

# EXECUTIVE DIRECTOR'S REPORT

APRIL 2019 TO  
MARCH 2020





# Executive Director’s Report

This report of activities of the Coasters Association Inc. have been prepared in order to provide the Board of Directors and membership with general information and summary of the work carried out since April 1<sup>st</sup>, 2019 to March 31<sup>st</sup>, 2020 (12 months), as outlined in the activities of the contribution agreement of Canadian Heritage.

<b>Contents</b> .....	3
<b>Activity Component #1 - Capacity and Leadership Development</b> .....	5
• Operational Structure	
• Sectoral and Stakeholder Meetings	
<b>Activity Component #2 - Social Development of Vulnerable Groupings</b> .....	25
• Senior Activities	
• Health & Social Services	
• Education	
<b>Activity Component #3 - Diversification and Sustainability</b> .....	41
• Economic Development	
• Youth Programs	
• Communications	
<b>In-office activities</b> .....	65
<b>Conclusion</b> .....	67



## **Activity Component #1: Capacity and Leadership Development**

### ***Operational Structure***

#### Board of Directors:

- The Executive Director and all members of the staff produced an annual report (April 2018 to March 2019) for the board in June 2019. The annual reports were presented to the board and approved at the June 2019 board meeting.
- Preparations (packages of information) for the board meetings held in June 2019. Minutes produced of the meeting. Many topics were discussed (Administrative Topics: ED's annual report, staff 6-month reports, future reporting, CH Contribution Agreement,, staff employment, NPI Satellite office – maternity leave job posting, internal training, restructuring process, results of scholarships, Labrador Development Corporation; Projects/partnerships: KIDS Summer camp, agreement with Integrity Ingredients Corporation, CH project and program funding, Anglophone Secretariat, CED, DFO, Health Canada, Industry Canada). Updates were also given on various meetings and representation on committees, Provincial Health Committee, Health and Social Services Access Committee, NPI Retreat/training session/ESDC Dialogue, New York Trade Show, QCGN AGM, CEDFOB/Pacific Bio culture visit as well as upcoming conferences (St. John's, NPI Retreat, Mexico, California Trade Show, Portugal). The contribution agreement and report were accepted by the board of directors.
- One off coast organization – CEDEC presented at the June 2019 board of directors meeting. Peter Stastny, Project Manager, along with Kimberly Buffitt, Director of Programs, provided a presentation and information session regarding the “Growth Wheel” which is a visual toolbox and online platform used by business advisors, incubators, and entrepreneurship educators to help businesses make decisions and take action.
- The auditors report was completed in October 2019.
- The Executive Director and all members of the staff produced reports related to implementation of activities in line with the strategic plan for their respective partners in June 2019. A planning session was held with the staff and a detailed workshop was held in the fall.
- Board member Deborah Foltin forwarded her candidacy and was accepted to be on the Provincial Advisory Committee on English Language. She will be a great representative as she has much experience in the field of education.

- A Memorandum of Understanding (MOU) with Labrador Corporation was signed in June 2019 and approved by the board in June.
- The minutes of the business meeting of the AGM 2019 was completed for the auditor in May 2019. The complete AGM minutes was finalized in March 2020 for distribution. Following the 2019 AGM, a news release was produced.
- A meeting was held with the Minister of Official Languages and Economic Development Canada in December 2019 to present the two projects submitted to ECD, the economic issues and challenges of the LNS and discuss solutions. A follow-up meeting was held with the department of EDC in February 2020.
- Preparations (packages information) for the board meeting held on December 5<sup>th</sup>, 2019. Minutes produced of the meeting. Many topics were discussed (Administrative topics: Contribution agreement, Auditor's Report, MOU-Alaska, LNS Research Facility name change, non-profit strategic restructuring guide, LNSHC needs assessment, communication plan, ED's six-month report, 2019 AGM minutes, 2020 AGM program, Dialogue with MRC). Updates were given on various meetings, workshops, and training (International Conference-Portugal, Anglophone Secretariat consultation, meeting of RDN, discussion with CSL, launch of Community Innovation Program, Eclore Conference, Provincial Health Committee, LNSCH/CISSSCN, Anglophone Secretariat Conference, meeting with DFO, MAPAQ and federal representatives, PERT conference). Updates were given on projects (Youth Program, B.B. and H.E.Y, Mental Health, DFO & CED – Research Facility, Early Childhood Development, Statistical Literacy, and Partnership Agreement.)
- Board elections were held in February 2020. The results (new 2020-2022 Board of Directors) were presented and accepted at the March 12<sup>th</sup> board meeting. Special meeting of the board was held in April 2020 to select the members of the Executive Committee, and a General meeting was held in April, 2020 to approve of the members of the Executive Committee.
- Preparations (packages information) for the board meeting held on March 12<sup>th</sup>, 2020. Minutes produced of the meeting. Many topics were discussed (Administrative topics: 2019 AGM minutes, 2020 AGM revised program, Coastal/Leadership Summit, role of representatives of sector & community groups and Coasters support, LNSCH name change, employees title changes, employee performance evaluation and strategy. Updates were given on various meetings, workshops, and training (meeting with OL and Economic Development, meeting with MRC, Connexus Conference, QCGN Town Halls,

Provincial Health Committee. MRC Forums, Tourism and Human Resources, QCGN 50<sup>th</sup> Anniversary of OCOL). Updates were given on projects (SMTW training program, BB and HEY, Senior Day centers, NRC, KIDS Summer Camp, Statistical Literacy, Youth Skills Link, Michael Martin Internship, replacement support for staff projects, Bio-talent Canada and INSERC internships, Kristopher Fequet stage, update on housing survey, Triple P resolution.)

- Coasters 26<sup>th</sup> Annual General Meeting was held on March 19<sup>th</sup>, 2020. Minutes will be completed in April. AGM was scheduled to be held on March 24<sup>th</sup> in person and via video conference, however due to the Covid-19 pandemic, it was rescheduled for March 19<sup>th</sup> and took place via teleconference only.
- Six (6) new partnership agreements signed with Regional, provincial, national and international partners:
  - Regional Partners:
    - CSL – infrastructure use
    - Municipality of St. Augustine – engineering staff
    - Municipality of Bonne Esperance – engineering staff
  - Provincial partner:
    - CEDEC – staff (2) support to service LNS
  - National partner:
    - Steel River Group – Housing Assessment for Bonne Esperance
  - International partner:
    - Integrity Ingredients – maintain marketing staff person

## Staff

- Reviewed / revised the communication plan with staff, set priorities and clarified some of the items in the plan. Assigned tasks for research into current platforms and pages that the Coasters already has and brainstorming for how to create a more efficient social media strategy. Creation of a staff page for use on social media platforms/website.
- Internal Training – Implementation/incorporation of LNS Business Incubator Accelerator Centre model. Kimberly Buffitt travelled to Calgary to provide training of Coasters model to the Steel River Group in July for 2 weeks.
- Monthly work sessions with staff to provide final feedback to the 5-year Strategic Plan. It was very important to have the staff's feedback on the Strategic Plan and implementation of the priorities, as they will be presenting to the board and partners.

- Work session with staff in May 2019 to review the contribution agreement of Canadian Heritage. This work session provided an opportunity for the staff to give their feedback to the contribution agreement, and a better understanding of the work to be carried out for 2019/2020.
- Monthly work sessions were held with members of the staff (depending of activities), from April 2019 to March 2020. These work sessions with the staff have helped improve their skills in building constructive partnerships, developing successful funding applications, feedback to all initiatives, and the importance of planning for long term, sustainable initiatives, as well as improves their skills in management and effective planning.
- All staff reporting: annual reports, monthly activity and meeting charts, quarterly reports were produced and distributed to the board, partners, and government departments. Employed 51 employees across the Lower North Shore in 2019/2020, including seasonal workers. The main office has 17 employees at present, however, if new positions and projects are approved, there will be more employees at the main office.
- Numerous meetings were held by the staff to draft the communication strategy. The plan was finalized in 2020.
- Two (2) staff training sessions completed with ten (10) staff members across the Lower North Shore via zoom platform: May 22 – Review organizational strategies, July 9 – Review communication plan.
- Staff roles and responsibilities reviewed, updated, and finalized.
- Three (3) day staff training completed with eleven (11) staff members across the Lower North Shore via in person & zoom platform:
  - Nov 2019 – CHSSN: Grant writing & reporting, designing programs, community mobilization
- Staff training commenced in March 2020, and in April & May regarding GSuite platform. All staff participated.
- Staff began working remotely (from home) starting March 18<sup>th</sup> due to the Covid-19 pandemic. It has been a learning curve for all; however, work is being completed and deadlines are met.



