

DECEMBER 2021 NEWSLETTER

COASTERS
ASSOCIATION
UNITED FOR A BETTER FUTURE



Welcome to the winter edition of our newsletter to the population of the Lower North Shore and beyond.

Email: info@coastersassociation.com

A tree in memory of Lenora Keats

Be sure to check the Coasters Association - Northern Research Centers Facebook page for upcoming dates in your community!



INSIDE

01. Coasters Association Updates
02. Partnership Updates
03. Presentations and Workshops
04. Congratulations
05. Local Holiday Gift Guide

The Coasters Association would like to take this opportunity to wish everyone a safe, and Happy Christmas and a Happy and Healthy New Year.



Don't miss our next newsletter coming March 2022

01. COASTERS ASSOCIATION UPDATES

COASTERS ASSOCIATION STAFF RETREAT

Staff retreats provide an excellent opportunity for employees, partner organizations and government to build resilient and meaningful relationships while advancing the mission and mandate of the Coasters Association. Staff retreats encourage the sharing of information and ideas with all those involved and thus help foster a sense of belonging and inclusion in the organization. Equally important is that all participants feel their voices and opinions are heard and valued, and that their contribution is an essential piece to our future growth and development. Our most recent staff retreat, which was funded by Service Quebec, took place from November 18th through to November 26th and successfully brought together employees, partner organizations and government from across the Lower North Shore and Canada. Our retreat began with two days of planning sessions and individual consultations with staff, followed by meetings with the Regional Development Network (RDN) and the North Shore Community Association (NSCA) regarding a joint Regional Collaboration Plan. Discussions were also held on Sustaining Collaborative Partnerships and how to best engage our organizational and government partners to deliver positive outcomes for all network stakeholders. Additional sessions focused on providing an update and the next steps in our Strategic Organizational Restructuring and an overview to participants of the Northern Research Center's Business Incubation and Acceleration Program as well as our Wellness Centers' initiatives with Youth, Families and Seniors. As part of our Staff Capacity Building Strategy, the retreat also included a SWOT analysis exercise and training workshops in Time Management, Mental Health & Conflict Resolution, Effective Communication and Team Leadership.



The retreat ended with a Debrief and Reflections Session to identify and prioritize development areas to strengthen the growth of the Coasters Association. A big shout out and thank you to all those who participated and, of course, to Service Québec for their financial support.

NEW HIRE - HUMAN RESOURCES & COMMUNITY LIAISON OFFICER

A project was approved in September by Service Quebec, in partnership with CHSSN and Secrétariat aux relations avec les Québécois d'expression anglaise (SRQEA). The job was posted and a huge congratulations goes out to **Roderick Fequet** who has been hired in the new position of **Human Resources and Community Liaison Officer**. Welcome Roderick and once again, a huge congratulations on your new role and we are excited to have you join the Coasters team.



NEW HIRE - JOINT PARTNERSHIP WITH STEEL RIVER GROUP

We would like to take the opportunity to congratulate Kimberly Buffitt as she has begun a dual role with the Steel River Group and Coasters Association as the Director of Engagement & Development for the Atlantic Region. We look forward to continuing a wonderful partnership with Steel River Group and we are excited to see what the future holds for both organizations. Kayla Kippen was approved to replace Kimberly Buffitt, as Director of Operations and Innovation by the board of Directors. [Congratulations Kayla - you will do an amazing job.](#)

MOVING COASTERS FORWARD

The success of the Coasters Association in working for the socio-economic development of the Lower North Shore has brought with it both challenges and opportunities. In the last ten years, the Coasters Association has grown to over 20 full-time employees in addition to over 20 part-time, seasonal, and contractual employees. Nonetheless, the organizational capacity to manage all the associated administrative and human resource tasks has not kept pace with the growth in the number of employees. So, the time has come for some organizational restructuring to ensure efficiency and effectiveness in the management of Coasters Association staff and their respective workloads.

