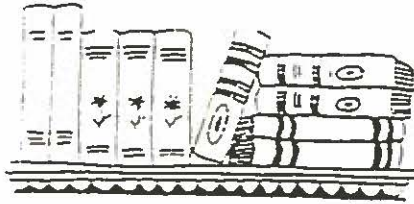


COASTERS ASSOCIATION



INFORMER

April, 1996

Volume 5 No. 4

MESSAGE FROM RENE BABIN

I thank you for the opportunity to express some of my thoughts on the Tourism Conference which I attended on Quebec's Lower North Shore, March 8 to 10, 1996.

It is clear that through the discussions that were held in the workshops, participants expressed the need for a tourism strategy to be inclusive within a process of regional development as a whole, linking economic benefits with regional identity, cultural development and community pride. The development of a tourism strategy must involve the participation of community members and organizations. This will ensure a coordinated effort among key players and stake holders to work together in developing objectives and action plans for the region.

On this note, I have outlined some basic principals to consider when preparing a tourism development strategy for a region that is predominantly of a minority language:

- ❖ That the region maintains and develops its ties with the majority group or other minority groups in the region.
- ❖ That a broad range of representation and partnership is needed for tourism and economic development initiatives, including other minority language groups in the region.
- ❖ Efforts should be made at offering products and services in both

official languages to potential visitors and clientele, and strengthening ties within the political structure of the province.

Long term efforts at community economic development, the basis of a successful tourism strategy, will be achieved through consensus, involving as many people as possible. I applaud the efforts undertaken by the organizing committee and the Coasters Association, and I look forward to the opportunity of working with them, and possibly a new regional organization, again. If I can be of any assistance or if you would like to discuss these matters further, please do not hesitate to contact me.

MESSAGE FROM CHRISTAIN ROULEAU

I would like to take this opportunity to thank you for the invitation, but furthermore to congratulate you, along with the Coasters staff and volunteers, for the success of the Tourism Conference held in St. Paul's River.

I greatly enjoyed my stay and appreciated the opportunity of meeting very interesting people.

I have returned to the office with several ideas that I will share with my staff. Please be assured that we are always ready to help and support the people in all communities on the Lower North Shore.

Human Resources Development is always proud to participate in such successful events, and encourages further initiatives.

ARTICLE TO ALLIANCE QUEBEC'S NEWSPAPER THE QUEBECER SUBMITTED BY JOAN RICHARDS

The terrain on the LNS is like no other! There are big rocks and stones everywhere, and there are no real stands of trees. In the winter the landscape is like the craters of the moon, all black and white and totally breathtaking.

I got to know and appreciate what it is like to live in this lovely place. The people work hard and they know the meaning of

friendship and more importantly kinship. I really felt at home and didn't want to leave.

The people have such pride in the beauty that surrounds them. It is rugged beauty, that needs to be seen to be appreciated. That is why I decided to write this piece, many people talk about going to visit but few have actually made the trip. Actually, now that I have been, I plan to return in the summer.



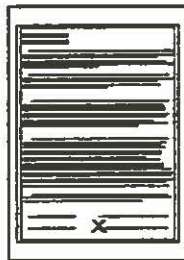
PROJECTS

Paie

We applied for a Paie Project through Travail Quebec to employ an office clerk for a duration of 26 weeks.

Extra

We applied for an Extra Project through Travail Quebec to employ 15 community workers, for a duration of 12 months. We have requested a subsidy of \$18,000 to cover operating expenses.



Article 25

Application for an Article 25 project was submitted to Human Resources Development to employ an office receptionist. We requested \$13,500.00 to assist with the overhead costs.

TAGS Program

We have submitted a project under the tags program through

HRD to hire a regional Tourism Animator. We requested a contribution of \$66,279.00 to cover all operational costs.

Youth Potential

We applied for a "Youth Potential" Project to Canadian Heritage, as the second phase of a three phase project. The positive results of our two recent Youth Project may benefit the results of this one. We've requested a total of \$31,143 in funding to cover all costs.

