

# Executive Director's Follow-Up Report



April 2021 - March 2022

# **Executive Director's - Follow-up Report**

The following information outlines the highlights (summary) of the activities of the Coasters Association Inc. from April 2021 to March 2022, as a follow-up to the annual report of April 2020 to March 2021.

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# **Operational Structure**

#### **Board of Directors/Committees**

- The Coasters employed 52 employees across the Lower North Shore in 2020/2021, including seasonal workers, and managed approximately over 2.1 million dollars. Due to COVID-19 there were seasonal workers that were unable to be employed.
- It is very time consuming to manage approximately 35 projects and 52 funders.
- All activities (meetings, documents) as scheduled were carried out with the Executive, Board and Staff.
- Held three meetings of the board (May 27th, 2021, October 21st, 2021, February 24th, 2022) with presentations by partners (i.e.: Update on the Educational system (CSSL) Phil Joycey, Update on the Health system (CISSCN) Constance Monger, and Strategic Restructuring of the Organization Hugh Maynard, Kimberly Buffitt & Roderick Fequet
- Topics of discussion at the board meetings were: Approval of annual report April 2020 to March 2021, Annual General Meeting minutes – February 2021, Approval of Contribution agreement – April 2021/March 2022, Representation on Board, Approval of six (6) month report - April 2021 to September, Approval of Strategic Plan – Northern Research Center, Employee documents, Launching of website, and so much more. The meetings were very productive.
- On April 25th, Eileen Schofield, Cornella Maurice and James Buckle had a team meeting with representatives of Canadian Heritage, Tarek Toni, and Helen Meredith to discuss the 2021/2022 fiscal year contribution agreement, and to discuss increased funding for the future.
- Discussion was held on the implementation of the Canadian Heritage funding measures and community organizations were asked to give their feedback on the rollout, project application process and parameters of the funding.
- Presented the Contribution Agreement of Canadian Heritage to the board of directors at the May 2021 board of directors meeting and was approved. The annual report 2020-2021 of the Executive Director was presented and accepted for approval by the membership at the 2021 AGM.
- The Strategic Restructuring of the organization has begun through information sessions with the President, Executive Director, Staff, as well as two (2) surveys developed and forwarded to the staff for feedback, with the support of the Consultant, Hugh Maynard. The plan will be finalized in March, with feedback from the board, accepted by the board of directors in March, and presented to the membership at the AGM to approve of the draft plan in March, 2022.

## <u>Staff</u>

- Regular staff meetings and work sessions, workshops held on the Restructuring Plan, Communication Implementation Plan, Training Manuals, New employee positions, and Future development of the organization.
- An Orientation Manual for the Directors and Managers was created and approved by the Board of Directors. This manual is a part of the Restructuring process. The structure and processes identified for onboarding new employees; it will assist the new employees to integrate better into the organization.

- Job descriptions updated and produced for new employees, schedule of activities, work plans, meeting charts, committee representation, contact listing, and outcomes achieved.
- Five weeks (September 27th to October 29th) of work to gather material "Grey literature" to be placed on the Community on-line library with Quebec English-speaking Communities Research Network (QUESCREN) and Quebec English-speaking Communities Research Network (QUESCREN) and Concordia University
- Employed 52 employees across the Lower North Shore in 2020/2021, including seasonal workers, and managed approximately over 2.1 million dollars, due to COVID-19 there were seasonal workers that were unable to be employed.

#### Human Resources and Community Liaison Initiatives

- October 25, 2021: Human Resources and Community Liaison Officer (HRCLO) joined the Coasters Association to work in collaboration with Mr. Hugh Maynard, of Qu'anglo Communications & Consulting and members of the Coasters Association staff, to develop and implement a human resources management plan as well as to support the development and execution of an organizational restructuring strategy.
- November 23, 2021: Organized and assisted in the development and implementation of a Partnership Meeting in which discussions were held with network representatives on the benefits and opportunities to sustain and develop partnerships that come from working together to deliver positive outcomes for all network stakeholders. All participants agreed that those collaborative partnerships are strategically important for addressing the challenges that are specific to English-speaking communities in the province of Québec.
- November 24 & 25, 2021: Organized and assisted in the development and implementation of a Staff Retreat which focused on training as a means to foster team and relationship development and to create opportunities for participants to build ties with each other so as to facilitate collaboration going forward. To that end, the staff retreat included many activities which allowed staff to work together, discuss issues and to formulate solutions both for their communities and as well as for the Coasters Association as a whole.
- January 2022: Developed and implemented an Employee Training and Development Needs Survey to create an organizational training and development plan for thirty-six (36) employees for the 2022-2023 fiscal year.
- January 2022: Began collaboration with consultants and executive team members on the development of policies and procedures related to the ongoing organizational restructuring process.
- January 2022: Prepared a report summarizing the objectives, activities and outcomes from the November 2021 Partnership Meeting and Staff Retreat.
- January 20, 2022: Participated in the QCGN 2nd Roundtable on Representation as part of their Community Development Plan in which community partners worked on a draft of a shared strategic plan and framework for organizations serving English-speaking Quebec. This resulting plan and framework will establish common community priorities to inform

policy makers and decision takers while providing strategies for organizations to collaborate and take collective action to achieve together what we cannot accomplish on our own.

- January 20, 2022: Participated in a QCGN Language Rights Webinar in which concerns over Bill 96 were discussed including the position of QCGN, who has repeatedly spoken out against the bill, asserting that its use of the notwithstanding clause creates a "rights-free zone" in the province. Panelists, Senator Joan Fraser, former senator and La Presse editorialist André Pratte and left-wing independent journalist Christopher Curtis of The Rover shared their reflections on the proposed legislation and took questions from the participants in attendance.
- February 2022: Produced an Interim Status Report on the Services Québec Human Resources Management & Restructuring Agreement project.
- February 2022: Conducted a Community Needs and Assessment Survey by contacting 68 organizations and community groups from every village of the Lower North Shore to identify their priorities, actions and training needs. This survey was a follow up to a similar survey conducted in 2019.
- February 2022: Contacted and met with various organizations and network partners to obtain information and support related to the development and implementation of the Coasters Association 2022-2023 organizational/staff training and development plan.
- February 2, 2022: Participated in the consultations with the Treasury Board of Canada that were facilitated by QCGN on proposed amendments to the Directive on the Implementation of the Official Languages Regulations as it relates to federal communications with and services to the public.
- March 1, 2022: Participated in a workshop facilitated by Educaloi and the Rural Development Network (RDN) on Workplace Issues for Non-Profits in which topics such as Pandemic Protocols in the Workplace, Vaccine Mandates, Safety Protocols and Fireable Offenses at Work as well as Working from Home protocols were discussed. The workshop was facilitated by two employment lawyers who responded to questions from participant organizations.
- March 2022: Collaborating with consultants and executive team members to facilitate the development of two (2) project request applications to Services Québec of which one is related to Training and Development needs of staff and the other related to the Coasters Association Corporate Restructuring.

