

MARCH 2022 NEWSLETTER

COASTERS
ASSOCIATION
UNITED FOR A BETTER FUTURE



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

Email: info@coastersassociation.com



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



INSIDE

The Coasters Association would like to take this opportunity to wish everyone a wonderful spring and prosperous fishing season.

01. Coasters Association Website Launch
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Don't miss our next newsletter coming June 2022

01. COASTERS ASSOCIATION WEBSITE LAUNCH

On behalf of the board and staff of the Coasters Association, we are extremely excited to announce the launching of our new and improved website, which was initially launched on January 11th. In light of the continued growth and expansion of our organization, we knew the next appropriate step was to ensure our website reflected our constant evolution and development. As with all websites, it continues to be a work in progress, however we are so proud of the work our Manager of Marketing and Communications, Honlee Hobbs-Etheridge, and our Communications team have done. Please visit us at www.coastersassociation.com to learn more about our team and what we do.



02. 27th ANNUAL GENERAL MEETING

The Coasters Association is excited to announce that our 27th Annual General Meeting & 33rd Anniversary will take place on March 22nd, from 8:30 am to 12:00 pm, by Zoom and/or teleconferencing. As with every year, we will have some exciting presentations from our staff on topics such as Expanding the Social and Economic Growth of the LNS, among others areas of focus. Additionally, we will have some great guest speakers such as Christopher Skeete, Parliamentary Assistant to the Premier for Relations with English-Speaking Quebecers, as well as the presence of our MNA, Lorraine Richard. If you'd like to attend, please contact the Coasters office at 418-379-2006/2356/2657, ext. 221, or by email at administration@coastersassociation.com.

03. BOARD ELECTIONS

The time has come again for the Coasters Association's to post elections for representatives to sit on the Board of Directors for a two (2) year term (April 2022 – March 2024). The posting date is Monday, February 21st, 2022 to Monday, March 14th, 2022. Anyone wishing to become a member on the Board of Directors please contact Cornella Maurice, Executive Director, or Priscilla Griffin, Office Manager, at 418-379-2006/2356/2657, ext. 221, or toll free at 1-877-447-2006, or by email at administration@coastersassociation.com.

04. WELCOME TO THE TEAM

HAILEY JONES

The Northern Research Center team is pleased to welcome back Hailey Jones, who is working with them for three months as a replacement for the Manager of Marketing and Communications. It is always a pleasure to work with Hailey, who brings great qualities and expertise to the table. Thank you for all your hard work Hailey!



SAMANTHA TINKHAM



Samantha Tinkham was hired in January as a Junior Bioprocess Engineer Intern through an internship with Career Launcher, under the Natural Resources Canada Program. Her role will involve designing and implementing chemical/biochemical projects on the Lower North Shore, as well as helping support various small-medium enterprises (SME's) with products related to the region's resources which diversifies the economy of the Lower North Shore. Samantha brings with her a background in Naval Architecture Technology, and we are excited to have her on the Northern Research Center team!

SHANDI BOBBITT

We would like to welcome Shandi Bobbit to our Early Childhood Development team in the role of Animator for the communities of Chevery, Harrington Harbour, Kegaska and Tête-à-la-Baleine. She will be focusing on implementing programming in these communities in the form of activity packages, family outreach, and more. We are excited to have her join our team!



WELCOME TO THE TEAM
LOGAN WOODLAND

The Recovery fund project submitted to Canadian Heritage was approved for the first phase from February 21 st to March 31 st . Logan Woodland was approved by the members of the Executive Committee as the Health, Safety, and Environmental Officer. He will be working on the creation of a Covid-19 action plan for the organization. This will include meetings with Directors, Managers and Animators to review our in-person programming to produce protocols and procedures as we move forward in getting back to the “new normal”. Also, equipment will be purchased for all the satellite offices (11) across the coast, such as: smart TV’s, webcams, speakerphones, computer accessories, and mobile carts for equipment. Supplies, such as: iPads or iPhones, scan thermometers, sanitizing gel, disposable masks, disinfectant wipes, gloves, cork boards and hand sanitizing



stands will be also purchased. A second phase project was submitted for 2022-2023 to install all the equipment across the coast and train the Managers and Animators at the eleven (11) satellite offices.

A huge thanks to Canadian Heritage!



PENNY BUCKLE

Early this year, the Coasters Association hired Penny Buckle, of Old Fort Bay, as the Health Promotion and Prevention (HPP) Coordinator for 12 weeks, until the end of March through a project funded by CHSSN. Penny is responsible for structuring the creation and dissemination of engaging and relatable health prevention and promotion (HPP) materials and resources to be distributed through online platforms and the Wellness Centers. We are happy to have her part of the team over the coming months.

05. MEETINGS, FORUMS & CONFERENCES

CANNEXUS CONFERENCE

Our Director of Youth & Development, Chelsey Thomas, attended the virtual Cannexus Conference from January 24-26. Her attendance was subsidized by the Young Professionals Bursary that she was awarded, which focuses on enhancing the professional development opportunities for young professionals. The conference itself focused on career and workforce development, including sessions on research findings and skill development, with adaptability being at the forefront of most sessions. Over 1,700 professionals from across Canada attended the conference, allowing for great networking opportunities and nationwide learning.