Through the financial support of Services Québec, the Coasters Association initiated a restructuring process that included the hiring of a Human Resources and Community Liaison Officer, Roderick Fequet, and the contracting of management consulting services provided by Hugh Maynard and Nadia Geukjian from Qu'anglo Communications & Consulting to develop an organizational restructuring plan. This work will lead to the establishment of new procedures and policies for the Human Resources Department, and a review of the structure and operations of the organization with an eye on improving capacity.

This restructuring and review initiative will look at the relationships between staff, the Board and partner organizations, the opportunities and limitations of operational resources, the sharing and transfer of information, and the opportunities to combine services, resources, and programs to reduce duplication, improve effectiveness and efficiency thus increasing the financial and operational stability of the Coasters Association. In addition, training for staff and a succession plan will be developed for the position of executive director which has been successfully occupied for over 30 years by Cornella Maurice. The Coasters Association looks forward to another 30 years of advancing the socio-economic future of the Lower North Shore.

02. PARTNERSHIP UPDATES

CEDEC PROJECT

Over the past few months, the Coasters Association has been supporting CEDEC in a venture for the digital shift of small businesses and organizations on the Lower North Shore. We would like to sincerely thank the staff at CEDEC for leading this powerful initiative for the region and are excited to experience its progression. We encourage any business who would like to find out more information on this to contact [Mason Organ, Manager of Business Development](#), at mason.organ@coastersassociation.com.

02. PARTNERSHIP UPDATES

STEEL RIVER GROUP VISITS

The CEO of Steel River Group, Trent Fequet, with his team on the Lower North Shore were in Pakuashipi for two days of meeting with the Directors of Pakuashipi and representatives of the Band Council. Steel River group also met with two (2) municipalities, St. Augustine and Bonne Esperance, and had the chance to visit youth at the school in St. Augustine and Bonne Esperance. A great meeting was held with some members of the Coasters Association board of directors and staff at the Coasters Association office in St. Paul's River to discuss areas of partnership and collaboration in the region. We look forward to working with Steel River Group as they expand their operations into Quebec and wish them the best as they establish operations on the Lower North Shore.

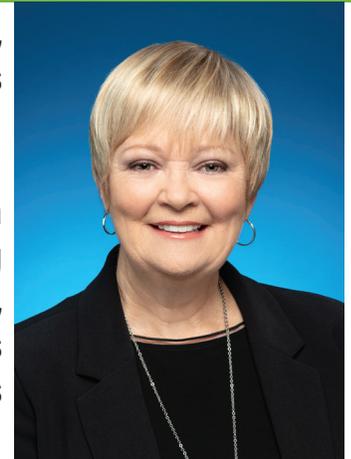


SUPPORT TO LNS SENIORS - MNA, LORRAINE RICHARD

In November, the National Assembly office of Lorraine Richard, députée de Duplessis, reached out to the Coasters Association to support a Christmas activity for the seniors at the Wellness Centers on the Lower North Shore.

Without missing a beat Kayla Kippen, the Director of Operations & Innovation, and Jenna Maurice, Manager of Seniors Services jumped into action and started the planning process. With an order of 150 wreaths, 80 gingerbread houses, Christmas ornaments, and multiple boxes of decorations have all been dispatched to the Wellness Centers across the Lower North Shore. As usual, with the amazing support of our Wellness Center animators from Kegaska to Blanc-Sablon, Christmas activities are scheduled to take place throughout the month of December in various communities. Stay tuned to our Facebook page for more information and pictures of the upcoming events.

Most importantly to mention, the Coasters Association would like to take this opportunity to give many thanks to Madame Lorraine Richard, MNA for, députée de Duplessis for this generous donation and support of the seniors on the Lower North Shore. It has been a tough year for the communities in the region, and more specifically our senior population. We are so grateful to have this opportunity to bring joy and happiness during this holiday season.