## Health, Safety & Environmental Initiatives

Phase 1:

- Developed the COVID-19 Action Plan
- Create documentation in relation to the COVID-19 Action Plan
- Review CNESST regulations on a regular basis and provide the Executive Director with any new information

• Collaborate with Kayla Kippen and Latesha Fequet in regard to the equipment required for the implementation of the Covid Action Plan.

#### Phase 2:

- Train all employees on required elements of the COVID-19 Action Plan
- Implement the COVID-19 Action Plan
- Set up Wellness Centers and Main Office as per COVID-19 Regulations

#### **Partnerships**

- Through partnerships, the board of directors maintained ten (10) locations/sites across the Lower North Shore.
- Partnership continued with the Fondation Uni-Aide. The provincial foundation of the CHSSN continued their support.
- Participated in all meetings of the local/regional groups and the provincial groups, as well as all government (provincial and federal) departments.
- Continued to participate in the activities and events of the QCGN, their AGM and consultations held virtually, as well as their Community Conversations event.
- Sustained partnership with CEDEC and continue to work in collaboration on potential projects for the future development of the Lower North Shore economy.
- Maintained partnership with the MRC and the five (5) municipalities, as well as office space for employees with two municipalities Municipality of Golfe St. Laurent and Municipality of St. Augustine.
- Continued a solid partnership with Quanglo Communications.
- An ideal model partnership with the CSL/Community Learning Centers/Schools and the CISSSCN.
- Worked in partnership with the Bio-products Solidarity Coop, Coop Voyages CoSte, and the ADT Tourism Development Association of the MBE.
- On-going partnership with L'Alliance to improve living conditions of seniors (Actions, Initiative's and Intentions), and received a plaque of appreciation.
- Three (3) meetings were held with the SADC to discuss COVID-19 relief measures in place for fishermen. And a number of meetings were held with DFO and MAPAQ, to put measures in place to support the economic development of the LNS.
- Continued partnership with Groupe Accessibility to provide activities to their members.
- Partnership with International Bio Marine Network to develop marine bio economy, and partner with U Arctic to improve research and development in the region.
- Maintained partnership with Bio-talent Canada and uOttawa to hire interns to support the Northern Research Center and BIAC Business Incubation and Acceleration Center, and conducted an interview with Bio-talent to be placed in their March report.
- Continued partnership with University of Quebec in Trois-Rivieres (UQTR) and CCTT Innofibre on the research and development of raw material extraction procedures and identification of the key chemical compounds. Maintained Master's program with UQTR. In the field of Science Engineering in Lignocellulosic Materials in the department of

Chemical Engineering.

- Participated in all the Service Canada meetings.
- Held meetings with the Regional Development Network and became a member of the newly formed organization to obtain their support in all our developments on the LNS.
- Worked with CASA, CAMI, North Shore Association, Heritage Lower St. Lawrence in the implementation of the RDIEQ project for regional socio-economic development funded by the Anglophone Secretariat. The final report is under development.
- Attended meeting with MRC Golfe Saint Laurent and Ministry of Environment and Innovation in June to discuss the program put in place by the Quebec Provincial government called the "Re-Launch of the Quebec Economy" to give economic priorities of the Lower North Shore that will be added to Cote Nord economic priorities and submitted to the provincial government.
- Through the Saines Habitude des Vie Regional Working Group continued to support Municipalities with favorable environment considerations when developing their communities in order to improve quality of life as well as create and maintain environments that are favorable to health and active lifestyle of the population.

## **Consultations**

- Participated in CEDFOB's Colloque La Boréalité: Innovation et perspectives d'avenir April 27, 2021
- Participated in a meeting with MAMH and the MRC to discuss their roles and responsibilities and prepare for meeting of the CAR in May April 28, 2021
- Participated in meeting with MAMH to discussion preparation of information for CAR meeting May 5, 2021
- Participated in a meeting with MAMH to provide updates on meetings with Government departments October 13, 2021.
- Participated in two (2) meeting with Table bioalimentaire Côte-Nord to introduce the NRC and discuss potential partnership initiatives May 11 & June 30, 2021
- Attended QCGN meeting with Dominique Anglade, leader of the Liberal Party of Quebec (PLQ), Hélène David, critic for the Protection of the French Language and other members of the PLQ caucus for a discussion about their plan for the future for the French language in Quebec May 19, 2021
- Attended QCGN's online Taking Action for a More Vital Community Forum March 15, 2022
- Participated in a meeting of the conférences administratives régionales (CAR) to introduce the Coasters Association to its members May 25, 2021
- Followed up with five (5) Municipalities (Blanc Sablon, Bonne Esperance, St. Augustine, Gros Mecatina and Golfe St. Laurent) to update challenges and needs.
- Followed up with twenty-six (26) community groups/non-profits to update challenges and needs.
- Attended session held by TAMARACK entitled "Investing in Leadership A CHSSN Case Study" - May 26, 2021
- Organized and carried out sessions with the North Shore Community Association (NRCA) to draft and finalize a collaboration agreement.