Student Career Placement

The Manager of HRD's employment centre sent us an application form for the Summer Employment Program for students, with background information. We have submitted 2 projects: one entitled "Gardening" for 3 animators to work the three sectors, and we have requested a total of \$11,211 in funding; another entitled "Future Development" for 7 students, and we have requested a total

of \$ 22, 521 in funds. We have already received many phone calls inquiring of our Student Projects this year. We are not the only ones who are anxious to receive positive feedback on these projects.

Tourism Conference

Nathalie is working to complete the Resource Guide and she has received many Biographies from the authors. We are constantly receiving faxes of translations for the Resource Guide from Yvan Gelin. Nathalie's project has been extended to make sure that the Resource Guide will be completed and distributed.

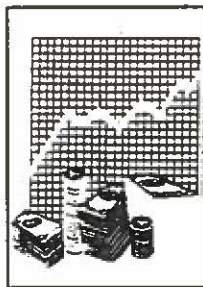
☺☺☺

Canadian Heritage granted us an amount of \$4,687 for translation expenses for the Tourism Conference. They are requesting a report to be submitted on the activities carried out under the grant within the two months.

Also they have awarded us another \$3000 for the follow-up to the conference.

Fundraising

Outaouais Alliance sent us a cheque for \$20,000 for our Fundraising Project. Our Co-ordinator is already off to a



head start.

☺☺☺

We have received many pictures for the fundraising contest from Harrington Harbour, St. Augustine, Lourdes de Blanc Sablon, Aylmer Sound, St. Paul's River, and La Tabatiere. We were extremely pleased with the responses from St. Augustine and La Tabatiere, for they have sent in the most pictures/expressions. These students are extremely talented and their creativity were extraordinary. It will be very difficult to chose the winners. The deadline to enter was April 16th and the Executive members that are available in the Eastern Sector will be selecting.

LETTERS/CORRESPONDENCE

Letter to the Principal

A letter was sent to Mr. James Smith regarding the manner in which Coasters employees were treated before and during the Tourism Conference.

Minister of Transport

A letter was sent to Jacques Leonard concerning the time frame of the "calling for tenders" to the route from Rimouski to Blanc Sablon. We have requested that the proposal call be at least by June 15th, in order for every company to have an equal chance

to enter a bid, equal opportunity, and equal preparation time to render its decision. The final decision may take up to a month which brings it closer to the deadline of August 1st. Basically we are asking to speed up the call for tender processing. This letter was faxed to all local Radio Stations.

M.N.A.

We have received a response from Denis Perron to our letter expressing our dismay with our working relationship. In the letter he admits that he is a sovereigntist but denies that his attitude and dedication has changed toward the Coasters. The obvious disturbance by the letter was proof that our letter was an eye opener, to say the least.

Thank You's

A thank you letter was sent to Tammy Mansbridge for her donation of \$80.91 from the leftover CEDAG project funds.



Metis Association Branch

A letter was sent to Mr. Todd Russell, President, concerning the possibility of setting up a Metis branch office at the Coasters office. We are now waiting for a support letter to

enclose with our project proposal for the Minister of Indian Affairs and Northern Development.

Prime Minister and Premier of Quebec

We have received a letter from Michael Hamelin, apologizing for the confusion concerning the meeting with the Prime Minister. He explained his position by noting:

- ◆ "the short notice of the meeting",
- ◆ "their need to satisfy many constituencies",
- ◆ "Lynden's ability to describe to facts of anglophone regional life",
- ◆ "the limit of the number of people who can attend".

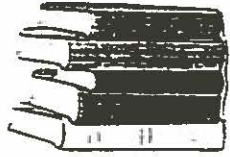
He also discussed the meeting with M. Bouchard that: he spoke with Lynden, President of CASA, because of his position with the Network. At the meeting with the Premier, Lynden requested a meeting for the Coasters, CASA, and Outaouais Alliance. Michael stated that he is also willing to help make this happen.

QCNA

QCNA sent us their Preliminary Program for the 1996 Convention of May 10-11 to be held in Orford. Cornella will attend the General Meeting and the Computer Training workshops

with the permission of the Executive.

FEWQ



The Federation of English Language Writers of Quebec is a project funded under the development fund of Heritage Canada. It involves the process of setting up a complete collection of books written by English Language Quebec Writers. The collection will be housed at the Atwater Library and incorporated into the library's existing collection.

