

ANNUAL GENERAL MEETING



COASTAL SUMMIT SERIES 2020

REVIEW FROM THE SERIES



OVERVIEW OF PARTICIPATION

COMMUNITY

9 sessions held total

23 hours of consultation

25+ participants at
each session

LEADERSHIP

2 sessions held

2+ hours of community
building

72+ participants at
each session

PARTNERSHIP

2 sessions held

10+ highlighted
partnerships

10 local panelist

82+ participants at
each session



COASTAL SUMMIT SUMMARY

COMMUNITY OF KEGASKA

STRENGTHS

Installation of new waterline
Potential installation of sewer line
Funding for new community center

WEAKNESSES

Complicated process to acquire land
Lack of diversity in employment
Lack of presence from MRC
Lack of local infrastructure/access

OPPORTUNITIES

Major increase of tourism in the community
Many possible tourism experiences available
i.e., campground, day trips, etc.
Repurpose the fish plant building
Gateway to the LNS
Shared posts for employment

THREATS

Lack of developed land
Lack of community consultations
Inadequate water supply
Lack of ownership in infrastructure i.e., fish plant
No space for community programs
Lack of human resources for the community

COMMUNITY OF LA ROMAINE

STRENGTHS

Municipal House (Maison Municipal)
Strong senior participation
Community kitchens
Community garden & garden boxes for seniors

WEAKNESSES

Lack of communication with Coasters Association
Lack of communication with English communities
No municipal parking
Lack of employment opportunities (work in Unaman Shipu, not La Romaine)
No interest from Unaman Shipu to partner

OPPORTUNITIES

Training
Tourism (B&B)
Adapting vacant school into seniors home
Mini golf site
Camping site & gazebo

THREATS

Closing of Marie Sarah school
Majority of population is aging and retired
No fishing industry
Lack of youth

COMMUNITY OF CHEVERY

STRENGTHS

Covered rink / Community center
Access to the school
Green spaces in the community
Welcoming community

WEAKNESSES

Lack of family-oriented activities
No active tourism committee
No infrastructure for a heritage space
Not enough support of summer tourism

OPPORTUNITIES

Compositing site development
Developing and preserving heritage
Collaboration with Harrington Harbour
Potential hiking trails
Online store for artisans
Land development / Housing
Vacant housing

THREATS

No social activities
No hotel or restaurant

COMMUNITY OF HARRINGTON HARBOUR

STRENGTHS

Seafood Coop
Fish plant
Outdoor pool
Rowsell House

WEAKNESSES

Lack of employment / low salaries
Local transportation issues
Costs of transportation of goods
No services to offer tourists
Tourists not spending money in the community

OPPORTUNITIES

Shipping live product (lobster)
Tourism (develop LNS package)
Land can be developed
Fish biproduct waste used for compost
Coalition 128 & Airline Charter Co-op to be established on the Cote-Nord

THREATS

Lack of youth & young families
No road link
Lack of human resources
Land constraints
Accessibility to services, mainland
Transportation services very poor
Airfare is very expensive

COMMUNITY OF TETE-A-LA-BALEINE

STRENGTHS

Radio station
Weekly tours for tourists from the Bella
Some winter tourism
Auberge (also serves meals)
Engaged population, ready to develop

WEAKNESSES

Salaries are not competitive
Expensive to move
Lack of healthy food options
Secure promotor funding contributions (20-30%)
Lack of leisure activities for adults
Limited hours for the library
CSSL has no housing / lack of rental housing

OPPORTUNITIES

Culture projects (Cafe, Cine-Club)
Winter tourism
Agricultural development
Compost site, peatmoss beds, etc.
Place aux jeunes
Land available for development

THREATS

Small number of youth in school
No 15-40 year old citizens
Lack of human resources
Securing salary for staff at CJTB
No lodging for purchase or rent
Transportation issues

MUNICIPALITY OF GROS-MECATINA

STRENGTHS

AGRO
Improvements in the waterline
Hard working people
Arena
Nutrition North program
Three fishing clubs