## ***Sectoral and Stakeholder Meetings***

### **Local & Regional Groups**

#### Lower North Shore Coalition for Health

- The LNSCH held a special sitting in May and regular sittings in July and September. The merger of LNSCH and CISSS network tables were discussed at the July meeting.
- CISSS asked if the LNSCH was open to adding more seats and merging, with possible name change. CISSS felt there were groups missing from the LNSCH; Ado-Cite (Blanc Sablon, Gros Mecatina), CPE, Domestic Aide Co-op and Chevery 50+Club (no other 50 + Clubs).
- CISSS stated they may have funds for resources to support the table and requested for 1st meeting in September. LNSCH members expressed concern about this process that the CISSS is taking and how this will work, with 2 different tables of mainly the same members. Suggested to request a joint meeting (in November) to discuss how this would work and information (mandate, mission, objectives, etc.).
- LNSCH met with the CISSS (November 15<sup>th</sup>, 2019) to discuss the CISSS's need to establish a Comité Coordination Territorial de la Basse Cote Nord. It was approved and (6) new members added to the LNSCH table (i.e., Coop Domestic Aid, CPE Mer et Mouse, Groupe Accessibility and Lower North Shore Housing Corporation, Youth Centers and Services Quebec-Resource person.
- Lower North Shore Coalition for Health title, approved by the board of directors, changed to Lower North Shore Coalition for Health and Regional Development, but it must be presented to the LNSCH before announcing it to the public.
- Content drafted for LNSCH brochures.
- Director of Programs and LNSCH Program Manager at the Coasters Association office supported submission of documentation to the Anglophone Secretariat to increase funding to Anglophone Communities.

#### Municipal Regional Council (MRC)

- Agreement under development with MRC/Coasters/CEDEC. This was announced at the Coasters AGM. Municipal Regional Council (Ms. Karine Monger) announced their continued partnership with Coasters and CEDEC in supporting the business incubation acceleration model.

- Meeting held with MRC to discuss all the social programs and future partnership for five (5) year funding –July 15<sup>th</sup>, 2019. Struggling to secure the funds needed. This was brought to the MRC.
- Meetings were held with Municipality of Bonne Esperance (September 20<sup>th</sup>) and Blanc Sablon (September 23<sup>rd</sup>) to support implementation of Senior Policy.
- Five (5) municipal action plans under development (Blanc Sablon, Bonne Esperance, St. Augustine, Gros Mecatina and Golfe St. Laurent). Two (2) meetings held with Municipalities (Blanc Sablon, Bonne Esperance) to promote favorable environments and address community and social development priorities.
- Social development needs assessed, and budget prepared for MRC consultations with TSQVie Cote Nord.
- Finalized Info graphic to show the pillars of social development with examples for each pillar to help aid in development of municipal action plans.
- Updated database community group priorities for Municipality of Bonne Esperance and Municipality of Blanc Sablon.
- Travel to three (3) remaining Municipalities (St. Augustine, Gros Mecatina and Golfe St. Laurent - 8 communities) for consultation on development municipal action plans to be completed in the fall.
- Profiles completed for the five (5) municipalities and two (2) aboriginal communities showing population decline over last twenty years, distribution of age, unemployment rates, decline in youth population over last twenty years and education obtainment levels.
- Three (3) meetings held with the Municipality of Bonne Esperance for creation of the Municipal Family Policy
- Five (5) Municipalities (Blanc Sablon, Bonne Esperance, St. Augustine, Gros Mecatina and Golfe St. Laurent) follow up on social economic development planning, Community priority template updated.

- Meetings held with Municipality of St. Augustine, Pakuashipu, Tete a la Baleine to promote favorable environments in municipal action plans.

#### Commission Scolaire du Littoral (CSL)

- Partnerships maintained for infrastructures and meeting held with CSL to discuss the development of partnership agreements for infrastructure use for each village. Population has access to CSL infrastructures for activities. Complete infrastructure agreement with CSL.
- Three (3) meetings held with Commission Scolaire du Littoral to develop signage according to language regulations and shared regulations with graphic designer to be placed on CSL property where Coasters Satellite Offices are situated.
- Presentation completed in collaboration with the guidance counselor at the Commission Scolaire du Littoral in five (5) high schools across the territory promoting the health and social services field.
- Held meeting with Coordinator of Adult Education (October 27th, 2019) – printed and shared information regarding services to the Adult Education Sector.
- Held a partnership meeting in March with representatives of the CSL (Phil Joyce, Vincent Joncas, Ana Osborne) and the President and Executive Director of the Coasters Association to review the initiatives undertaken by Coasters staff and provide clarification on the activities of the Coasters and the Northern Research Center, as opposed to the Bio-Solidarity Coop.
- Submitted Ghislaine Nadeau's name to the LNS Advisory Committee to Education in partnership with other organizations and it was approved.

#### Centre intégré de santé et de services sociaux de la Côte-Nord (CISSSCN)

- Two (2) meetings held with CISSSCN on Regional partnership table and local recruitment committee. It was discussed to merge LNSCH and partnership table as CISSSCN committee has a similar mandate to the Lower North Shore Coalition for Health.
- Working with CISSSCN on housing portrait for seniors, disabled population, and those with a loss of autonomy.

- Met with Centre intégré de santé et des services sociaux (CISSSCN) (four per year) to discuss the Vie Active and Fall Prevention programs and the implementation at the senior day centers. Implement and deliver a training programming, and adapted exercise classes across the Lower North Shore. Training was in the fall/winter 2019-2020.
- Meeting with CISSSCN-ElLEN Ward for Nutrition North project on May 9th, 2019.
- Supported the member of the Board of Directors of the Centre intégré de santé et services sociaux (CISSS), by providing concerns forwarded by the Lower North Shore population.
- Presented info graphics to Director of Public Health on September 19th, 2019.
- A regional meeting was planned between the two Municipalities (Blanc Sablon and Bonne Esperance) and its senior population; however, it was postponed until a later date.

#### Fondation Uni-Aide

- Planned, prepared, and participated in Board of Directors meeting – May 27th and June 20<sup>th</sup>. Set up of Instagram page for Uni-Aide Foundation.
- Completed letters, posted on social media and completed requests for donations to promote fundraiser in Gatineau.
- Two (2) conference calls held to support the implementation of the fundraiser in Gatineau-July 11th and 15<sup>th</sup>. Fundraiser to take place in the fall.
- Partnership continued with the YMCA to use their charitable status, and with the Foundation Uni-Aide. The provincial foundation of the QCHSSN continued their support.
- Supported the ongoing updating and implementation of the Uni-Aide Foundation's 5 Year Strategic Fundraising and Communications Plan.
- Provided the Foundation with ongoing operational, administrative, marketing, communications, graphic design, branding, website development and technical support.