LABRADOR DEVELOPMENT ASSOCIATION

Phillip Chubbs requested statistics on the population of the Lower North Shore for the Labrador Development Association. He purchased our Youth Report to use as a reference in a court case versus the NFLD Hydro increased rates. He will keep us informed of the progress and outcome of the case.

QUEBEC LABRADOR FOUNDATION

Helen Meredith sent in an explanation of 2 new tourism related initiatives entitled "Elderhostel and Economuseums".

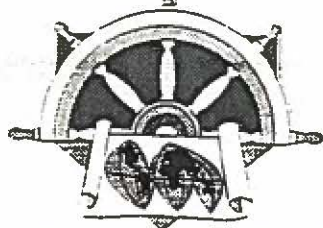
Elderhostel offers older adults a week long education sessions where they can learn different subjects. This is a way of filling empty student residents at colleges and universities during the summer. Now they even take place in Bed and Breakfasts, Inns, etc., with the same concept. Helen spoke with the regional Co-ordinator in Montreal, regarding the coast. Old Fort Bay was suggested as a site for the program, with the National airlines, road connecting Labrador. For now there are a few difficulties like:

1. Number of participants and rooms to accommodate them,
2. Cost of travel.

Helen will be in touch with the regional Co-Ordinator for future developments.

Economuseums is a new concept that combines museums and small businesses that offers visitors a chance to learn of the crafts by seeing a display and watching people produce the samples. Right now the Foundation des Economusees du Quebec are doing an inventory across the province to produce a list of craft and traditions that could be saved through Economuseum. Helen Deskauriers may be getting in touch with us in the near future to discuss

the possibilities of this project for the Coast.



TOURISM DEVELOPMENT ASSOCIATION

The Tourism Development Association of St. Paul's River distributed their newsletter. It includes an explanation on the Visitors Center, Development of St. Paul's River, and Membership.

They plan to:

- ✓promote the construction of the Visitors Center;
- ✓prepare a tourism development plan that will use the St. Paul's River as its major attraction;
- ✓join forces with the St. Paul's Management Association and unite our effort in promoting tourism and sport fishing on the River.

NCRC

The National Campus and Community Radio Conference is planned for June 17th to 22nd in Hamilton, Ontario for Volunteers, Programmes, Managers, and Supporters. We have their January Update regarding the Conference which contains, Workshop ideas, Travel ideas, Conference rates,

Nations Band Council endorsers and Special needs.

LA CORPORATION POUR LA MISE EN VALEUR DE LA BASSE COTE NORD

We have recieved a letter from Mr. Dwight Bilodeau explaining his and Rodney's reasons for their resignation from the corporation. They plan to continue their efforts to promote tourism development in full co-operation with the Coasters.

EDUCATION

Community School Life Award

A fax was sent to the Local High Schools, of an explanation of the requirements for the Award. This year the donation was \$150.00. We have already received a name from Vincent Joncas of MGR School for the reward. The General Secretary is busy seeking the graduation dates and the names of the graduates to complete the awards.



Strategic Planning

Sonya Braxton faxed us her travel schedule. A schedule of

where and when she will be holding the next Action Team meeting along the coast. This information is available at the office.

Adult Education

Odette Beaudoin, Animator of Adult Education, invited the Coasters to their information session on May 14th at the Centre St-Bernard regarding literacy services they offer on the Coast.

H & SS

Regional Advisory Committee

We received a letter from the RRSSS concerning the nomination of members of the Cote Nord Regional Committee for the Program of Access of Health and Social Services in the English Language, 1996-1998. Their terms of office of the members of this committee ended on March 31, 1996. They are requesting the Coasters to designate two delegates for this term. It was decided to renew the terms of Charles and Shirley, by April 19, 1996.

CSBCN

The CSBCN's press release gave highlights of their Board of Directors General Meeting on April 23. Some topics discussed were:



- ▶ Intermediate type

- resource in St. Augustine;
- ▶ Office Language of the CSBCN, Public Tenders - Contracts for charter aircraft at the CSBCN;
- ▶ Contract between the taxi Blanc Sablon Inc. and the CSBCN;
- ▶ Ambulance service;
- ▶ Amendments to the H & SS Act;
- ▶ Consultation with the Department of Health and Social Services Budgetary Cutbacks for 1996-97;
- ▶ Cumulative financial report with forests for the period ending on February 3, 1996;
- ▶ Pharmacy Services;
- ▶ Transport Services.