WEAKNESSES

No road connection to rest of the LNS
No hydro at AGRO
No marketing for AGRO, tourism, etc.
Airfare rates are high
Funding process; application, identifying funds,
etc.
Build up of scrap metal

OPPORTUNITIES

Fish plant building
Hub for internet access/remote work
Land/housing available for purchase and rent
Possible tourism opportunities
Blue economy (algae, sea cucumber, etc.)
Upcoming roadwork provide local employment
Local that sits on Culture Cote-Nord board

THREATS

Transportation costs for goods are very high
High job loss due to fish plant closure
Youth retention (not returning)
Lack of employment
Low student numbers

MUNICIPALITY OF ST. AUGUSTINE

STRENGTHS

Natural resources (river, forest, berries, etc.)
Arena, park, municipal garden
Active tourism committee
Two ice fishing cabins for rent
Multi-purpose municipal building
STQ employment
School access for programs / working with seniors

WEAKNESSES

Bridge needed to cross river
Bella not effective, arrives late
Hovercraft schedule not flexible
Fast link ferry project did not move forward
No activities for adults
Lack of full-time employment options

OPPORTUNITIES

Year round tourism, recording local history
Waterfront development
Close work with Pakuashipi
Connect all sports/leisure committees on LNS
Online store for artisans
Land available for housing
Potential for agriculture, blue economy industry

THREATS

No road access
Lack of lodging to buy or rent
Youth retention
Lack of diversity in employment

MUNICIPALITY OF BONNE ESPERANCE

STRENGTHS

Elementary school / Highschool, parks & playgrounds
Road connection
Active seniors group
Coasters Association head office
Number of youth return and job creation
Adult Education Center, Fish plant
Active sports and leisure committees

WEAKNESSES

Old Fort Bay wharf infrastructure needs upgrading
Difficulty finding funding, MRC funds hard to secure for business
Difficulty to get land
Lack of understanding of CCQ restrictions, outside companies not employing locals
Airfare is expensive, mail service
Caisse Populaire Business Center not on LNS, difficult to deal with
Fisherman from MBS & MBE travel to Kegaska - need more infrastructures and amenities
Year-round recreation center
Scrap metal and recycling products hard to export

OPPORTUNITIES

Fish plant in Old Fort & Middle Bay, OFB wharf (deep harbour)
Tourism development
LNS Biproduct Coop
Municipal Waterfront Project
Use of fish biproducts
Waste Management
Biodevelopment
Training with CSSL
Community beautification

THREATS

Lack of employment opportunities for all ages
Difficulty securing CCQ card
Travel costs are high
High transportation costs for shipping
Lack of human resources
Lack of infrastructures
Lack of housing/rentals
Difficult to obtain land

MUNICIPALITY OF BLANC SABLON

STRENGTHS

Tourism, campground
Ferry connection, Labrador highway
Welcome Center, Radio Station, SQ office
Arena with one paid staff
Marina, floating docks
Local beach

WEAKNESSES

Lack of human resources/funds for HR
High senior population, lack of resources for them
Organizations need support with finding funds & writing grants
Fishing industry not growing, wharf feasibility, Brador wharf \$
Lack of volunteers
High turnover at CISSS
Arena maintenance costs, HR
Fisherman going to Kegaska - lack of infrastructure/amenities
Lack of diversity in employment (science, engineering)

OPPORTUNITIES

Tourism experiences (ability to offer more)
Sports Complex (add more activities)
Fishing industry growth
Link sports & leisure committees on LNS
Agriculture opportunities
Regional organizations to hire local
Marketing for the LNS
Pier at the beach

THREATS

Not enough resources to keep seniors at home
Bella services are poor
Difficulty finding home care worker
Lack of housing or lodging
Transportation of fish products to market
No fundraising due to COVID



LEADERSHIP SUMMIY SUMMARY

STRENGTHS

Cultural Capital:

- Rich cultural history
- Unique artisanal products

Human Capital:

- Our people; resilient, skilled, resourceful, genuine, determined, volunteerism
- Language diversity; English, French, Innu
- Curriculum for northern research

Natural Capital:

- Low pollution, scenery, wildlife, potential for use in scientific field

Social Capital:

- Close knit communities, information sharing amongst communities

Built Capital:

- High speed internet

Political capital:

- Collaboration and connections with partners

Financial Capital:

- Funding secured for two additional MRC development agents

WEAKNESSES

Financial Capital:

- Missing opportunities for funding programs, unaware of programs, unable to complete applications
- Not fitting criteria for funding opportunities, does not fit LNS realities
- Securing promotor portion of funding is often difficult
- Lack of business support, no Caisse Populaire Business Centre

Political Capital:

- MRC is young compared to others, need to increase capacity
- MRC policies not progressive (non-compete), human resources (need more agents) and more local collaboration
- Not enough regional representation in the Cote-Nord, no voice in the Cote-Nord
- Provincial regulations and policies do not meet LNS realities

Human Capital:

- Salary scale is not progressive, people earn more income from EI
- Locals not receiving employment from outside companies
- Seasonal work, need more full-time opportunities
- Always the same volunteers

Built Capital:

- No access to basic services i.e., water, housing
- No housing or land available for development (need to expand urban parameters)

Social Capital:

- No regional consensus on priorities, communities do not always welcome change, communities not working together
- Communities duplicating work because they are not sharing resources between each other

THREATS

Human Capital:

- Population decline, exodus of youth, families
- Lack of full time employment opportunities
- Lack of human resources

Built Capital:

- Transportation - high costs, no road access, food security
- Insufficient land available for purchase or development
- Housing- lack available purchase or rent, no low income housing

Political Capital:

- No focus on priorities
- Lack of understanding of program funding and how to adapt to the LNS

Social Capital:

- To attract youth, both economic and social opportunities are needed

OPPORTUNITIES

Natural Capital:

- Use natural resources for innovative research and economic development
- Northern Research Center - innovation and economic opportunities

Human Capital:

- Become a leader in northern research and development
- Training with CSSL i.e., carpentry, equipment operator, FSL, etc
- Expand on tourism i.e., experience packages, winter tourism, National Park
- Promoting entrepreneurship for youth and adults (CSSL, CA, MRC)
- Connect Cote-Nord entrepreneurs with youth on the LNS for mentorship

Financial Capital:

- More investment from regional departments

Political Capital:

- More events that bring key players together i.e., Coastal summit
- Anglophone Secretariat to assist with organizing meetings with Government departments
- Connect with Table of Prefees (Cote-Nord)

Built Capital:

- High speed internet to encourage remote work; increasing full time employment opportunities
- Telemedicine to meet with doctors for consultations, follow ups, etc
- Video-conferencing capabilities i.e., CSSL using for speech therapy
- Survey population - Audit of housing available for purchase or rent
- Feasibility study of the Multi-functional train is completed

Social Capital:

- Explore the implementation Chambers of Commerce

A photograph of a rustic wooden cabin with a gabled roof and a chimney, partially obscured by a semi-transparent dark grey rectangle. The cabin is surrounded by snow-covered evergreen trees. The text 'PARTNERSHIP SUMMIT SUMMARY' is overlaid in white on the dark rectangle.

PARTNERSHIP SUMMIT SUMMARY

BREAKOUT SESSION REVIEW

ADAPTING POLICY

- Find ways to communicate with government officials and demonstrate the unique situation we are in on the LNS. Communities need to have a strong and clear message in order for it to be understood.
- Communities need to understand how government works better
- Understand that our way of life is completely foreign to everywhere outside of Quebec and learn to communicate this reality.
- Ultimately every department works differently and its up to the community to get familiar with these departments to understand how to work together and ensure that policy is created to address specific issues.
- Communities need to be ready for radical changes that occur from these policy changes.
- Create a community mobilization model that is based on demographics and data. Have tangible data and reflect on it to create a concrete message.