- Participated in sessions with MRC's Territorial Development Agent to discuss roles of both organizations and potential partner initiatives.
- Participated in meeting with MRC Consultant, Marie-France Brisson, to introduce the organization and discuss how the MRC and the Coasters Association can work together in the future June 10, 2021
- Participated in the Minister of Economy and Innovation's regional tour and took part in the discussions surrounding the development of the 2022 Québec Research and Innovation Strategy- June 2, 2021
- Organized and participated in a meeting with Ministere de l'Economie et de l'Innovation (MEI) to introduce the Coasters Association structure to SPN and to discuss the potential projects that support the development for the region October 6, 2021
- Organized and participated in a meeting with Ministere de l'Economie et de l'Innovation (MEI) to introduce the Coasters Association structure to SPN and to discuss the challenges of the Lower North Shore in accessing support July 8, 2021
- Organized and participated in a meeting with Société Plan Nord to introduce the Coasters Association structure to SPN and to discuss the implication of the Lower North Shore in the 2021-23 Société Plan Nord action plan June 22, 2021
- Organized and participated in a meeting with Société Plan Nord to review project submission January 11, 2022
- Attended online launch of Ocean Leaders Impact Program (OLIP) Call for Proposals Webinar July 15, 2021
- Attended online session The New Rural: Reimagining Rural Futures & Mapping our Way Forward August 24, 2021
- Organized and participated in a meeting with Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) to introduce the Coasters Association structure to MAPAQ and to discuss the implication of the Lower North Shore in the 2021-23 MAPAQ action plan. September 15, 2021
- Collected and translated strategic plans for twenty-one government members of the conférences administratives régionales (CAR)
- Participated in work sessions with Regional Development Network (RDN) to discuss ERCC initiatives.
- Attended the Regional Development Network (RDN) Preliminary Bill 96 discussion September 22, 2021
- Attended the Regional Development Network (RDN) online session "What is the Social Solidarity Economy?" January 26, 2022
- Attended the Regional Development Network (RDN) online session "Conflict Resolution" - February 23, 2022
- Attended the Bill 96 discussion with members of the Regional Development Network (RDN) and Secrétariat aux Relations avec Québécois d'Expression Anglaise (SRQEA) September 22, 2021

- Participated in the 2021 conference Creating Inclusive Economies: Building Bridges Between Public, Private, Civil Society Sectors (CIE Conference). September 28 & 29, 2021
- Organized and participated in a meeting with Société Plan Nord to introduce the Coasters Association structure to SPN and to discuss the potential projects that support the development for the region October 18, 2021
- Attended four (4) sessions 13 Ways online Masterclasses.
- Attended two (2) online sessions of the Educaloi workshops.
- Participated in QCGN Roundtable discussions.
- Participated in meeting with Steel River Group to discuss potential partnership initiatives. December 3, 2021
- Organized and participated in a meeting with Ministere de Tourism to introduce the Coasters Association structure to SPN and to discuss the potential for tourism development for the region January 27, 2022
- Attended CHSSN's online conference "Celebrating Resiliency" February 1- 3, 2022
- Attended CHSSN online Headversity Resilience Training Sessions (3).
- Attended CHSSN online Conference "Outreach Strategies and Supporting Behaviour Change" March 7 & 9, 2022

## **Networking & Partnership Initiative - NPI**

#### Lower North Shore Coalition for Health

• Lower North Shore Coalition for Health (LNSCH) held two (2) regular meetings to oversee and organize various initiatives (i.e, Senior Day centers, Avenir d'enfant, McGill, KIDS camp, Health Promotion & Prevention program, Telehealth - CHEP).

#### **NPI Activities & Events**

- In 2020-2021, the NPI staff were in a constant state of emergency and navigating a crisis due to the COVID-19 pandemic. In the following year, many activities and efforts were made to rebuild with the realities we now face. The communities were suffering, and programming was suspended during a time when it was most needed. Staff was heavily implicated in taking the time to better understand how to better serve the communities, training to do so, advocacy for improved access to services, and mobilizing funding to support the region given the current challenges. Some activities include the following:
- NPI support was provided in the application of multiple diversified funding totalling over one (1) million dollars
- Participated in multiple NPI Information Sharing Sessions
- Partnership agreements developed and signed with CSSL for shared infrastructure use for youth and seniors programming

- NPI support provided presentation creation and in consultation meetings held with multiple government departments:
  - Conférence Administrative Régionale de la Côte-Nord (CAR) on May 25, 2021
  - Ministère de l'Économie et de l'Innovation on July 8th, 2021.
  - Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec.
  - Société du Plan Nord on June 22, 2021
- Participated in meetings for the Patient Navigator Project: Performance Measurement Advisory Committee (PMAC)
- Disseminated 250 copies of "A Portrait of the territory- Driving Innovation for a stronger Future"
- Meeting held with CISSSCN public health department on September 23rd to discuss collaboration on health prevention promotion campaign and mental health
- Two (2) community organizers from the CISSSCN are actively participating in regular work sessions to improve community access to health and social services.
- Attended ten (10) Steering Committee sessions with the MRC to enhance the wellbeing of the communities on the Lower North Shore.
- One (1) meeting held on June 14th with Provincial Employment Roundtable (PERT) to review their development of Community Profiles for the Lower North Shore
- Participated in several SWC Advisory Committee meetings to review CHSSN SWC reporting, surveys, etc.
- Participating in regular CHSSN work sessions to improve community access to health and social services.
- Participated in the CHSSN Adaptation Event held on February 24<sup>th</sup>, 2021.
- Staff attended six (6) CHSSN workshops/webinars/online events covering topics as community-based health promotion, communications, women's health and social services, early childhood development, etc.
- Staff attended the CHSSN Celebrating Resiliency three-day conference from February 1-3.
- Presentation by staff at the CHSSN Celebrating Resiliency on Workplace Mental Health
- Staff participated in the Headversity training in partnership with CHSSN, to discuss workplace mental health and mental health first aid.
- Facilitated the connection between Headversity and CHSSN to establish a partnership in delivering Mental Health First Aid training to English-speaking organizations within the network.
- Presented at the CHSSN Celebrating Resiliency Conference to discuss Workplace Mental Health

## **McGill Project**

- Two (2) bursaries through the McGill Scholarship program for a total of \$15,000.00: Lakin Marcoux Bachelor of Engineering, Biomedical and Electrical, Ashley Buckle Dental Hygiene
- Completed McGill annual report for April 9th, 2021.

## **Foundations**

- Fundraising initiatives and events unable to take place due to COVID-19.
- Review of Foundation structure and strategic planning began to adjust to the new realities of fundraising. Fundraising activities will recommence in 2022.