ASSEMBLÉE NATIONALE
DU QUÉBEC

Lorraine Richard
Députée de Duplessis

COMMUNITY KNOWLEDGE OPEN LIBRARY IN ENGLISH-SPEAKING QUEBEC (CKOL)

The Secrétariat aux relations avec les Québécois d'expression anglaise has provided funding to the Quebec English-Speaking Communities Research Network (QUESCREN) at Concordia University to create an online full-text database listing "grey literature" sourced from the province's English-speaking community groups. QUESCREN has named the database the Community Knowledge Open Library on English-Speaking Quebec (CKOL); in French, Bibliothèque ouverte du savoir communautaire sur le Québec d'expression anglaise (BOSC). Through this pocket of funding, Coasters Association was contacted to contribute to the "grey literature" database. In doing so, many of our reports and documentation was collected, digitized, and shared with CKOL's online database. This represents a further step for QUESCREN's digital strategy to preserve and make knowledge of Quebec's English-speaking linguistic minority population available to the world. An official launch of the online database will take place in March 2022. However, only a small portion of our documentation was collected in the timeframe given; therefore, it is important to continue this partnership with QUESCREN in 2022 to finalize the database.

MEETING WITH COMMERCIAL FISHERIES AND AQUACULTURE

Kimberly Buffitt, Director of Engagement & Development, participated in a meeting held on Friday, November 5, by videoconference (Teams) with Mr. Aziz Niang, Assistant Deputy Minister for Commercial Fisheries and Aquaculture, to discuss innovation in the marine sector with an emphasis around the algae industry. Mr. Aziz Niang shared his expectations and objectives and facilitate discussions in preparation for the future meeting with other members of the industry and research centers to improve communication amongst businesses, research centers and government stakeholders.

At the end of November, a joint consultation meeting "Industry - Research centers" on innovation in the algae sector was held. This involved identifying sectoral research and innovation projects to be carried out over the next five years to support the development of this sector. At this meeting a \$1,529,686.00 project in algae research project was announced with Merinov to look at value chain extraction of algae biomolecules. It was also shared with the Assistant Deputy Minister that the business and organizations were having challenges with communication between the Department of Fisheries and Oceans (DFO) and MAPAQ for things such as permitting to carry out stocks assessments and testing on algae in the regions. It was recommended that the minister organize follow-up meetings between industry, partners and DFO. More meetings are planned in February to try and advance fishery innovation dossier. Look for more information in our upcoming newsletters.

03. PRESENTATIONS AND WORKSHOPS

PRESENTATION TO Y4Y

Latesha Fequet, the Place aux Jeunes Migration Agent for the Lower North Shore, presented at a Town Hall event organized by Youth 4 Youth Quebec (Y4Y). The event was held at St. Paul's High School and connected the other secondary schools virtually across the Lower North Shore. This event, A Connected Lower North Shore, discussed both the positives and negatives of internet access. Latesha spoke on the positives of the Lower North Shores' recent connection to cell phone service and high-speed internet. There are so many benefits including; remote work, distance learning, accessing employment opportunities in the region at a distance, Place aux Jeunes support from a distance, connection with family and friends, mental health services and supports, and so much more.

03. PRESENTATIONS AND WORKSHOPS

PRESENTATION TO NETAGAMIOU

On November 16th, I had the opportunity to present to the Secondary 3, 4 and 5 POP and Explo class of Netagamiou School in Chevery. It was a pleasure to speak with them to present my career and education path. I would like to send out a big thank you to Mrs. Stacey and her students for being so welcoming, attentive and curious. It feels like yesterday I was in your seat listening to guest speakers, wondering where my education was going to take me. I wish you all the best of luck in your studies and remember to always follow your heart, stay true to yourselves and do your best. You make the Lower North Shore proud, and you are our future!

"The future belongs to those who believe in the beauty of their dreams." - Eleanor Roosevelt

2021 VIRTUAL DIALOGUE DAY WITH THE ENGLISH-SPEAKING COMMUNITIES OF QUEBEC (ESCQ) ON TOURISM

Dialogue Day, organized by Innovation, Science, and Economic Development Canada (ISED) and Canada Economic Development (CED) for Quebec regions, was held on December 7th, 2021. The Coasters Association was very honored to be selected, on behalf of the Follow-up Committee for ESCQ, to deliver opening remarks with ISED & CED-Q. This gave Cornella Maurice, Executive Director, an opportunity to, not only present the tourism related issues affecting the ESCQ and how government and its institutions can help to address those, but provide an overview of the reality of the Lower North Shore and our key common threads:

- Funding support for regional associations and community groups to aid in rebuilding the tourism sector; long term sustainable funding for Human Resources; funds for capacity building, and funds to support infrastructure, marketing, transportation, logistics and the digital shift across those sectors.