☒☒☒

We have a compilation of letters regarding the bumping/lay-off procedure of Bryde Lavallee for the Pharmacy Technical Assistant Position.

☒☒☒

The CSBCN sent out a notice for the population of the LNS to postpone the general meeting of the Board of Directors to April 17, 96.

☒☒☒

The CSBCN sent out a notice to all persons 65 years and over to remind them that when ordering medication, the presence of your medical insurance card is needed to give the expiration date.

FILET VIDE

We have received a fax from Radio Quebec regarding the documentary video by Alain Belhumeur entitled "Le Filet Vide". Radio Quebec presented the documentary on April 11th and it is concerning the cod stock on the Lower North Shore and Gaspé area. It is a response to the many questions asked (ie: what is the cause, how much time before it is restored?). There is a footage of Nelson Bobbitt of Aylmer Sound and Felix Monger of Tete a la Baleine. We plan to obtain a copy of the video.

QUEBEC BEYOND THE HIGHWAY

Louise Abbott published an article on the coast in the Montreal Gazette's travel section. It was a compliment to our Tourism Industry and already we have received at least 6 requests for our "Discover the Lower North Shore Guide" and the "Visitor's Guide". We are in the mist of preparing a tourist's package enclosing information of the Coast and of our Association, to encourage their future vacations on the Lower North Shore.

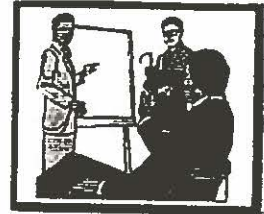


BED AND BREAKFAST

David Passini faxed us a Bed & Breakfast brochure entitled Les Villages d'Aaccueil Selecte du Quebec. A copy is available at the office for your information.

"THE COAST WAY"

Helen Meredith sent us an order form for the "Coast Way" book by Louise Abbott. We advertised its availability on the local radio stations for anyone who was interested in ordering. We have received 4 orders so far.



MEETINGS

Rapps 3

We received the information covered at the last meeting of February 8th. A copy can be furnished upon request.

Quebec Community Groups Network

Hugh Maynard sent in a summary of the meetings of the QCGN Management Working Group and the resulting recommendations.



On March 5, funding allocations for 1996-97 was the item of discussion. The division between the program and project funding and the DCH desire to

have a minimum allocation to project funding was discussed considerably. An initial payment will be set at 50% of 95/96, with adjustments to be made in the second installment.

ooo

On March 25, DCH presented recommendations for cuts to program funding in order to raise the amount in project funding. This could be achieved by making 5% cuts to groups with allocations greater than \$100.00. It was agreed to meet halfway between the needs of the groups and that of DCH, with a more equitable distribution of the cuts amongst the groups.

Minutes

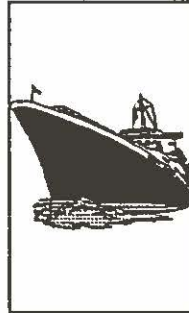
The March 8th Board Minutes are being prepared by the General Secretary. This is her first time doing the minutes but her progress is exceptionally well. It will be ready to be distributed very soon.

The Executive Minutes of March 8th are being prepared by Cornella to be distributed with the Board Minutes.

M. Bouchard's Speech on the Referendum

M. Bouchard sent us the copy of his speech "Living Together Before, During, and After the Referendum" that took place in Montreal, March 11th. There is

a copy at the office if requested.



Norta Inc. Company
On April 15th, Mr. Roger Dumas and his associate Mr. Danny Demary met with Scott and Cornella to present the plans for a better freight and passenger service for the

Lower North Shore. Mr. Dumas is submitting a plan to operate a vessel 12 months of the year to all local communities. His vessel will have:

- ◆ Ice breaking capacity
- ◆ Carries 120 containers and 25 cars
- ◆ Tourists Information Officer
- ◆ Live Entertainment
- ◆ Plus, much more

We have a copy of their plan of this vessel at the office, and we intend to keep in touch with Mr. Dumas for future developments.