- Review of Foundation operational, administrative, marketing, communications, graphic design, branding, website development. Committee meetings to be held in Spring 2022, including AGM planning.
- Supported the implementation of the Lower North Shore Health Fund through fifty-four (54) requests for assistance (up until February 18, 2022) totaling \$7,289.52 that contributed to a total of \$90,633.41 and 260 requests being distributed to community members who were dealing with illness since the implementation of the Lower North Shore Health Fund in 2012.
- The board and staff continued support to the Uni-Aide Foundation, Delta Waterfowl Foundation and the Lions Club. Uni-Aide foundation

## **Training and Development**

- Continued partnership with YES Montreal to provide business coaching to develop Social Economy initiatives on the Lower North Shore.
- NPI support provided for the planning, organizing and execution of two (2) Staff Retreats (June & November 2021)
- Staff participated in Headversity Resiliency Training, WRIKE Project Management Training
- Attended two (2) Networking and Partnership Initiative (NPI) networking events with the CHSSN.
- Attended webinar given by TAMARACK called "Leading through Crisis Introductory" held on April 6<sup>th</sup>

## <u>Health Initiatives</u>

- Maintained an Advisory Committee to the CISSSCN Board of Directors
- Johanne Beaudoin was appointed to the board of directors of CISSSCN to represent the Anglophone population in the Cote Nord region.
- Supported the members of the Board of Directors of the Centre intégér de santé et services sociaux (CISSS), by providing concerns forwarded by the Lower North Shore population.
- Various letters written to the CHSSN and Anglophone Secretariat to get support for maintaining staff in local clinics as the situation had reached a critical situation due to staffing shortages
- Participated in three (3) committee meetings for the Program of Access to Health and Social Services in the English Language of the CISSS de la Cote-Nord. Two (2) sub-committees were developed from this initiative, with the following mandates:
- Development of a satisfaction survey for the Interpretation Services: two (2) meetings held to date.
- Orientation services for anglophone users at CISSS Cote-Nord facilities: one (1) meeting held to date.
- Supported the development and distribution of a survey assessing the satisfaction with the Sept-Iles interpreter services. Supported the implementation of the 'ALLO' (Assistance linguistic liaison orientation) program, an initiative that provides yellow badges for bilingual CISSS staff members.
- Supported the creation of a pamphlet that distinguishes the differences between the Users Committee and the CAPP (Centre d'assistance et d'accompagnement aux plaintes) Côte-

Nord.

## Mental Health

- Application submitted to the CHSSN under the CHSSN Youth Mental Health Initiative for one year of funding form September March 2022 (\$15,000)
- Survey was distributed to English-speaking youth on the LNS from the ages of 18-29 (Youth Pulse Check Survey)
- Survey was developed and distributed with the partnership of the CSSL, for school aged youth 15-17, that was completed during school hours.
- Attended two (2) CHSSN Youth Mental Health Initiative Community of Practice sessions
- Meetings held with CISSS and CSSL to discuss youth mental health services and resources in the region
- Began drafting the Youth Mental Health Needs Assessment
- Started Youth Mental Health social media campaign #LNSLoud, purchased merchandise from local vendor to reduce the stigma surrounding mental health on the LNS
- Created an introductory video explaining the youth mental health project
- Applied for two more years of funding through CHSSN (\$30,000 per year).
- Began researching organizational mental health training and an organizational strategy for Workplace Mental Health and Well-being.

# Health Prevention & Promotion – HPP

## **Health Promotion**

- Participated in six (6) CHEP sessions
- September 15, 2021, Medical Emergencies in Seniors, seven (7) participants
- October 13, 2021, Understanding and Navigating the journey of Dementia, three (3) participants
- November 17th, "Taking action to prevent falls", three (3) participants
- January 19th, Decluttering for your Health, two (2) participants
- February 16th, From Social isolation and loneliness to Belonging and wellbeing, three (3) participants
- March 16th, Diabetes -Type 1 and 2

Developed monthly health promotional material to be shared via facebook (world spine day, world sight day, support health minds, breast cancer, mental illness, suicide prevention, cancer, arthritis, mistreatment of seniors, healthy exercises, health eating, fall prevention, etc...)

- On-going monthly promotional information shared through the Day Centers, and social media.
- Application approved for surplus funds under NPI program through CHSSN to support the creation of an HPP calendar. Penny Buckle was hired in January 2022 as HPP Coordinator
- Monthly HPP campaign carried out with an average of three (3) posts per month. This should be

for Penny to give out.

## Educaloi

- Project with Educaloi for 2021-2022 The goal of the Project is to inform English-speaking citizens about the law and to offer referrals to legal services; make Éducaloi's resources better known, and offer workshops to various audiences: seniors, parents, youth, etc.
- A workshop on Cyber Bullying took place in partnership with Y4Y and Commission Scolaire du Littoral. Three (3) schools (St. Paul's School, Mecatina School and Netgamiou) Sixty-seven (67) youth participated along the Lower North Shore. Presentations were done by Alex Petten, of Y4Y, Letasha Fequet, Coasters Association and Angela Morency of the Côte-Nord Community Justice Centre.
- Two sessions on March 15th on Marriage and Common Law and on March 29th, 2022, on Preventing fraud and scams against seniors, supported by Educaloi and Cote-Nord Community Justice Center.

## Wellness Centers

## Seniors Services

- A contract was signed between the Community Health and Social Services Network (CHSSN) and Coasters Association from April 1<sup>st</sup>, 2021, to March 31<sup>st</sup>, 2024 (3 years). Wellness Center launch was held on Friday, May 14, 2021.
- Eight (8) Senior Wellness Centers on the Lower North Shore; Kegaska, La Romaine, La Tabatiere, Tête à la Baleine, St. Augustine, St. Paul's River, Old Fort Bay, and Blanc Sablon, in partnership with Commission Scolaire du Littoral, and the Municipality of Golfe St. Laurent. Chevery center was in operation for only half of the year in 2021. Looking into this for 2022.
- One (1) employee allocated an extra five (5) hours per week for Groupe Accessibility (St. Augustine)
- Due to Covid-19, the centers were closed frequently, the phone pal program was maintained, with home visits when protective measures were lifted.
- Maintained the employment of the Day Center animators.
- Retained new hires for the Seniors Wellness Center: Bianca James (Blanc-Sablon) April 2021, Makayla Griffin (St. Augustine) May 2021, Torri Mansbridge (Bonne-Esperance) June 2021, Noella Guilmette (La Romaine) October 2021 February 2022
- Continuously evaluating and streamlining better communication lines between Animators, Managers and Senior Leadership.
- Participated in training sessions for Microsoft Excel by the CSSL. Managers and several animators completed the training.
- Training developed and completed for animators on the use of Google Workspace. This training will now be streamlined throughout the organization.
- Agreement with Municipality du Gulfe Saint Laurent to have an animator cook for senior in La Romaine.
- Completed a Doorway to Happiness: "A Walk for Wellness" on October 16th, raising awareness of Mental Health and Elder Abuse. The walk took place across the Lower North Shore in all eight Wellness Centers. A total of 90 community members participated, information on mental health and elder abuse shared after the walk.