DIALOGUE DAY OF TOURISM – December 16, 2021

The Executive Director, Cornella Maurice, was present at Dialogue Day and was honored to do an opening speech with other government officials, on behalf of the English-speaking community of Quebec (ESCQ). Ms. Maurice gave an overview of the LNS communities (16) scattered across an isolated territory not connected by road to the rest of Quebec. Also, she made a few remarks regarding: The tourism related economic development issues affecting the ESCQ and how the Government and its institutions can help to address those; and how to strengthen collaboration and innovation between community stakeholders and federal institutions. Recognizing the major trends shaping our economies such as (i) automation, (ii) inequality (iii) increased migration and mobility, (iv) the digital economy, and (v) the green economy.

Restructuring Article by Hugh Maynard

The Executive Director relayed the key common threads on the LNS and within the Province relating to tourism - funding support for regional associations and community groups; Long term sustainable funding for Human Resources; Funds for capacity building in the tourism sector; Funds to support infrastructure, marketing, transportation, logistics and the digital shift across all those sectors.

The tourism sector was hit hard by the pandemic and it is possibly the one having the most difficulty to reboot and move forward. The Coasters Association and the ESCQ hope to work with government officials to ensure that Canada's post COVID-19 recovery efforts respond to the economic development needs and challenges of the country's largest and – in some ways – most vulnerable Official Languages Minority Community.

Thanks to Innovation, Science and Economic Development Canada (ISED) and Canada Economic Development for Quebec Regions (CED-Q) for organizing today's event and for giving the Coasters Association the opportunity to address this assembly.

The Coasters Association is a non-profit organization with a mission to develop knowledge of the needs and expectations of the sixteen communities on the Lower North Shore and act in partnership with community leaders, organizations and stakeholders to design and deliver community strategies, programs and services which respond to the region's development challenges and which profile the unique cultural and natural resources of the region.

In the last decade, the Coasters Association has grown in size as an organization, increasing from 6-8 to 20 full-time employees, with at least as many part-time and temporary seasonal and project employees as well. In line with the increase in the number of full-time employees, the organization has undertaken a larger and more diversified workload, especially in the area of social service delivery and economic development initiatives.

However, over this period, the Coasters Association's human and operational resources have remained the same. The organization's managerial/administrative component has been constant at approximately four full-time employees, likewise for operational funding. In this context, the Coasters Association needs to review the organization's structure and operations in order to improve organizational effectiveness. The review will include the relationships between staff, board and partnering organizations, the opportunities and limitations of operational resources, the sharing and transferring of information, and the possibilities of combining services, resources or programs to reduce duplication, improve effectiveness and efficiency, and to increase financial stability.

To this end, the Coasters Association has engaged Qu'anglo Communications & Consulting to undertake the organizational restructuring exercise by reviewing existing organizational documentation and processes, surveying and interviewing board and staff members, and proposing options for restructuring.

Treasury Board Consultation on Proposed Amendments to the Directive on the Implementation of the Official Languages with respect to Communications with and Services to the Public

On February 2, 2022, Roderick Fequet, representing the Coasters Association participated in consultations with the Treasury Board of Canada on proposed amendments to the directive on the implementation of the Official Languages Regulations (OLA) as it relates to federal communications with and services to the Public. This consultation was facilitated by Quebec Community Groups Network (QCGN) and was attended by various organizations and institutions within Québec. The purpose of the consultation was to provide participants

with information and to receive their feedback on proposed amendments and the next steps that the Treasury Board will be taking with respect to the implementation of the amended directives and regulations.

The Coasters Association, as a representative organization of the communities of the Lower North Shore has a vested interest in protecting and ensuring that federally regulated services and communications to the public are available to individuals in their language or choice. "The OLA derives from the Canadian Charter of Rights and Freedoms. It reaffirms that English and French are the official languages of Canada and have equality of status and equal rights and privileges as to their use in the institutions of the Government of Canada." In this regard, the Coasters Association appreciates being included in this consultation process and for the opportunity to contribute to the discussion currently taking place. It is critically important that

the Anglophone and francophone communities of the Lower North Shore continue have equal access to services and communications from the federal government in their language of choice.

The Treasury Board will use the information and insights obtained from these consultations to further prepare institutions and organizations for future discussion as they take addition steps over the coming months to assess service areas and to put into effect the amended directives, regulations and provisions. The Coasters Association will remain engaged with all levels of government to ensure that the communities of the Lower North Shore have equitable access to the services and programs necessary for their continued well-being and vitality.

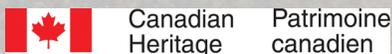
CONTRIBUTING WRITERS

Cornella Maurice, Executive Director
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John Buck, President & CEO, CEDEC

NEXT EDITION

Results of the AGM
Update of the restructuring process
Update on projects
Laboratory established at the Co-op in St. Paul's River
Results of Board Elections
Let's hear from the Animators

CONTACT US



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