- Maintained the partnership formed with Uni-Aide Foundation, McGill University and CHSSN to aid in maintaining support for financial administration.
- Meeting held with Uni Prix to discuss sponsorship for 2019-2020 on June 5th, 2019 (Commitment received for \$10,000 donation to Un-Aide).
- Two (2) conference calls held with Madison Roberts and Tammy Spingle to support the implementation of the fundraiser in Gatineau-July 11th and 15<sup>th</sup>.
- Supported Madison Roberts in preparing for the 5<sup>th</sup> Uni-Aide spaghetti dinner in Gatineau, Quebec.
- Fundraising event held in Gatineau this year's spaghetti supper fundraiser raised a grand total of 19,389\$ all in support of the Uni-Aide Foundation.
- Supported the implementation of the Lower North Shore Health Fund and the Social Program Development.
- Lower North Shore Health Fund - Followed up on all LNSHF applications as needed (57 total requests, for the total amount of \$8,678.11).

#### Dr. Camille Marcoux Foundation

- Continued to support the mission of the foundation in their efforts.

#### Native Communities (Pakuashipi – St. Augustine, Unamenshipu – La Romaine)

- Supported the First Nations Education Council, and other partners (CSL, MRC, CISSSCN, etc...) to implement high-speed internet on the LNS.

#### Delta Waterfowl Foundation/Lions Club

- Continued support in setting up of an LNS Chapter - Delta Waterfowl Foundation.

#### Lion's Club

- A Bonne Esperance chapter has been established, and the board is working on organizing the charter night.

#### Group Accessibilité

- On-Going partnership with Groupe Accessibilité to provide activities to their members, animation offered (7 hours per week).

- Lower North Shore Group Accessibility maintained seat on LNSCH. Animator maintained in St. Augustine to work with Disabled clientele. The disabled file continues to be a challenge. However, we continue to integrate the disabled population into all our programming.
- Disabled population file added as a priority at the Regional and Local Users Committees of the CISSSCN.
- Assisted the Housing Corporation Board of Directors through the administration, organization, and planning of Board meetings.

### ***Provincial/Federal Groups***

#### Quebec Community Groups Network

- Kimberly Buffitt attended the QCGN AGM on behalf of Coasters. The Executive Director met with the Director of Programs prior to the AGM of the QCGN and reviewed the program and priorities of the Coasters Association. The Director of Programs was pleased with the AGM, very well organized and provided the opportunity to meet representatives of organizations and government officials. The Director of Programs provided an overview to the board at the June board meeting. She reported that there is a lot of issues within the QCGN, resignations from the board and new board members. It was an intense meeting, and they are looking for ways to resolve the conflict.
- Continued to participate in the activities and events of the QCGN, and surveys conducted by them to support the network.

#### Community Health and Social Services Network

- The NPI retreat in Quebec City was attended by Shelley Fequet, Latesha Fequet, Felicia Stubbert, and Kayla Kippen. The four (4) employees attended training sessions on results-based management and turf trust and collaboration (given by TAMARACK).
- Annual reports were produced of the NPI and HPP projects for CHSSN in April 2019.
- Maintained partnership with the CHSSN and established a partnership with the Hollande Center to support the reorganization of the Coasters Association.

- Community Health and Social Services Network – CHSSN (Ms. Jennifer Johnson) announced that QCHF started the Patient Navigator project in March 2018 and navigator Mr. Steve Guimond has helped 122 patients navigate the health system in Quebec City, with 95 of them from the LNS. CHSSN will continue to work very hard with the Coasters, Dr. Camille Marcoux Foundation and Foundation Uni-Aide to make sure that this position continues.
- Meeting with CHSSN – April 25<sup>th</sup>, 2019 (Discussions on by-laws for Regional Access Committee to be adopted by CISSS's).
- Meeting with CHSSN to discuss mental health drive... (April 24<sup>th</sup>) (Promotional awareness campaign took place from May 6<sup>th</sup> to 12<sup>th</sup>, 2019).
- Meeting with CHSSN representatives to discuss update on NPI funds-May 13<sup>th</sup>, 2019.
- Continue to hold regular meetings with the CHSSN from April 2019 to March 2020 to 2021, to provide updates and obtain support for a number of initiatives.

#### Community Economic Development & Employability Corporation (CEDEC)

- Community Economic Development and Employability Corporation – CEDEC (Mr. John Buck) announced that they will continue to support and assist the Coasters Association in their ongoing initiatives with human resources.
- Two in person meetings, one (1) on Lower North Shore and one (1) in Montreal plus multiple zoom meetings with CEDEC biweekly to receive training on growth wheel online business development tools that will be launched in the fall. Launch Business Incubator across Lower North Shore and implement Growth Wheel in September.
- Several meetings from April 2019 to March 2020, with the Executive Director of CEDEC, John Buck, as a follow-up to economic initiatives (i.e.: tourism, research facility, career focus program, economic development agent, etc...) being implemented by both groups, and future plans.
- Sustained partnership with CEDEC and continue to work in collaboration on potential projects for the future development of the Lower North Shore economy.

#### McGill University

- Three (3) bursaries through the McGill Scholarship program for 2019-2020 submitted. No response yet.

- Promoted and completed next round of McGill Bursary funding.
- Held two (2) meetings with Education Network from April to June 2019. This was to discuss the components of the action plan and to ensure all activities are being carried out.
- Continue to promote health sector career opportunities available on the LNS.

#### Memorial University

- Strategic Northern Liaison, Memorial University (Ms. Sheila Downer) announced that she is eager to continue to work in partnership with the Coasters Association to provide continued support and looks forward to being part of the growth and development of the organization's initiatives.
- Several meetings were held with Sheila Downer to discuss the master program. Follow up meeting was held in the fall.
- Preparations for presentation to the conference held in St. John's in October.
- One (1) partnership meeting held in May with Memorial University-UARCTIC, Southern Labrador Development Association, NL Western Tourism Culture, Industry & Innovation, and Labrador businesses to share best practices for community mobilization and youth retention.
- Meetings held regularly with Memorial University to discuss joint initiatives and continued partnership.

#### L'Université du Québec à Trois-Rivières (UQTR)

- 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. Expertise and information shared.

#### Regional Development Initiative for Eastern Quebec

- A two-year project "Regional Development Initiative for Eastern Quebec" received from the Anglophone Secretariat to produce an action plan for the eastern regions to work on employability issues and concerns. Action Plan drafted.



- Work 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. Development work ongoing to identify regional resources (organizations, funding) at the MRC level starting with a pilot in the Gaspé. An invitation was forwarded to the group to present at a conference in St. Johns in October, and Hugh Maynard and Helena Burke presented.
- Worked in partnership with CAMI and CASA to lobby for funds for the wellness centers, CASA & CAMI hosted the Ministre des Aînés and discussed the struggle for senior day centers. Letter was drafted and a project (with CASA & CAMI) was presented to the Minister.
- Additional funding was committed to creating an anglophone network in eastern Quebec to work on employability issues and concerns.

#### Regional Association Network

- Meeting with Director of Programs, Jody Lessard – Executive Director NSCA, Eveline Audy Executive Assistant NSCA – April 23, 2019 (Discussions on upcoming (April 30) meeting of the Regional Anglophone Network between NSCA and CA).
- Regional Anglophone Network (RAN) meetings – April 30, 2019, June 25th – (Discussion on initiatives being carried out by CA and NSCA in early childhood, seniors, health and economic development).

#### Q'uanglo Communications

- Continued a solid partnership with Q'uanglo Communications.

#### 4-H Canada/4-H Quebec

- Partnership with Quebec 4-H reaffirmed. Group insurance for KIDS Summer Camp Program.
- Held second meeting of parents in Mecatina School interested in 4-H. A working group created of parents interested in a 4-H club. Youth Centre animator approached to also lead 4-H club in Gros Mecatina, awaiting response from MJGM board.

#### Y4Y

- Created Brochure and AGM booklet for Y4Y.

- Youth Engagement Trivia Night (Saturday, September 14<sup>th</sup>) was held at Patty's Diner in St. Paul's River.
- Malcom Lewis-Richmond president of Y4Y visited the Lower North Shore by the Bella Desgagnes to visit the region and consult with English-speaking youth. He stayed in St. Paul's River for 2 nights and participated in the Youth Engagement Trivia Night.
- Digitized artwork for a Quebec English Speaking Minority Official Flag.