They asked the Coasters to write a support letter to the Minister of Transport for their Norta Inc. Company, and a letter suggesting to have the proposal call by June 15th. It was decided that we will support their initiatives and letters will be produced.

Conference Call

There was a conference call held on April 24th regarding the Press Conference. The

language laws issues were discussed. There are to be a script prepared for all the Presidents taking part in the Conference. A speech was prepared for Scott by Cornella.

Press Conference

Scott Buckle participated in a Press Conference organized by Alliance Quebec on April 26th. It involved all English groups across the province meeting to discuss the issues of language laws, due to recent announcements made by Parti Quebecois. Following the Press Conference our President was interviewed by Rachael of CJAS, and appeared on CBC Newswatch to speak of the Conference. We thank Scott for his input and professional manner in which he preformed the interviews.

1996 National Policy Forum

The National Policy Forum was organized by the Tourism Association of Canada. We have recently joined the Tourism Association and we were requested to attend their meeting on April 29th. Round Table Discussion's planned topics were:

- ☛Partnering with new Marketing Agencies;
- ☛How to lighten the Tax Burden;
- ☛Bringing new Products and Packages to Market;
- ☛Getting Travellers to your Door;

☛Taking the Rich out of Tourism Financing.

A.O. Convention

Alliance Quebec and the Regional Associations will be holding their meeting on Thursday, June 23rd. Scott and Cornella will attend.

H&SS Forum

We have received a registration form for the National Forum on Health which will be held on Friday, May 24th. The discussion will enable us to review the first phase of the Forum's activities and to examine what type of Health Care System we want for ourselves.

Alliance Quebec convention is scheduled for the weekend of May 24th.

MM

We received 5 names of people interested in attending the Alliance Quebec Convention as our Youth Delegate. The names were:

Gail Maurice - La Tabatiere,
Trina Wellman - Old Fort Bay,
Trina Fequet - St. Paul's River,
Trent Fequet - St. Paul's River,
Cecily Mansbridge - La Tabatiere. The candidate's names were placed in a bag and drawn by Mr. Lionel Roberts, Mayor, and witnesses by Rene Fequet, Secretary/Treasurer, at

the Bonne Esperance Municipal Office. The youth selected was Ms. Trina Wellman of Old Fort Bay. Congratulations Trina!

Public Service Commission

The PSC will be holding a meeting on Monday May 27th with Alliance Quebec and the Regional Associations. Scott and Cornella will be attending for the Coasters.

Conseil Regional Environment

The CRE will be holding their meeting on May 25th in Baie Comeau. Their registration fee is \$30.00. Isidore will be attending on our behalf.

ALLIANCE QUEBEC

Alliance Quebec's Constitution and Policies

Alliance Quebec sent their proposed amendments to the Constitution and By-Laws. These amendments will be discussed during a workshop at the Annual General Meeting. The policy resolutions will be for debate at this year's Governing Council of Alliance Quebec, and they will be voted upon Sunday morning.

Questionnaire

The final copy of the Alliance Quebec's Inventory of Legal Services questionnaire has been prepared for distribution. They have asked us to form a


listing of all legal offices, legal aid offices, and other organization that provides legal services or offer legal information and referral services. They want to start distributing the questionnaire this month.

Alliance Quebec Package

Alliance Quebec forwarded a package of articles from a variety of newspapers. Stories of interest were; their meeting with Jean Rochon, hospital cuts, the mission of the Jeffery Hale Hospital, etc. A copy is available at the office if requested.

OFFICE NEWS

Cookbook



The Fundraising Co-Ordinator in collaboration with Kirby Moreancy has completed the final stages of the Cookbook. We have viewed a variety of beautiful photo's at Rick's Store and some photography from the staff at the office. The end results will be a perfection of a mixture of photos. Trina has collected over 500 recipes to publish! This cookbook will contain every recipe that you will every need or use!

Coastar Contest

The contest drawing took place at the Tourism Conference on March 10th. On April 17th the lucky winners were announced on the local radio stations. They will receive a T-Shirt of their choice. The winners were:
Senior Category - May Shattler of St. Augustine, the prize was awarded to Celina her daughter.
Adult Category (36-59) - Greta Gallibois of St. Augustine
Adult Category (18-35) - Jacqueline Gallibois of St. Augustine
Secondary Category - Tara Beaudoin of St. Augustine
Elementary Category - Nathan Shattler of St. Augustine
Open Category - Lydia Shatler of St. Augustine
Misplacement of the information delayed us in awarding the winners.