The tourism sector was hit hard by the COVID-19 pandemic and it is having difficulty to reboot and move forward. The Dialogue Day provided a platform to inform government departments of our undertakings and future plans, as well as to form partnership with other organizations of the territory. Thank you to ISED and CED for organizing this Dialogue Day, and we look forward to working with them on the recovery efforts that respond to the economic development needs and challenges of the LNS and the ESCQ.

ÉDUCALOI WORKSHOP ON CYBERBULLYING

On November 18th a workshop on Cyber Bullying took place in partnership with Y4Y and Commission Scolaire du Littoral, Educaloï and the Côte-Nord Community Justice Centre. Three (3) high schools (St. Paul's School, Mecatina School and Netgamiou school) participated, with sixty-seven (67) youth in attendance. Presentations were done by Alex Petten of Y4Y, Latesha Fequet, Coasters Association and Angela Morency of the Côte-Nord Community Justice Centre. Great information was shared, and we hope to have another session after the holidays on legal careers.

We will also be planning a few community sessions, such as Elder Abuse, preventing fraud and scams against seniors, differences between married and unmarried (common law) couples and hunting and the Law. Keep your eyes and ears open for the dates of these informative sessions. **Special thank you to Educaloï and our partners for making it possible.**

04. CONGRATULATIONS

CONGRATS TO ONE OF OUR OWN

Chelsey Thomas, Director of Youth & Development, was awarded a Young Professionals Bursary, created through a partnership with the Nova Scotia Career Development Association (NSCDA) and CERIC to support emerging young professionals in attending the Cannexus22 conference. The conference takes place January 24th – 26th, 2022, and aims to bring together people from across Canada to share, learn, and reimagine career development.

CONGRATS TO THE MAYORS

On behalf of the Board of Directors and staff of the Coasters Association, an enormous congratulations goes out to all the newly elected (and re-elected) mayors on the Lower North Shore. Gabriel Landry - Municipality of Blanc Sablon, Dale Keats – Municipality of Bonne Esperance, Gladys Martin – Municipality of St. Augustine. Unfortunately, the previous mayor, Randy Jones – Municipality of Gros Mecatina has recently stepped down from mayorship, however, we await another election in that Municipality. We wish them much luck and look forward to the results. Once again, congratulations to all and the Coasters is looking forward to working with the Municipalities.

THANK YOU TO RANDY JONES

Randy Jones, a founding member of the Coasters Association, have been by our side in every capacity (board member, Mayor of Gros Mecatina, Prefet of the LNS, etc.) since our very beginning in 1988. He has fought many battles on our behalf and never failed to step in when needed. Time and again we have looked to Randy Jones for help and advice, and he has never let us down. He has shown his loyalty not only to the Coasters Association, but to the entire fabric of the Lower North Shore.

Randy's belief in the development of the LNS economy has helped turn our dreams into a reality. He has earned our deepest respect and appreciation for helping us harness and forge an organization that will help the people of the Lower North Shore for many years to come. We wish Randy much success with ALL his future endeavours - from the board of directors and staff of the Coasters Association.

05. LOCAL HOLIDAY GIFT GUIDE

The Holiday Season is just around the corner and finding the perfect gift can be tricky. But you don't need to order something from a big store online. You can find just what you need right here at home. Check out our Local Holiday Gift Guide, a guide to Holiday Shopping on the Lower North Shore!

For a link to the virtual Local Holiday Gift Guide, check out the [Coasters Association - Northern Research Center Facebook page](#).



CONTRIBUTING WRITERS

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NEXT EDITION

Overview of Partnership with CEDEC
Internship – Career Choice & CEDFOB
Launching of our new web site
Partnership with CSSL
Update on projects & programs
And, much more...

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