#### Educaloi

- Participated in meeting with Educaloi on May 23<sup>rd</sup>, 2029, to discuss new agreement.
- Working with CLC to deliver a possible workshop in the high schools on legal careers.
- Developed publicity on the Complains commissioner (CSSSCN) to be share with local population through social media, workshops etc...
- Project carried out with Educaloi to inform Quebecers about their legal rights and responsibilities in everyday language.
- Participated in three (3) information workshops and participated in one (1) cannabis workshop (January 23, 2020).
- Organized workshop on "Tools for planning ahead" with Educaloi lawyer, Richard Goldman (February 13th, 2020). Two (2) communities participated.

#### Centraide Duplesis

- There was no partnership for 2019 because they forgot to advise us on when the request for funding was to be submitted, however, the next call for projects is in late December 2019 or early January 2020. Will be contacting them at that time.

#### Youth Employment Services (YES) Montreal

- Continued partnership with YES Montreal to provide business coaching to develop Social Economy initiatives on the Lower North Shore.

## ***Provincial Governments***

### Ministère de l'Agriculture des Pêcheries et de l'Alimentation - MAPAQ

- Submission of DFO/ MAPAQ grant in collaboration with CRBM, Merinov, University of Quebec and Three Rivers, Memorial University and the University of Ottawa
- Multiple communication with DFO and MAPAQ on project application updates and modifications of five year work plans for the proposal.

### Ministère de la Famille

- Two (2) applications submitted to the Ministère de la Famille to secure funding for the purpose of implementing the Triple P parenting program and creating an early numeracy kit for toddlers in collaboration and partnership with the Commission Scolaire du Littoral.
- A forum was organized and planned for October 4th and 5th, 2019 with Lower North Shore Avenir d'enfants Partners Table with Éclaire Côte-Nord and community partners to encourage mobilization around early childhood development in the region.
- One application approved by Ministère de la Famille in February 2020 for the purpose of implementing the Triple P program.

### Anglophone Secretariat

As a result of the project with the Anglophone Secretariat, the following activities were carried out:

- Training was given by CEDEC to four employees of the Coasters on the Growth Wheel program. This program/training will be very beneficial to the employees of the organization.
- Operational structure established in collaboration with CEDEC to monitor and support SME's through an online platform called growth wheel.
- Training sessions held with CEDEC with business advisor Peter Stastny on 2019/05/08, 24/05/2019, 29/05/2019 and an online webinar on 13/08/2019.
- Support given to twenty-seven (27) businesses from April 2019 – March 2020.

- Interviews with twenty-seven (27) SME's and organizations to identify challenges and priorities between April 2019 – March 2020.
- Contract with Oleotek to complete extract samples completed. Wild berries and algae dried and sent. Meetings held with Oleotek on 13/02/2019, 03/07/2019 and continuous follow up to get extract products standardized. Raw wild berries packaged and shipped.
- Meetings held with Oleotek and UQTR to determine extraction method, volume needed, and composition of extracts.
- Arrange for samples to be ready and sent to the cosmetic tradeshow in New York City on May 2-3.
- Six (6) sample extracts completed in partnership with Oleotek, UQTR, Innofibre and GAI – samples were showcased at a Cosmetic Suppliers tradeshow on 05/02/2019 and 05/03/2019, where a representative from the Coasters Association and Lower North Shore Bioproducts Solidarity Cooperative were able to attend.
- Samples completed and sent to Integrity Ingredients Distribution to distribute to cosmetic companies in the US.
- Two (2) meetings with CRBM on 09/03/2019 and 09/24/2019 to begin the process in developing the sea cucumber industry, complete testing and discuss potential for collagen market.
- Five (5) new products identified with CEDFOB and Integrity Ingredients Corporation through multiple meetings on 03/24/2019, 05/15/2019 and 05/23/2019 – we identified Labrador tea, crackers/bunchberry, alder tree, KELP (*Laminaria Longicruis*) and chaga mushroom which we will move forward with preliminary harvest and testing to identify properties and potential products.
- Identified new resources that we will complete all the necessary research and development.
- Identified all equipment needed to perform extraction and all tests on the Lower North Shore.

- Meeting held with the Commission Scolaire du Littoral (CSL), John Abbott and CEDEC regarding Laboratory Technician course that needs to be delivered within the year on 2019/07/03.
- Recruitment of sixteen (16) candidates for Laboratory Technician course completed and sent to CSL adult ed.
- Laboratory Technician course content complete and launched in January 2020
- Two (2) meetings held between John Abbott and LEARN to discuss the delivery of the lab tech program on the Lower North Shore.
- Three (3) meetings held with the CSL to discuss all potential online platform choices and present why we believe that LEARN is the most appropriate option.
- Action plan developed based on the needs, challenges and priorities of SME's
- Conference call with CEDEC every week on Tuesday 8:00 am – 9:30 am to discuss all files and follow up on any initiatives that need immediate attention.
- A project to DFO was submitted by the Coasters Association in partnership with CCTTs, University and other regional organizations (MUN, UQTR, Merinov, CRBM, UOttawa, CASA, and CAMI) on 2019/06/21 to research the development of the sea cucumber industry in three (3) Anglophone minority regions in Quebec.
- The Director of Programs travelled to Calgary, Alberta for two (2) weeks 2019/08/09 to 2019/08/23 to train the staff at Steel River Group the Business Incubator and Accelerator model which they will apply to the devitalized Indigenous population they work with and in turn, share their best practices with the Coasters Association.
- Memorandum of Understanding (MOU) signed with the Southern Labrador Development Association and the Coasters Association on 2019/09/10 to work on future projects in the bio-development field, with the increased potential of similar natural resources.
- Shared knowledge and resources between two (2) artic regions to create economic and social growth for both – The Coasters board reviewed and signed the MOU at the board meeting in October 2019.

- The launch of the Blue International Cooperative will solidify the intent to house the main office in St. Paul's River QC, therefore, bringing economic growth to the region and job creation.
- Two (2) meetings held with J.P. Morgan to develop the International Blue Cooperatives sales and investment structure.
- Presentation being created by the Coasters Association in partnership with the Bioproducts COOP, to showcase a line of potential cosmetic products, a storyline and future potential that will be presented to Nestle and Yves Rocher Group of Companies.
- Participated in planning sessions with CHSSN, Secretariat and CEDEC for Coastal Summit and Leadership Summit planned for March 27<sup>th</sup> to April 3<sup>rd</sup>. However due to the pandemic, it was postponed until the Fall of 2020.

#### Saines Habitude de Vie

- Continued to support Municipalities with favourable environments consideration when developing their communities in order to improve quality of life as well as create and maintain environments that are favourable to health and active lifestyle of the population.

#### Table Sante Qualitie de Vie

- Work with LNS partners to develop a needs assessment for the Cote Nord Table Sante Qualitie de Vie's project submission to the Fondation Lucie et Andre Chagnon (FLAC).
- Meeting with Table Sante Qualite de Vie's « A Vive Allure » forum in Baie Comeau – May 1st & 2nd, 2019 (Presentations from organizations, in Cote Nord, implementing improving quality of life initiatives.)
- Complete Table Sante Qualite de Vie's « A Vive Allure » forum evaluation.

### ***Federal Governments***

#### Canada Economic Development/Industry Canada

- Monthly meetings were held. As a result, a project was submitted to CED regarding the business incubation centre.
- A project submitted to a Provincial funding pocket for Business incubators at CED in June.

### Department of Fisheries & Oceans Canada

- A major project has been submitted to DFO to develop sea cucumbers and sea urchins, in four phases totaling six million dollars for Community Capacity Building, Sustainability (Stock assessment), Research and Development CRBM (agreement), and Industrialization work with Fish plants, Fishermen. A response is expected in October.
- Completed all follow-ups in regard to projects submitted to Department of fisheries and oceans and Economic Development Canada.