- Finalized the Mental Health Resources brochure in partnership with the CISSS Cote-Nord.
- Remembrance Day activities completed in Bonne-Esperance, La Tabatiere and TALB. Postcards were created and sent to veterans with the seniors and animators in St. Augustine.
- Partnership with the National Assembly office of Lorraine Richard, députée de Duplessis, to complete a Christmas Activity in December for all the Senior Wellness Centers on the Lower North Shore (\$5,000). A total of 150 Christmas wreaths, 80 gingerbread houses and miscellaneous Christmas items were purchased and sent along the entire Coast. Activities were held at the centers with a total of 61 participants.
- Activity Booklets were created and delivered to the senior during the lockdown.
- Started a Pen Pal Program for Seniors across the LNS.
- Finalized project with Ministere des Famille under the Age-Friendly Québec (QADA) program, entitled "Senior Abuse is everybody's business." and submitted to MSSS in January 2022.
- Develop the Seniors Safety Plan (February 2022)
- March 2022 renovations of the Day Center in St. Augustine were completed, and a small opening was celebrated.

## Meetings and training sessions

- Participated in Wellness Center Team Meetings on a weekly/bi-weekly basis, updating the team on challenges and tasks that were taking place.
- CHSSN Building Together Series (April 28, May 28), Community-based Health Promotion Workshop (June 9), NPI Program Review and Annual Planning (January 12, 2022), Decluttering for your Health: Strategies for Coping with Chronic Disorganization, Hoarding and Downsizing (January 9, 2022)
- Staff participated in Performance Measurement Training by Health Canada on October 7, 2021
- Participated in Google Workspace training for new hires
- Participated in Mental Health first aid training with Headversity
- Webinars: Mental Health October 8th , Understanding and Navigating the journey of dementia October 13th , Decluttering for your health January 19th , Celebrating Resiliency January 2&3 , Celebrating the evolution and future of collective impact February 9th , Resilience Training February 15th , From social isolation and loneliness to belonging and wellbeing February 16th , Leisure and health promotion Feb 17th , the essential mindset and skill sets of backbone leaders February 23rd , headviersity resilience training February 24th , Outreach Strategies March 7th
- DROM Training December 10th

## Home visits

- Home visits were limited due to the pandemic; however, some took place once restrictions were lifted.
- Created and distribute Activity Booklets during lockdown
- Maintained the Phone Pal Program

## Adapted Transport

• File is being addressed at the MRC level.

#### Support to Partnering Organization

- Supported the Local Table for seniors in administrative tasks (Meetings, Agendas, Minutes, project development, etc) -May 14, 2021, November 18th, 2021, September 22, 2021, February 4th, 2022, Match 9th, 2022
- Partnered and provided support to senior groups across the LNS to carry out various activities. (Project development, assisting with reporting, etc...)

## **Wellness Centers - Youth Programs**

#### Little Coasters in Muddy Boots (MRC-du-Golfe-Saint-Laurent)

- Two (2) Animators (Bonne Esperance & West Sector including Kegaska, Chevery, Harrington, and Tete-a-la-Baleine) carry out activities that encourage the development of youth 0-5 years.
- Actions implemented to continue the eco-systemic approach process.
- Partnerships maintained with Centre de services scolaire du Littoral for infrastructures.
- Animator meetings held and regular follow up to support LCMB Animators.
- New Coordinator (Gabrielle Anderson) hired.
- Wellness Animator role created to bridge Early Childhood Development and Senior Initiative portfolio. Positions were created in consultation with local 50+ Clubs and CISSSCN Community Organizers.
- Application submitted to the Ministere de la Famille on September 30, 2021, for core funding for early childhood development. This application was rejected due to lack of Maison de Famille status. We are currently working with a representative on an application for one-year interim funding. We are also in the process of developing a new entity under the Coasters Association in order to be eligible for Maison de Famille status.

#### **Community Action Program for Children (PACE)**

- Work plan revised and approved by the Public Health Agency of Canada.
- Animator meetings held and regular follow up to support PACE Animators across the Lower North Shore.
- Three (3) Animators (Blanc Sablon, St. Augustine, Gros Mecatina) carry out activities that enable communities to develop a continuum of integrated services to promote health and social development of children and their families.

#### **Bright Beginnings**

- Introduction of the Community Language Development Program, allowing for anyone interacting with ages 0-5 to learn about language development from workshop with registered speech language pathologists
- Continue to meet with Eclore Cote Nord and contribute towards the Alliance Beneveillance subcommittee.
- Attended two (2) Regional Anglophone Network meetings in partnership with the North Shore Communities Association (NSCA). Work Plans were reviewed and aligned in regard to mental health initiatives. Will also be working and exploring options collaboratively for tablet purchases and community deployment.

- In partnership with NSCA:
  - `Information sharing regarding Triple P Primary Care training (cost, requirements & readiness checklist) shared with NSCA from Coasters Association.
- Literacy resources shared
- Discussions on implementation of Agir Tot program in Cote Nord and literacy programs that can be shared between regions.
- Promotion of resources from Public Health Agency of Canada and naître et grandir through distribution of Little Coaster Muddy Boots resource bags
- Parent Advisory Committee developed and implemented to increase in parent awareness of and involvement in childhood services and programs for ESC. 8 parents joined the committee from four (4) different communities: Kegaska, Chevery, Saint-Augustine and Bonne Esperance.
- A Special Needs Assessment Committee (SNAC) established to identify gaps and special needs in children, which the Coasters Association sits as a member on. A sub-committee will be developed to help the transmission of information to parents.

## **Healthy Early Years**

- Manager of Early Childhood Development, ECD Animator from La Tabatiere, and Director of Youth and Development completed accreditation for Triple P Primary Care (level 3) training. This will enable light touch parenting intervention services for LNS families.
- Manager of Early Childhood Development and PACE Animators (Blanc Sablon, St. Augustine and La Tabatiere) are enrolled in the Child and Nature Alliance Outdoor Practitioner course and currently receiving training in monthly Zoom sessions. Onsite practical tentatively scheduled for June 2021 (rescheduled from June 2020 – canceled due to COVID-19. New session pending at this time.)
- All ECD Animators completed Google Workspace training.

## KIDS Summer Camp

- The 2021 Summer Camp program had six (6) counselors hired through Young Canada Works and sixteen (16) participants attended throughout the summer.
- Six (6) student counselors' application through Canada Summer Jobs for the 2022 camp season was submitted on January 25th, 2022. Application is pending at this time.

