclay 3h

Tong Lam 23m

Tyler Rosmini 56m

Kevin Stoll 1h


Helen Marengi 16h

Andre Lui 1m

Rich Trenholm 2h

Patrick Ox 6m

Ben Beheshti 16h



## Blueridge Community Association

Community

Contact Us Liked Message

Timeline About Photos Likes More

21 people like this


Invite friends to like this Page

### ABOUT

The Blueridge Community Association is the neighbourhood association for the neighbourhoods of Blueridge and Seymour Heights in North Vancouver District.

<http://www.blueridgeca.org/>

### PHOTOS



Blueridge Community Association

5 hrs ·


Don't miss out. There is a Blueridge Community Association meeting TONIGHT - Tuesday November 10th from 7 - 9 pm in the library at Blueridge Elementary School. Come and find out what is going on with the Salmon in the Seymour River with a presentation from the Seymour Salmonid Society (SSS). Then from 8 - 9 we will discuss issues that affect your community. Everyone from Blueridge/Seymour Heights neighbourhoods is welcome. Come out and meet your neighbours.

Like Comment Share

Blueridge Community Association via Missing Pets in BC

15 hrs ·

Dog missing in Blueridge. He was seen this afternoon running down Tompkins.



Shy dog, Max, is missing in


Search

# Facebook

- If you are on Facebook, “LIKE” us (invite friends to also)
- Top social media network in Canada
- Allows for engagement (comments, likes)
- 62% of users 35+
- More “immediate” than our website, allows for more content than Twitter

# Website

blueridgeca.org


 **Blueridge Community Association**  
North Vancouver, BC

Register | Log in | Contact Us

Home | Upcoming Events | What We Do | Photo Gallery | About Us

## North Shore-wide Emergency Exercise – Monday Nov 16th

Posted on November 9, 2015 by Angela Duso



Don't be alarmed if you see helicopters, police cars and ambulances swarming around on Monday November 16th. The North Shore (DNV, City and DWV) are having a North Shore wide emergency training exercise.

Posted in News

search here ...

### Filter Post by:

- [Events](#) (28)
- [News](#) (83)
- [Newsletter](#) (11)
- [Stories & Anecdotes](#) (3)
- [Traffic & Safety](#) (14)
- [Uncategorized](#) (1)

## Please LIKE us on Facebook

Posted on November 8, 2015 by Angela Duso




Are you on Facebook? The Blueridge Community Association has a Facebook page. We'd love it if you would "like" us – and invite your friends living in the neighbourhood to "like" us as well. We are always looking at new ...

[Read more >](#)

Posted in News

## Blueridge Community Newsletter November 2015

Posted on November 8, 2015 by Angela Duso



A hard copy of this newsletter should arrive on your doorstep this weekend,

### Upcoming Events

- [Blueridge Community Association Meeting](#)
  - 10/11/2015
  - North Vancouver
- [Deep Cove Heritage Foundation Annual Fundraiser](#)
  - 13/11/2015
  - North Vancouver
- [Seymour Salmonid Society AGM](#)
  - 18/11/2015
  - North Vancouver
- [Local Trail Walk with](#)

# [www.blueridgeca.org](http://www.blueridgeca.org)

- using Word Press
- Categorized posts
- Place to put information (Babysitter Directory, PDFs of Newsletters, Events, Trail Maps, Photos, Information about the BCA)
- Archived (easy to search) posts
- No engagement

# Blueridge Bulletin

In this issue: Babysitters, Deep Cove Heritage,  
and Halloween.

[View this email in your  
browser](#)



Falling into fall...here is the November Bulletin for Blueridge. The next **Community Association meeting** is **Tuesday, November 10th from 7:00 - 9:00 pm in the library of Blueridge Elementary School**. The guest speaker will be from the Seymour Salmonid Society. All are welcome. Come and find out how they are moving spawning salmon around the Dec 2014 rockslide in the Seymour River (hint- it involves nets and trucks).



#### **Babysitter Directory**

Christmas is coming, and with it a whirl of social functions, work parties, and get-togethers. Book your babysitters early so you have one less thing to think about. The Blueridge Community Association has a [Babysitter Directory](#). Check it out to find a sitter in your area. Babysitters, if you want to join the directory, send an email to [babysitter@blueridgeca.org](mailto:babysitter@blueridgeca.org).



#### **Deep Cove Heritage Society**

Halloween not enough for you? How about Friday the 13th! The Deep Cove Heritage Society's annual [Fund-raiser](#) takes place Friday, November 13th. Doors at 7 pm, show at 8 pm. Community theatre at its best! Plus silent auction and reception. All the action takes place at the Deep Cove Shaw Theatre.



#### **Halloween Safety & Fireworks Tips**

In order to purchase and use Fireworks in the DNV you must be 19+ and hold a permit. Permit-holders can only set off the fireworks between the hours of 6 pm and midnight on Saturday October 31st. Permits are available for \$2 from the DNV - click [here](#) to purchase one. For more info about fireworks and Halloween safety - check out this [information](#) from the North Vancouver RCMP.



# e-Bulletin

- MailChimp
- Monthly (1st of month) emailed newsletter to distribution list of ~350 emails
- Can see who opened the bulletin and what they clicked on
- Need to re-confirm subscriptions
- Goal: boost # of subscribers

- Stats for Nov 2015 Bulletin
- 59 % open rate (industry average 23.5%)
- 11.7% click rate (industry average 2.6%)
- 376 delivered, 222 opened, 44 clicked
- Top link clicked: Babysitter Directory

# Goals

- Be useful
- Engage with people
- Mutually benefit organizations/businesses on North Shore (east of Seymour)
- Test and measure