### Employment and Skills Development Canada (ESDC)

- Presentation at the Dialogue Day held in Ottawa on May 2nd, 2019 organized by ESDC, CEDEC and the QCGN, and presented to the National Research Council, Industry Canada National Engineering Research Council on May 1st, 2019 in Ottawa regarding the Business Incubation and Acceleration Center.
- Kimberly Buffitt, Director of Programs, attended the ESDC Dialogue day in May 2019. Presentations were received on Senior, Early Childhood Development and Employability programming. The Coasters voiced their concerns regarding the number of participants required to take training, short term funding agreements, and evaluation.

### Service Canada

- Heidi Buckle finished in May 2019 and a report was completed on the Career Focus project and forwarded to Service Canada.
- Received two (2) students through the Service Canada. A report was completed in August.

### Health Canada – HC/Public Health Agency of Canada

- An annual performance report was prepared for Health Canada in July 2019.

### Canadian Heritage

- Received and finalized the contribution agreement of Canadian Heritage in June 2019. Feedback was received from all members of the staff and the board of directors to finalize the agreement, and it was approved by the board at the June 2019 meeting.
- Received a letter from the Minister of Canadian Heritage regarding an added increase in our core funding. A letter of thanks was forwarded to the Minister.

The staff and board were very pleased with the increase, the contribution agreement will be adjusted accordingly and approved by Canadian Heritage and board

- Produced the annual report for Canadian Heritage and submitted it in June 2019. Follow-up work to the annual report will be done, when requested of Canadian Heritage. No request for follow-up activities.
- Submitted the interim report for Canadian Heritage in August 2019.
- Submitted a program funding request in October 2019 and it was approved.

#### Office of the Commissioner of Official Languages

- Continue to follow up on issues/challenges with OCOL

#### Industry Canada

- A project was submitted to Hedat Berhane for the Lower North Shore Housing Corporation for a feasibility study and was not accepted, it did not meet the criteria's or the program.
- A project was submitted for exploration of agriculture development and market study-project still under revision.



## **Activity Component #2 – Social Development of Vulnerable Groupings**

### **Senior Activities**

#### Local Table for Seniors

- Partnership agreement with Local Table for Seniors to provide support by the Program Manager (meetings, minutes, project development, etc...). As a result, the Table continues to provide support to all the initiatives of the Coasters, and the President of the LTS (Ghislaine Nadeau Monger), and our representative (Johanne Beaudoin) continues to lobby on our behalf to L'Appui, Alzheimer's Society and L'Alliance, and represents us well at the Regional Table for Seniors.
- Participated in working session -LTS Action Plan, new project development, etc... (May 7th, May 30th, June 18th, 27th, September 30<sup>th</sup>). Board members and partners reviewed the action plan, made necessary changes, developed, and reviewed content for calendar that was released in early summer 2020.
- Meetings were held of the Local Table for Seniors (LTS) from April 2019 to March 2020. Minutes produced of all the meetings. It is very important to hold meetings to keep the board of directors updated on the activities of the table and the LNS senior groups and obtain their feedback on various initiatives (i.e: resource guide, Senior Day enters, LNS Housing Corporation, the AGM, the development and implementation of policies, studies, reports, and consultations with partners, etc....).
- Organized, prepared information (i.e.: resolutions, results of board elections, annual report, amendments to the bylaws, etc.) and carried out the Annual General Meeting for the LTS in June 10<sup>th</sup>, 2019, through phone-conference. A business meeting was held,–the annual report, and financial report presented, and results of the elections of the board was shared.
- Regular meetings held (April 26th, June 3rd, AGA - June 10th, September 9th, November 4<sup>th</sup>, December 9<sup>th</sup>, 2019. January 13<sup>th</sup> and February 24<sup>th</sup>, 2020.
- Provided support to the Local Table for Seniors (i.e: project development, meetings, etc.) and Partnered and provided support to senior groups across the LNS to carry out various activities. (Graphic design for calendar, project development, assist with reporting, etc...)

## L'Alliance

- Completed and submitted an update of actions carried out by the Coasters and forwarded to the L'Alliance. Johanne Beaudoin translated the document prior to forwarding it to the L'Alliance and she continues to support as the representative for the Coasters Association and Local Table for Seniors to the L'Alliance organization.

## Senior Day Centers

- Held several meetings with the CHSSN to discuss support for the continuation of the Senior Day centers.
- Three (3) meetings with CASA to prepare dossier for meeting with Ministère des Aînés for the Wellness Centers.
- The CISSSCN continued partnership and signed an agreement to support the Senior Day Centres for 2019-2020.
- Partnership agreements maintained and renewed with Commission Scolaire du Littoral, Municipality du Golf Saint Laurent, CISSSCN, Local Resident, Local Table for Seniors. The Coasters is trying to improve communication between partners. The LNSCH has agreed to move forward with the development of the wellness centers Partnership agreements maintained and renewed.
- Assisted in the development of projects and writing reports for 50+ club, St. Paul's River to New Horizon, MRC and Service Canada. Supported 50+ clubs in project development, reporting, and meetings in partnership with CISSSCN.
- Regular meetings held with Melody Strickland, CISSSBCN Community Organizer, to review development of Senior Day Centers and implementation of work plan for projects linked to senior dossier.
- Aid in the implementation of a "Panier de Service" for health promotion and disease prevention for use at day centers with CISSSCN.
- Increased the capacity and opportunities of volunteers to aid in the implementation of health and well-being intergenerational activities through training sessions. Training under development for senior day center animators and AE and PACE animators.

- Continued partnership with Surete du Quebec to visit seniors. As the SQ travels the coast for other work, they are still willing to set-up information sessions (elder abuse, break the isolation barrier, financial situations, etc...) with the seniors at the day centers.
- Held regular meetings with the lead animator from April 2019 to September 2019. The meetings are held monthly to review the work, follow-up and share information on activities, discuss activities, and the support required to implement the activities.
- The LNS Advisory Committee of the Senior Day Centers held regular meetings from April 2019 to September 2019. Minutes and/or notes taken of the meetings. These meetings were held to discuss the local action plan and the implementation of these plans; however, the implementation phase is on hold until the senior day center program is more sustainability and its continuation to be funded is confirmed by the partners.
- Eight (8) Day Centers maintained on the Lower North Shore in the communities of Kegaska, La Tabatiere, Tête à la Baleine, St. Augustine, St. Paul's River, Harrington Harbour, and Blanc Sablon in partnership with Commission Scolaire du Littoral, local resident - St. Paul's River, Dr. Hodd Pavillion in Harrington Harbour, Residence aux Beaux Sejours in Lourdes de Blanc Sablon, Tete a la Baleine and La Romaine with the Municipality of Golfe St. Laurent.
- Regular weekly programming delivered in eight (8) Day Center. Regular home visits: 95 carried out with vulnerable seniors across the Lower North Shore, Day Center Activities: 151 activities held, Adapted Exercise: 26 activities held, Craft Days: 34 activities held, Books-on-Wheels: 46 activities held, Community Kitchen: 9 activities held, Health promotion: 6 activities held, Community events: 7 events held.
- Six (6) Day Center animators continued employment, as well as a lead Animator in place. Their employment ended in August 2019 and will resume again in May 2020.
- Support continued by the CSL for the carrying out of the Senior Day Centers in the schools, in the five municipalities (six communities). The CSL contributes immensely through the housing (free of charge) to the Senior Day centers in the schools across the LNS.