## Youth Employability

- Application for Young Canada Works 2022 project was submitted on February 3rd, 2022. Applied for one (1) student position for welcome guide development. This application is pending at this time.
- Application for Canada Summer Jobs 2022 project was submitted on January 25th, 2022. Applied for six (6) camp counselor positions and two (2) marketing/communications students. This application is pending at this time.
- Application developed and submitted to Career Launcher for Junior Bioprocessing Intern. This application was accepted, and the role started in January 2022, running until September 2022.
- One (1) intern was hired under the BioTalent Student Work Placement Program to assist with

housing assessment study in Tete-a-la-Baleine. This project was in partnership with the Municipality of Golfe du Saint Laurent and ran from May - August 2021. The youth successfully completed the internship. Report produced in English and French.

- Three (3) youth roles funded through the YESP under Agriculture and Agri-Food Canada. This funding included a maximum of \$14,000 for salaries, plus an additional \$5,000 per employee for youth facing barriers.
- Application submitted to MTESS on December 10, 2021, in partnership with the Provincial Employment Roundtable for a youth employability and mentorship program. This application is pending at this time.

## Youth Engagement

- Youth Engagement Guide & Toolkit completed in June 2021, document has been placed on the Coasters Association website and printed for distribution.
- Youth Forum Report completed in June 2021, document has been placed on the Coasters Association website and printed for distribution.
- Application submitted to the Canadian Heritage Dedicated Fund on November 15th, 2021 for a youth development project in order to enhance engagement with youth through coordination and programming. This application is pending at this time.
- Four (4) Interns hired to support communications, data collection, businesses, bio development and marketing initiatives.
- One (1) youth survey carried out with age demographic 18-35 to determine employability needs and challenges facing youth in the region

## **Speaker Series**

• A second Youth Speaker Series is in development for Fall 2022 through collaboration with CLCs and HOME Committee partners.

## **Interns and Master Students**

- One (1) university student completing their master's remotely on the coast in Chemical Engineering with the University of Quebec & Three Rivers
- Partnership agreement in place with the University of Ottawa and twelve students (12) completed applied research and completed keystone projects on a biofuel factory and soap manufacturing.

## Place aux Jeunes

- Two (2) successful migrations
- 92 jobs added to the PAJ website for the Golfe-du-Saint-Laurent area
- 2nd phase of 1st application to the Secretariat a la Jeunesse submitted in April for the Youth Hub, application was refused. Another application was submitted under the same project on September 21st and application was refused.
- Attend H.O.M.E. Meetings and work on initiatives with the Director of Youth and Development
- Application completed to Canadian Heritage for Covid Recovery Fund. Application was accepted and the Recovery Fund is a two (2) year project. Beginning in February 2022 and ending March 2023 for a sum of \$100,000.
- Application submitted to Canadian Heritage in collaboration with the Director of Youth and

Development and the Director of Operations and Innovation under the dedicated fund entitled "Enhancing Community Vitality through Youth Development" - Pending approval.

- Formed a working group with PAJ Cote-Nord agents and Regional Coordinator for PAJ.
- Attend Steering Committee (PROGRESS Table) meetings, chaired by the MRC.
- Support any and all projects related to youth.
- Support interested individuals through PAJ
- Organize exploratory stay for Health and Social Services students (was postponed due to Covid)

#### **Regional Development Network**

- Two (2) surveys carried out in November 2021 for the youth and adult demographics to assess the employability factors and challenges facing these populations within the region. Forty-seven (47) youth and thirty-two (32) adults completed the surveys.
- Two (2) infographics developed from survey results and shared on social media platforms and with HOME Committee partners to increase awareness of employability factors.
- Four (4) meetings held with Regional Anglophone Network partner NSCA.
- One (1) introductory meeting held with the regional CJE office. Discussion on support available to our region.

#### Nutrition North

- Nutrition North Canada Nutrition Education Initiative Leatrice Collier, Mason Organ
- Two (2) staff maintained for the Nutrition North Program in the Municipality of Gros Mecatina.
- Five (5) year extension granted to the project from 2021-2026.
- Twelve (12) informational brochures completed and disbursed through the two communities in the Municipality promoting a healthier Gros Mecatina and nutrition education.
- Distributed vegetable and herb seeds and offered distance one on one gardening information workshops.
- Seventy-Seven (77) Let's Talk Healthy activities carried out by the coordinator/animator in person or via internet/telephone.
- Fourteen (14) nutrition and food preparation trivia contests offered online via social media.
- Four (4) recipes per month are shared online to continue promoting our fruit or vegetable of the month.
- Twelve (12) sets of recipe cards produced in partnership with local grocery stores.
- Five (5) Workshops held with Mecatina School.
- Ten (10) activities held with the Kitchen Brigades program (Mecatina School).
- One (1) activity held or along with each of the following, PACE, Terry Fox Run, Walk for Awareness.
- Partnerships maintained with thirteen (13) organizations across government, commercial and nonprofit sectors.
- Kitchen equipment/supplies and office equipment purchased to aid in the implementation of nutrition education activities for the populations.

# **Economic Development**

## Lower North Shore Bio-products Cooperative

- Board of Directors six (6) elected officers maintained for the Lower North Shore Bio-Products Cooperative- James Buckle- Coasters Association representative.
- Partnership maintained with L'Onvie a company out of New York in the United States to develop manufacturing facilities for Cosmetics.
- Partnership maintained with Integrity to sell active ingredients.
- A partnership was maintained with Integrity, University of Quebec at Trois Riviere (UQTR) and Aqua to create six (6) new liquid extracts from wild berries and birch sap, and powder extracts using wild berries that will be sold for use in cosmetic and nutraceutical products.
- A partnership maintained with Integrity Ingredients Corporation to distribute extracts, attend trade shows and market the products.
- Continued partnership with University of Quebec in Trois-Rivieres (UQTR) and CCTT-CedFob on the research and development of raw material extraction procedures and identification of the key chemical compounds.