BREAKOUT SESSION REVIEW

SUSTAINABILITY OF THE COMMUNITIES IN RURAL REMOTE REGIONS

How to re-attract population demographics:

- It's hard to replicate this lifestyle elsewhere. Maintain opportunity awareness - it entices people to come back. Make sure people aren't choosing a career over lifestyle.
- Conversation needs to change within the communities - you CAN have meaningful work in these communities.
- Trying to get different technologies - as we go into the future, technology is making labour jobs safer. More technicians and operators. A lot of potential for unique and non traditional jobs.
- The first step would be to change the mentality of not just the LNS, but also the Maritimes, is a seasonal-based work. People don't have the mentality to work year round - not addressed enough Hard to have people working in processing plants year round when they can be paid to be home after working so many hours

How to ensure infrastructure systems that will attract investment and allow for growth:

- Housing is a big challenge; as people are moving and as industries are growing, you will see a shift of entrepreneurs
- The people have to see it to believe; seeing new jobs being created will help to shift the mentality
- You have to let the youth leave for them to see that they can return home. Let them leave the region to pursue post-secondary education but you have to have something that's going to draw them back
- Policy to reach out to newcomers from other countries; encourage immigrants to not only move to the main centers
- Cost of travel on the LNS is very expensive, even just from community to community; As expensive it is to fly, the flight from Sept-Îles to Blanc-Sablon is unforgettable because of scenery and experience.

BREAKOUT SESSION REVIEW

EDUCATION, RESEARCH & INNOVATION

To get the National Research Council adjust their policies to meet the realities on the LNS:

- Make federal representatives aware of the request to change policy; advocate around the official languages with a partner or create an association of enterprises to advocate together
- Create an inventory of all the programs that the LNS does not fit under, rural/remote communities are often excluded.

To create curriculum and education models for northern economic development:

- Remote learning is an option; postgraduate innovations in distance learning
- Most important thing is to develop and be ready for delivery.

To leverage this type of development and make it transferable worldwide:

- The development of partnerships locally, regionally, provincially is extremely important
- The education sector is the sector that will be responsible for delivery, but this must be supported from all levels

To facilitate post-secondary institutions and agencies to be more present and proactive:

- Access to employment opportunities following access to education based research in partnership with CCTTs and through Cegeps and Universities
- Develop an inventory of youth from the area who leave or wish to pursue PSE.

BREAKOUT SESSION REVIEW

SOCIO-ECONOMIC DEVELOPMENT

Accessing funding, programs, and services for socio-economic development very difficult

- All the aspects of the construction of a project are sometimes difficult for accessing these funds, i.e., grant writing, results-based management planning, externally consulting, etc.
- Development of expertise is required to better plan projects
- Need to articulate more clearly the priorities and opportunities for the region, then approach the government with a more clear picture
 - ex. instead of asking for a road tell them what we can do if we did have a road what the potential benefits are

Creating awareness of programs

- Instead of creating awareness, how do we create the relevance of these programs; develop clear opportunities then create collaborations with government partners they can then do the work to connect the dots
- Speak with the University to get backing for proposals to have that on our side; there is a lot of people from LNS in Gatineau can we band together and make these connections to create a stronger bond with universities and the LNS.

Difficulty getting projects accepted

- Many facets to the LNS (official language, Aboriginal, northern, etc.), however, you cannot use them all at the same time, not multi-sectoral. The government is not well equipped to take into account all of the facets. Pick one so that the reader better understands.

NEXT STEPS

WELLNESS PLANS

The Coasters Association and its partnership network, the Lower North Shore Coalition for Health, will support the development of Wellness Plans. This will be done with the municipalities, local population, small and medium enterprises, and community organizations groups in each village.

The focus of the Community Wellness Strategy is for participating communities/municipalities to:

1. **LEARN:** Increase understanding of how policy, and planning, impact the community and population health and well-being and the current state of their community. Also to increase understanding of how to better promote favorable environments through policy and planning.
2. **ENGAGE & COLLABORATE:** Convene, engage, and develop shared leadership and action between local governments, Lower North Shore Coalition for Health partners, and other sectors that influence public policy and the development of community wellness strategies.
3. **TAKE ACTION:** Develop and implement healthy community policies or plans, or review official community plans or other strategic plans, using a favorable environment and equity lens to promote positive community well-being and development. Share these strategies (and the lessons learned) with other communities around the Lower North Shore so we can work better together to develop a thriving region.