- Many duties were accomplished: meeting and activity charts, developed budgets, ordered supplies, prepared packages for the centers, intergenerational program, updated the promotional calendar, researched possible training programs, completed attendance sheets, a chart of the day center stats prepared for the CISSSCN.
- Organized information session on “Mistreatment of Seniors and Fraud/Scams with Melody Strickland of CISSSCN and officers Larochelle and Blais of the Surete du Quebec (5 people in attendance) February 25, 2020)
- One (1) application submitted to the MRC - Outreach through Senior Day Centers (\$94,190) pending.
- Attended Seniors and Isolation training in Quebec City, Tool kit shared by CHSSN & FADOQ.
- Due to lack of funds the Senior Day Center closed its doors in August 2019, until funding is secured.
- Project accepted (December 2019) from Ministere des Aines for two years to develop and implement activities around elder abuse- working with partner to develop implementation plan.
- Project submitted to L’Appui (April 2020 to March 2021), however it was not approved.

#### Health Promotion Program – HPP/CHEP

- Partnership with CHSSN to deliver CHEP Tele-Conferences. Published all upcoming CHEP video sessions in the communities on the Lower North Shore, through public postings, local radio stations and social media (Facebook). Three (3) CHEP video sessions (April 17th, Staircase to seniors’ services, May 15th - Bowel Health, June 19th – Senior Loneliness and Social Isolation. Health Prevention & Promotion to be implicated in the communications plan. Priority will be consistency in HPP information sharing for all files (youth, adults, seniors).
- Monthly awareness campaign: April campaign - Dementia Care, Staircase to senior services, Thanks to Volunteers, Opinion: Let’s not forget those bereaved by suicide. May - campaign – Brain tumor awareness month, mental health,

BBQ season, Awareness on bowel health. June campaign ALS awareness, Elder Abuse awareness, Men's Health Week.

- Expand and increase information on mental health, elder abuse, and physical activity programming, within a health promotion framework. More communication is needed with the CISSSCN, not enough consultation and more meetings are needed for updates.
- Meeting was held to make recommendations for Access Committee by-laws and pass resolution.
- Partnered with L'APPUI to raise awareness on family caregiving for November 2019 and worked with partners to develop and implement a Fall Prevention Day.
- Workshop with L'Appui and FAFOQ on Resilience. Eight (8) people participated (April 23rd).
- Shared information on AMI Quebec, & Caregivers network programming with communities.
- HPP Video needs to be implemented for the local clinics (twelve (12) months of video content), however due to shortage of staff, it has still not been updated. Monthly HPP content developed and being placed on social media, radio, tv's in local CISSS structures and newsletters. Everything is progressing according to annual planning. Population has increased awareness about health prevention and promotion materials.
- Participated in the Interregional/Liaison project, sponsored by CASA, to create an action plan with regards to patients travelling off the territory to obtain services and secured funds from the Uni Aide Foundation to continue the project 2019-2020. Patient Navigator position maintained for Anglophones travel to Quebec City.
- Health promotion and prevention topics promoted via social media: Dementia awareness – 19 times, Alzheimer's – 15 times, Suicide Prevention – 8 times, Young Carers in Quebec -2 times, Uni-Aide -3 times, Mental Health – 16 times, Caregivers- 6 times, Safe winter walking – 2 times.
- Monthly HPP content developed and being placed on social media, radio, tv's in local CISSS structures and newsletters.

- Monthly HPP campaigns being carried out in the communities through Senior Day centers, (i.e. facebook, local radio, public bulletin boards, information session, etc...). CHEP – 10 times, World Kindness Day -1 time, Fall prevention – 1 time, Ami Quebec – 2 times, Educaloi – 14 times, Mental Health Challenge - 31 times.
- Two (2) CHEP video sessions - November 19th ,2019 - Senior loneliness and isolation, The January 19th, 2020 -January Blahs...Or is it Depression.
- Participation in CHEP Training – December 2019.
- Partnered with L'APPUI to raise awareness on family caregiving and a monthly awareness campaign – Five (5) community caregiver events were held with a participation of 76 persons.
- Mental Health project submitted and received from CHSSN.
- A Mental Health Support Group was formed, seven (7) persons joined, and a name was chosen “Sunny Spells and Scattered Showers Support Group” The group meet every two weeks at the CLC room at St. Pauls School.
- Meeting held with CISSSCN (January 20th, 2020 & February 5th, 2020) to discuss what services they offer in regard to Mental Health.
- Meeting held with Commission Scolaire du Littoral (January 17th, 2020) to discuss services and programs they offer. It was decided that the Coasters Association will hold a Mental Health First Aide training following the ones that the school will be holding, due to the COVID-19 it will be postponed to a later date 25 people have signed up for the training. It will be two (2) day, and twelve (12) hours of training.
- Held meeting with Living works (February 14, 2020) to discuss the different programs they offer. It was decided that due to cost and a short time frame to obtain the program called “Start” it offers twenty (20) on-line training code, that individuals can do at home. This will be given to Animators across the Coast, and workers at the office who work with vulnerable clientele. It’s an opening to raise awareness on a sensitive topic.
- 31 Day Health Wellness campaign was held during the month of March, a positive message was posted for each day of the month.

- Several one pagers are ready to share in the communities (Coping with Illness, Healthy Body Image “ME”, Work-Life Balance” Tips for managing time”, Physical Activity “Let’s get moving for Mental Health”, Relaxation “Freedom from Stress” and Food for your Mood.
- Start drafting a GREEN RIBBON - mental health awareness campaign to be rolled out in May 2020.
- Researched the possibility of holding a “No Stress Fest” - Have Fun, Stress Less and Feel Better-The purpose was to engage individuals, families and community in learning ways to promote positive mental health in a fun and engaging way and to create an awareness of mental health and addictions resources available.

#### Respite Program

- Partnership agreement with L’Appui and Alzheimer’s Society to offer Respite services and support family caregivers (2019-2020).
- Monthly stats developed and forwarded to Alzheimer’s Society (October 2019 to March 2020)
- 288 Respite visits made, totaling 699 hours (128 male and 160 female).

#### Meals on wheels program

- Assisted the Senior Citizens group in maintaining the meals on wheels program in Chevery, St. Paul’s River, and expanding to Tete a la Baleine, La Tabatiere,
- The meals on wheels are going well in two lead communities, Chevery and St. Paul’s River. Chevery is supporting the communities of Tete a la Baleine, La Tabatiere and La Romaine with the frozen meal program (travel expenses covered by PAL) and St. Paul’s River provided support to Old Fort Bay and Middle Bay.

#### Community Kitchens

- Community kitchens are being supported through senior programming and Nutrition North.
- Review and follow up on the MADA policy and action plan implementation. Meetings held with the Municipality of Blanc Sablon and Bonne Esperance to hold a combined annual working session with local seniors.

### Adapted Transport

- An adapted transport maintained in Municipality of Blanc Sablon and continuing to work with MRC to implement adapted transport in the other four (4) municipalities on the territory. Committee was formed, comprised of MRC and CISSSCN to advance the file.

### Residence aux Beaux Sejours

- Finalized all information with CISSSCN regarding Residence aux Beaux Sejours, and contract with CISSSCN ended on March 31<sup>st</sup>, 2019.
- Requested to sit on working committee for the RBJ with the LNSHC, no meeting called to date.

### LNS Housing Corporation

- The Housing Needs Assessment has been completed and must be approved by the Coasters Association Board. The Housing Corporation has received a draft working document to review. The corporation must move forward with the development of a strategic plan based on the information provided in this document. The document was a lot more extensive and time consuming than originally presumed. Regardless, it is a detailed outline of the housing situation of the region which is important in understanding the realities and moving forward. Though it was delayed, it is still a huge success for the organization.
- Two meetings were held. One on April 27<sup>th</sup>, 2019 and another on September 4<sup>th</sup>, 2019. Minutes produced of the meetings.
- LNS Housing Corporation report distributed to partners, reviewed and revised – and to be translated.
- Hosted the AGM for the housing corporation – and completed elections for the first official board of directors.
- Reviewed housing report and forwarded to their CHSSN to assist in development of housing on the territory.
- AGM held for LNSHC (Completed elections for the first official board of directors).
- Partnership with Steel River Group in order to implement the Housing Assessment file in Bonne-Esperance.