## Through CedFob support - Audit for Estee Lauder

- Revision of current SOP's (safe operating procedures)
- Implementation of document control procedures and management system
- Retaining samples from incoming raw materials for 2021
- Creation and implementation of the overall health, safety and environmental management system.
- Developed, implemented and maintaining preventive maintenance program
- Revision of pest control program
- Developed policy statements
- Develop and implement internal training programs for employees of the coop and harvesters
- Develop quality supplier (harvester) agreement.
- Develop internal audits and inspections as per CNESST regulations and government legislation
- Develop formal hazard assessments with Corren Goddard for all equipment and processing procedures in the Coop.
- Currently creating new SOP's (safe operating procedures) and developing formal hazard assessments with Samantha Tinkham on the research side of the Coop.
- Develop emergency evacuation procedures
- Train Manager of Coop on internal WHMIS (SIMDUT) as per Government regulations

## Through CedFob support - Field Technician Work

- Organize and receive plant shipments from research center in La Tabatiere
- Review plot plans for all plants with Kimberly Organ
- Plant all received plants out to Salmon Bay Ridge

## **Production/Employment**

- One (1) Manager of coop (Coreen Goddard), three (3) NTFP collection agents, and fifty-six (56) harvesters maintained.
- Developed a marketing strategy and three products with Integrity Ingredients to launch in April 2021
- The Cosmetic Manufacturing Business Plan for the Coop was submitted to MEI and worked with Samuel Turgeon of PCA accounting on evaluation of viability of the project.
- The Lower North Shore Bio Products Cooperative has been meeting with various departments to finalize environmental permits for water and waste treatment for new facility construction.
- In partnership with Service Quebec and CSSL had nine (9) harvesters complete training and work placement with the Lower North Shore Bio Products Cooperative
- Provided operational, administrative, marketing and graphic design support for cooperative related events, including various meetings

## <u>Partnerships</u>

- Partnership with Labrador in the beginning stages through multiple meetings and working sessions.
- Partnership with CSSL to support youth R&D and to develop the LNS Business Incubation Acceleration Center and Wellness centers by housing the satellite offices across the Lower North Shore
- Partnership with the CSSL to provide space for Senior Club, Meals on Wheels and Wellness activities in St. Pauls' River
- Eight (8) partnership agreements renewed/developed: CSSL infrastructure use, CEDEC staff support to service LNS, Groupe Cadoret Employee on the LNS, ADT Consultant services, UQTR Master's program and sharing of resources, University of Ottawa 4 Interns, CEDFOB- supercritical CO2 extraction, Steel River Group staff, school bursaries, and financial support for Place aux Jeunes
- Partnership agreement established between existing Food Bank program carried out by catholic church in Lourdes De Blanc Sablon to expand services across the Lower North Shore territory in conjunction with Coasters Association Inc
- Partner with 13 Ways to implement assessment survey for participants of the Coastal Summit

## **International Partners**

- Joint venture ongoing with CSL, UQTR, Memorial Universities and nine of the fifty-five Quebec CCTTs on establishing a network of local, national, and international partners ready to share their expertise with new entities such as the BIAC.
- International Blue Coop maintained, and bi-weekly meeting held with international partners from France, USA and Switzerland

## Northern Research Center

- A meeting was held with Memorial University to advance partnership with Labrador Development Corporation in April. Meetings held regularly with Memorial University to discuss joint initiatives and continued partnership.
- Northern Research Center Strategic Plan for 2020-2025 completed
- In the process of developing the division structure and investment model for the Northern Research Center
- Development of a database of all non-profits, committees, SME's and artisans on the Lower North Shore
- Weekly work sessions held with CEDEC to discuss collaborative economic development opportunities. Formed a collaborative public, private civil society venture to find innovative ways to leverage e-marketing and e-commerce to boost competitiveness of businesses in the region
- Development and implementation of a survey with Non-Profit organizations and small and medium enterprises to determine needs and challenges in regard to running their business/organization and need in regard to training
- Housing assessment completed in Tete a la Baleine, report was produced and provided to Municipalité du Golfe-du-Saint-Laurent
- Housing assessment finalized for Municipality of Bonne Esperance to determine amount of housing required and viable rent structures, funded by the Steel River Group.
- Meetings held with the Coasters Association- Northern Research Center division team
- Attended work session with CedFob and worked in collaboration for the implementation of the five (5) ongoing projects in territory
- Lab equipment ordered in collaboration with CedFob to set up lab at the LNS Bio-Coop Building
- Two (2) additional individuals, Logan Woodland and Caitlin McDonald was hired in collaboration with CedFob to complete all required work
- Pakuashipi birch sap report and mapping completed and deposited to the band council
- In the Municipality of Bonne Esperance four (4) businesses (Shore Grow, ADT, LNS Bioproducts Solidarity Coop, Bleu Nordique) supported (marketing support, branding, administrative support, etc)
- In the Municipality of St. Augustine one (1) Native (Pakuashipi) Band Council supported (Birch Sap project) two (2) reports published
- In the Municipality of Gros Mecatina one (1) business (Agro) supported (branding, website development, etc.)
- Met with Sheila Downer of Memorial University to discuss possibilities of hydrogen production
- Met with representative from Alaska Ocean Cluster to discuss possible collaborations in marine development
- Meetings with UQTR Simon Barnabéto discuss the development of a masters program in the social sciences field with a youth from Kegaska
- Weekly meetings with University of Ottawa students in support of their BioEcoDevo project to create lotion bars and soaps with the LNS Bioproducts Solidarity Coop products
- Project with the Association Development Tourism (ADT) was completed to develop a tourism marketing strategy for them. The report and strategy was finalized, and the

promotional video is in the process of being finalized

- Participated in DFO's Blue Strategy development meeting in collaboration with CEDEC
- Met with Table BioAlimentaire to discuss possible partnership opportunities, has not moved forward until next summer season
- Project for MRC Tourism Media started, visiting six (6) villages (Harrington Harbour, Chevery, Tete a la Baleine, Gros Mecatina, Blanc Sablon, Bonne Esperance) so far to capture footage.
- NRC team (Honlee, Mason & Katie) attended Bishop's Youth Forum in Sherbrooke from August 10-18th 2022.
- Market Analysis under development for four (4) pre-identified industries for development Agriculture, Bio-development, Aquaculture & Fisheries and Tourism
- One (1) application submitted to MEI for a Coordinator of the BIAP (\$68,892)
- One (1) application submitted to Communautique Digital Skills for Youth for Digital Marketing Intern (\$20,790)
- One (1) application approved by AAFC for salary and barrier costs (\$57,000)
- One (1) application submitted to Plan Nord for a Coordinator of the BIAP (\$27,559)
- One (1) application submitted to MTESS in partnership with PERT for a youth mentorship coordinator (\$209,571)
- One (1) application approved by CICAN for Junior Bio-process Engineer in partnership with CEDFOB (\$32,000)
- Application developed and submitted to Indigenous Services Canada, in partnership with Conseil de Pakuashipi, (\$1.5 million) pending
- Met with Brador Harbour Authority to review the infrastructure concerns with the current wharf.