Membership

Our membership campaign is going well. We are still awaiting membership receipts from two or three villages. The membership listing requested more work; the amount of members has decreased. We plan to get in touch with our Board/Volunteers again to review their work. We know the support is in the communities, we just need more effort to find it.

Translations

Our loyal, trustworthy Chantale

Lawless has been busily translating documentation for our association. The need for bilingualism has obviously increased, and the help she provides is immeasurable. Thank you Chantale!



Constitution and Policies

Our General Secretary has been busy working on the additions and amendments to the Coasters Constitution and Policies. It is being prepared for the Board to enclose in their Handbook as working reference.

Complaint

Ms. Tania Bilodeau filed a complaint with the Commission des Droits de la Personne et des Droits de la Jeunesse regarding the Coasters selection for General Secretary. The commission has sent us a copy of her complaint and we are preparing to send our version of the events. We are disturbed by Ms. Bilodeau's allegations. She spoke with Isidore after the selections were made, he gave a briefing of the details, yet she was unsatisfied. We understand her disappointment, but she has exploited the matter to where it leaves us no choice but to persue the issue.

Office Rules & Regulations

Office Rules & Regulations were

adopted by the Board of Directors at their last meeting. The document was signed by the present employees: Trina Fequet, Sylvia Roberts, Cornella Maurice, and Stephanie Roberts in the presence of the President, Scott Buckle.

Finances

Sylvia is busily preparing the finances for the Auditor, Jimmy Fequet, who was scheduled to arrive at the end of the month. Sylvia is doing a great job with the clean out and set up of this fiscal year.



At our request, James Fequet checked for Sylvia's Salary and proper Title for her position of employment. His opinion was that her title should be Accounting Clerk/Bookkeeper, for the work that she does, and \$10.00 per hour is a reasonable salary for her work. It is up to the Coasters if they want to pay her more or less.



Priscilla was advised on April 18th by the Treasurer to have the AGM minutes completed by the time Cornella left on May 8th, in order for Cornella to have them corrected and prepared for the Auditor to begin his work.

Radio Announcements

The Coasters requested that the following announcements be

made:

- ◆Office closure for the Easter Holiday (Good Friday and Easter Monday),
- ◆Inventory (annual) and for the set up of the 1996 Fiscal year.
- ◆Alliance Quebec youth Delegate selection.
- ◆Presidents participation in the Press Conference in Montreal, 1996 National Policy Forum regarding Tourism issues.
- ◆Coastar Contest winners.
- ◆Viewing of the "Filet Vide" documentary on Radio Television Quebec.
- ◆"The Coast Way" order form
- ◆Deadline to receive expressions and/or pictures for the Contest
- ◆Membership on and off coast campaign.

Visits to the Office

The President visits the office a few times per week to attend to business or to do errands for the association.



The Vice-President visits the office almost daily to attend to business.



The Treasurer visits the office monthly to attend to financial matters, and keeps in daily contact on up-to-date issues.



Budgetary Restrictions

Our budget has been pretty tight these last few months. Where we spend our money now requires even more careful supervision and sacrifice. The Coasters are really feeling the effects of the government cutbacks.



President, Vice-President, and Treasurer Decisions:

1. Become a member of the Tourism Association for a fee of \$250.00
2. Order a Coastway book for the office for a cost of approximately \$30.00
3. Pay Kirby to complete the work on the computer for a cost of \$750.00
4. Cornella will attend the QCNA Convention for a cost of approximately \$500.00
5. Dwight to attend Alliance Quebec convention at an additional cost of \$350.00, other than what was projected, to be paid through the fundraising account.
6. Scott will attend the

Tourism meeting in Halifax if he can obtain a free pass from Provincial Airlines.

IF FURTHER INFORMATION IS REQUIRED, PLEASE FEEL FREE TO CONTACT ME AT THE OFFICE.

THANK YOU!

Cornella Maurice

CORNELLA MAURICE
EXECUTIVE DIRECTOR

CM/sdr

Ref: 9606031.inf