- Housing assessment created and distributed in Bonne Esperance to determine housing type and size needed, and rental costs that individuals felt they could afford.
- Power point created with data received and possible housing structures to build with cost and land analysis

## **Health and Social Services**

### Centre Intégré de la Santé et des Services Sociaux de la Côte-Nord (CISSSCN)

- Physical disability, Intellectual disability and development disorders. Disabled population file added as a priority at the Regional and Local Users Committees of the CISSSCN.
- The User's Committee held regular meetings, from April 2019 to March 2020. Minutes produced of the meetings. The Users Committee's meetings were mainly to discuss the transportation problems and the policy, which will be completed in the fall.
- Supported the member of the Board of Directors of the Centre intégré de santé et services sociaux (CISSS), by providing concerns forwarded by the Lower North Shore population.
- Meeting held with new Director of Public Health, Assistant to Director of Public Health and Constance Monger on September 19th, 2019.
- Multiple meetings and discussions held with mayors across the Lower North Shore due to access issues being faced by population

### CISSSCN Advisory Committee

- Maintained an Advisory Committee to the CISSSCN Board of Directors. Meeting scheduled for November.
- One (1) Advisory Committee held to review mandate with new members

### Provincial Health Committee for the English Language Services

- Eileen (president) participated in eight (8) meetings of the Provincial Health Committee and documentation was prepared to present at the meeting.

### Regional Committee for the Program of Access to Health Services and Social Services in The English Language of the CISSS de la Côte Nord

- Meeting with NSCA – May 23, 2019 (Clarification of members on the CN Regional Access Committee)
- Forwarded three (3) recommendation to the CISSSCN board of Directors for members on the Access Committees and all members were accepted (i.e. Kayla Kippen, Ashley Babin Dugay and Marlene Gallagher). Betty Alice Strickland was also named to the committee.
- Kayla Kippen was approved for a seat on that Committee to represent the Coasters Association. Work is under development to create a framework for the committee.
- Two (2) meetings held with CISSSCN on Regional partnership table and local recruitment committee.

### Lower North Shore Health Fund – Uni Aide Foundation

- Prepared promotional items for Halloween Collection Drive, in partnership with elementary schools – Oct. 31, 2019.
- Work with community volunteers to organize Walk for Wellness across the Lower North Shore.
- Work with volunteers to secure donations, sponsorship and promotion of 5<sup>th</sup> Annual Spaghetti Supper/Bazar- Gatineau, Nov. 9, 2019

### Ami- Quebec

- Forwarded schedule of workshops offered with Ami Quebec on mental health via telephone conference through with the local population through social media-

## **Education**

### Early Childhood Development

- Continued to implement 2019-2020 Avenir d'enfants action plan and Community Action Program for Children (CAPC) workplan and Bright Beginnings workplan.
- Meetings held with local regroupement partners to check-in and discuss the future of Show Me the Way and early childhood development on the LNS.

- Attended all regional Avenir d'enfants coordinator meetings with Côte-Nord Development Agent.
- Planned and organized an event to be held in Blanc Sablon with Éclaire Côte-Nord to better understand child maltreatment and neglect. The event is also in collaboration with Avenir d'enfants to celebrate the final year of Show Me The Way (SMTW).
- Animation workshops began across the LNS in Kegaska, Tête-a-la-Baleine, La Tabatière, St. Augustine, and Blanc Sablon. Weekly meetings held with animators and documentation maintained in addition to regular communication via emails and phone calls to ensure support.
- Attended various webinars on various topics, i.e., Triple P.
- On-going meetings held with Thule Evaluation for the development of an updated parent survey and analysis tools. Survey in draft form.
- Attended regional and local Table Santé et Qualité de Vie (TSQVie) meetings to ensure representation of young children and their families on the LNS when submitting social development needs assessment to the Fondation Lucie et André Chagnon (FLAC).
- Seven (7) Animators (Kegaska, Chevery, Tête-a-la-Baleine, Gros Mécatina, St. Augustine, Bonne Esperance, Blanc Sablon) in place to carry out activities that encourage the development of youth 0-5 years.
- Meeting with SMTW/PACE Coordinator and Communication Agent – May 29, 2019 (Discussion on revamping SMTW and PACE social media platform).
- PACE brochure, letterhead for PACE and SMTW programs infographics (2).
- Animator meetings held and regular follow up to support Show ME the Way Animators across the Lower North Shore.
- Two (2) applications submitted to Ministère des Familles (i.e Increase numeracy for 0-5 –awaiting response, Increase Parent Engagement –awaiting response).
- Work plan revised and approved by Public Health Agency of Canada (PHAC).

- 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.
- RAP Cote Nord project submitted for 2019-2020 and approved.
- Distributed RAP Cote Nord funds to communities to carry out activities with increased literacy focused activities implemented for 0-9-year-olds.
- Completed final report for RAP Cote Nord.
- 3 animators and 1 coordinator registered for training, taking place June 2020 (pending COVID-19 status).
- Completed training program with twenty-seven (27) employees on Clifton Strengths with Pure Bliss Coaching.
- Eclaire Cote Nord and Avenir d'enfants event held October 2019, bringing together representatives from 9 organizations.
- Participated in regroupement led by Avenir d'enfant coordinator.
- 2020-2021 workplan developed and submitted.
- Funding received from Maison de Famille to implement Triple P program to better engage parents
- Two (2) staff members attended the Early Childhood Symposium.
- Current program participants completed questionnaires.
- Currently working with evaluator Mary Richardson on development of the questionnaire.
- Annual report submitted to CHSSN.

- Program Manager of Youth & Development hired (Chelsey Thomas)
- Bright Beginnings & HEY Coordinator hired (Erin Snider), Animator meetings held and regular follow up to support Show ME the Way Animators across the Lower North Shore.
- One (1) application submitted to Ministre des Familles (i.e, Increase Parent Engagement –project accepted)- completing planning.
- 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.
- G suite training completed with ECD animators

#### Nutrition North Education Initiative (NNEI) Canada program

- Nutrition North Animator and Coordinator completed a combined total of 34 activities involving various age groups within the community.
- Six (6) different themed healthy food and recipe boxes provided to the community, totalling 168 boxes.
- 100 garden planter boxes provided to community to encourage local growing of fruit and vegetables.
- Gardening workshop offered to the community of Gros Mecatina, attendees were invited to pick up some free seeds and speak to gardening experts from AGRO to learn more about how to care for a garden. 21 participants.
- Animator and Coordinator received “5 Epice” training, certifying both to offer workshops from the program developed by Canadian nutritionist.
- Cookbook containing the previous 12 months of recipes used for activities in the community released to the public.
- Partnership with AGRO Gros Mecatina to collaborate to meet both organizations nutrition education mandates. Six (6) nutrition education activities completed as

part of collaboration, offering locally grown produce and information on the benefits of shopping local to consumers.

- Two (2) meetings held with each Nutrition North Education Working Group representing Mutton Bay and La Tabatiere.
- 2019-2020 work plans reviewed and modified as needed for La Tabatiere and for Mutton Bay.
- Attended Nutrition North Advisory Committee Meeting. Distribution of funds updated, announcement of NN program to be implemented in La Romaine discussed.
- Four (4) meetings carried out with working groups from each community.
- Seventy-two (72) animated activities hosted in Gros Mecatina.
- Ten (10) informational brochures completed and disbursed through the two communities in the Municipality promoting a healthier Gros Mecatina.
- Ninety-five (95) gardening boxes were constructed and distributed to the population of Gros Mecatina.
- Sixteen (16) taste testing and healthy food sampling events held in Gros Mecatina grocery stores.
- Two hundred and nine (209) good food and recipe boxes delivered to residents of Gros Mecatina. new numbers needed.
- Four (4) Ateliers Cinq Epices workshops offered to elementary students.
- Various cooking skills workshops offered at Mecatina School to secondary students as part of physical education and health courses.
- Ten (10) fruit and vegetable explorations and samplings with PACE participants.
- A Second health recipe year in review recipe book developed.
- Promotional collaboration with AGRO continued through the 2019 operating seasoning.