## Small Medium Enterprise

- Ongoing support for ADT Bonne Esperance, marketing strategic plan, logo and brand developed.
- Provided Gite La Tabatiere with google ad services and promotional video
- Ongoing Networking and brand Proposals, website, brand and logo consultations with AGRO
- Branding Proposal created for Bleu Nordique, packaging designs and ongoing marketing consultations.
- Product development with University of Ottawa for Bleu Nordique
- Consultation with CSSL Adult Education services regarding training needs and direction for the territory.
- Video content created on the territory for promotional purposes. networking across regions and industries by videographer.
- Survey of e-commerce situation on the Lower North Shore in partnership with CEDEC.

## **Laboratory**

- Junior Bioprocessing Engineer was hired under the Career Launcher Natural Resources Program
- Project submitted and accepted through DEC for Lab equipment for the Laboratory.
- Project submitted through CedFob for laboratory equipment to be installed on the Lower North Shore-project accepted.

• Laboratory set-up started and awaiting additional equipment

## <u>Tourism</u>

- Continued partnership with Voyages CoSte travel agency, and a member of the board of directors.
- Meetings held with the President, Vice President of the Tourism Development Association (ADT) and Coasters to follow up and update work completed for the Tourism Project.
- Organized meetings with the businesses interested in the project in Bonne Esperance.
- Researched marketing strategies for tourism in regions similar to the Lower North Shore (i.e. Newfoundland, Norway, Alaska, etc.)
- Created and presented a marketing strategy for the Tourism Development Association
- Captured photo and video content for the Tourism Development Association
- Created four (4) logo variations and colour palettes in a comprehensive brand proposal for the Tourism Development Association
- Meeting held with the President, Vice President of the Tourism Development Association (ADT) and Coasters to present brand proposal and discuss next steps
- Meeting held with Alberte Marcoux to present a Partnership Agreement with Voyage Coste.
- Created three (3) logo variations along with color palettes in a comprehensive brand proposal for the Tourism Development Association.
- Meeting held with the President, Vice President of the Tourism Development Association (ADT) and Coasters to present the new brand proposals and marketing video.

## **Training/Courses**

- Ongoing Partnership with UQTR and Memorial University in developing science and business programs on sustainable Arctic product development.
- G-suite training carried out on April 14<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup>, May 5<sup>th</sup>, and 12<sup>th</sup> with all staff throughout the Coasters Association.
- Attended Connexus Conference for four (4) half days.
- Drone Course in progress.
- Meeting held with Service Quebec, Commission Scolaire du Littoral on April 16th, May 7<sup>th</sup>, 13<sup>th</sup>, 19<sup>th</sup>, and July 9<sup>th</sup> to discuss training and projects for individuals displaced from loss of work due to COVID-19
- Attended training session entitled "Community Development and the Collective Planning Cycle" on June 18<sup>th</sup>
- Non timber forest product training developed and carried out with nine (9) participants.
- Training needs assessment carried out across the territory with non-profits, municipalities and small and medium enterprises to determine training requirements.

# **Communications & Marketing**

## **Communications**

- Internal and External Communication plan still under development (5-year strategy)
- Developed and implemented a Communication Implementation Plan to build awareness of

our programs and services, as well as highlight staff throughout the territory.

- Communication planning meetings held when necessary.
- Created social media template to promote new hires and internal promotions
- Google Workspace (drives, folders, forms, worksheet, etc) being utilized by all staff with three (3) Administrators
- All employees using the @coastersassociation email addresses and standardized signatures
- Joint communication task force created between the MRC Golfe Saint Laurent and Coasters Association to distribute information daily from government, local services and information from the CISSSCN on social media, radio stations and on local bulletin boards.
- Completed translation on communication materials as required in collaboration with MRC Golfe Saint Laurent.
- Established a partnership with APP'S CANADA to further promote the organization. Will be further considered once the web page is updated
- Promoted and published the organization through PSA's, interviews, press releases, etc... on the local radio, CBC radio, Radio Canada, Cable TV, etc...

## Marketing

- Tutorial held with staff to present the new social media content calendar and restructuring of social media
- Developed a Content Calendar to organize social media
- Restructured social media for the three (3) Facebook pages (Coasters Association, Wellness Centers, Northern Research Center)
- Development and launch of Coasters Association website
- Created Facebook group under Wellness Centers for Little Coasters in Muddy Boots for communications between parents, animators and Manager of Early Childhood development
- Implementation of new social media content calendar
- Filming and production of "Story Time with the Coasters" during the Holidays (Christmas stories read by Coasters staff every night leading up to Christmas Eve)
- Designed and created graphics required for social media posts for businesses, organizations, SME's, etc.
- Maintenance of 3 Facebook pages, 1 linked in page, 1 Instagram page, 1 twitter page, 1 website.
- Branding Guide developed by Branding Summer Intern
- Branded templates for staff use developed by Branding Summer Intern Letterhead, report covers, minutes template created but needing adjustments.
- Registration documentation, training, etc. completed by Videographer to operate Drone
- Budgets and Inventory for current and future communication and marketing developments completed.
- Continual branding of past and present internal documentation.
- Continual analysis of relevant market trends and promotional tools relevant to our organization and its divisions.
- Brand proposal and colour palette variations presented to Shore Grow/Salmon Bay Farms
- Product mockups created by Branding Summer Intern for Bleu Nordique

- Developed newsletters
- Promotional materials to be placed on social media as required
- Prepared documents to be presented at the AGM and messages for other events

#### Videographer/Filmmaker

- Video footage collection in the region for marketing and communication purposes.
- Development of Master Video footage list and story boards for videographer.
- Creation of short promotional videos by videographer intern to showcase the region, the organization and the development of the four (4) prioritized industries.
- Video interviews and facility footage done with Pecherie Petit Havre, the Anchor, Patty's diner, 50+ Club members (green house), Bioprodcuts Solidarity Coop.
- Development of promotional video is in progress for above-mentioned SME's.
- Video interviews and facility footage done with Local Artisans, Whiteley Museum, Local Fishermen, Local Woodworkers, Berry Harvesters.
- Video footage collected for Bonne Esperance communities still in progress.
- Development of promotional videos is in progress.

#### **In-office** Activities

• Carried out all the office duties as stated in the annual report and more.

## Conclusion

Should any member, partner, etc.... request additional documentation or further information regarding any of the above-mentioned summary of activities, please feel free to contact the office (*refer to staff listing*) at your convenience and we would be pleased to accommodate you.

## THANK YOU!

## **Cornella Maurice**

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