- Kitchen equipment/supplies purchased for Mutton Bay and La Tabatiere to aid in the implementing of nutrition education activities for the populations.

#### Community Public Health Strategy (CPHS)

- Community Health strategy program under development.
- The pink T-shirt day was carried out in April 2019, across the LNS. This is an annual event, carried out in all the schools across the LNS. The students continue to wear their pink t-shirt once a week to school, to stop bullying.

#### Speech Therapy

- Speech therapy finished in June 2019 and continued in September in St. Augustine and Chevery, 2019.

#### Dedicated Reading Initiative (RAP Cote Nord)

- 10,000 received and allocated to schools (9) to hold activities aimed at improving literacy skills.

#### LNS Education Network and the North Shore Education Network

- Meeting held in May to select candidates for McGill Bursary Program. Patrick Burke and Delaney Collier were approved by McGill for \$5000 to continue post secondary studies.

## **Activity Component #3: Diversification and Sustainability**

### ***Economic Development***

#### Fishery

- No work activity to report during this period regarding plant workers and fishers. A meeting held in October at the end of the season.
- Attended meetings with DFO, fishermen and municipality for the wharf extension project in Bonne Esperance to be implemented.
- Completed analysis, ruff display drawings and budget scenarios for three (3) options for the wharf infrastructure.

#### Tourism

- No activity this quarter regarding the implementation of the tourism development plan.
- The step-by-step document was distributed to all members of the steering committee as well as partners. A follow up will take place with the MRC in October regarding the action plan and the step-by-step document.
- Nicole Fortin replaced Cornella Maurice on the board of directors of the Coop Voyages Coste and she participated in month meetings from April to June.
- Participated in regular board meetings and the AGM of CoSte in June 2019. The meeting was to provide an update to the board and the work to be carried out from April 2019 to June 2019. Several sites were set up on and off the coast for the AGM and thirty (30) participants present to provide feedback to the annual report, financial statement, and planned activities for the upcoming year.

Ten participants, two board members and eight staff attended the Tourism Forum organized by the MRC and Municipality of Bonne Esperance on February 19th, 2020. As a result, employees (Melanie & Latesha) of the MRC and Coasters will meet with the businesses in the eastern sector of the coast.

#### LNS Business Incubator Center/ Northern Research Center

- Integrity Ingredients Corporation announced their partnership with the LNS Research Facility/LNS Bioproducts Cooperative to be the distributor of the bio-resource extracts that will be sold to cosmetic companies as an ingredient in their



products. Furthermore, Mrs. Kimberly Buffitt will be travelling to New York to attend the New York Society of Cosmetic Chemists show on May 7th and 8th for the launch of the first six (6) products. L'Onvie Inc. and Pacific BioCulture announced their investment in the Cosmetic Manufacturing Business Plan that will see a cosmetic manufacturing facility built in Bonne Esperance in collaboration with the LNS Bioproducts Cooperative.

- Meeting held in April with CEDFOB, Memorial University, MRC, CEDEC, Steel River Group to discuss the annual action plan of the LNS Research facility, and the industries prioritized were sea cucumber, birch sap, lingonberry development and cosmetics. Another partnership meeting will be held in the fall. Reports will be produced and distributed of their accomplishments and shared with the partners.
- An agreement was established with Integrity (a company out of the United States) to hire an employee for one year to support the businesses on the LNS from May 2019 to May 2020. The work was carried out throughout the Lower North Shore (Blanc Sablon to Kegaska). Twenty-seven businesses and organizations were supported. Various marketing materials were produced, created, and promoted. An update of these twenty-seven (27) businesses and organization will be given in the fall.
- Steel River Group (Mr. Trent Fequet) announced that they will be allocating funding over a period of five (5) years to sponsor a summer student (intern) at the Coasters. Additionally, the Coasters Association will be providing internal training with Steel River Group, to incorporate the Lower North Shore Business Incubation Acceleration Center (LNSBIAC) model used by the Coasters to implement in their business operations.
- Working in partnership with the Bio products Solidarity Coop, Steel River Group and CEDFOB funds were secured to hire an intern for four months and an intern for six months was hired through CEDEC to further develop the components of the business plan for implementation.
- Various meetings held from April 2019 to March 2020 with the CCTT'S (CEDFOB, Merinov, Biopterre) Universities (Memorial, UQTR, University of Ottawa), organizations (CEDEC, CSL, Pakuashipi, CRBM) businesses (I&S Seafood, Steel River Group, Harrington Harbour Coop, L'onvie), Maritime Affairs, MAPAQ and the MRC (five municipalities separately with Mayors and council present) to develop a partnership model. These meetings were held to identify

support and resources needed by each industry/project, as outlined in the action plan, in preparation for the development of a partnership model and future agreements.

- 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.
- A partnership with Blue Pipeline was maintained. A consultation with Mr. Justin Sternberg, Seward Manager for Blue Pipeline in Alaska, was held to discuss economic development through mentorship, programs, community collaboration and access to resources!
- Centre d'expérimentation et de développement et de développement en forêt boréale en forêt boréale - CEDFOB (Michel Cosgrove) announced that they will continue to work in partnership with the Coasters Association (Ms. Shae-lynn Roberts, Environmental Program Development Researcher, employed through CEDFOB) to ensure progress and growth in the area environmental research and development.
- Western & Labrador Department of Tourism, Culture, Industry & Innovation (Mr. Jamie Pye) announced that a Memorandum of Understanding (MOU) is in the process of being developed and completed between the Coasters Association and Labrador Development Corporation to improve economic development in our common regions.
- Forwarded Carrefour Action Municipale et Famille's (new funding pocket) list of subventions to Municipalities (5).
- Partnership agreements developed with 1 international (Blue Pipeline-Alaska) partner and 1 national partner (Steel River Group – Alberta)
- Information forwarded to new contacts at Maritime Affairs.
- Various meetings held with office of the Minister of Education & Innovation to advance LNS Bioproducts Cooperative file.

- Powerpoint drafted and draft projected expenses for 2019 Sustainable Communities Conference – St. John’s NL (Oct 2019) and forwarded to Director of Finance.
- Reviewed and revised Steel River Groups’ proposal to the Indigenous Nation Rebuilding Program.
- Travel to and participation in three (3) knowledge exchange opportunities: (Labrador Straits Development Corporation in Forteau, Labrador; TSQVie Conference in Baie Comeau, Quebec; Maritime partnership in Halifax, Nova Scotia).
- Two (2) new partnerships established with regional organization for services: OBV Duplessis – identification of water sheds and challenges on the LNS, CDR – development of an International Bio Cooperative.
- Partnership with Labrador in beginning stages through multiple meetings and working sessions.
- Partnership formed with Labrador Development Corporation and Coasters Association has accepted to sign MOU with Labrador Development Corporation at the Board of Directors meeting
- Reviewed and revised the MOU between the Coasters Association and the Labrador Straits Development Corporation
- MOU signed with Southern Labrador Development Cooperative in July 2019.
- Various follow-up meetings held with Alaska blue pipeline innovation cluster whereby they signed a MOU with the Coasters Association.
- MOU drafted for Alaska Ocean Cluster and ready for adoption by Coasters Association Board of Directors.
- Fifteen (15) meetings held with regional and government departments (MESI, Anglophone Secretariat, Maritime Affaires, Economic Development Canada, OBV Duplessis, CDR).

- Expertise and information shared 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.
- Collaborated with CSL and Services Quebec project, to hold an AEC program for pharmaceutical laboratory technicians.
- Partnership with CSL, information shared and next steps identified - to support youth R&D and to develop the LNS Business Incubation Acceleration Center by housing the BIAC hub in St. Paul's School with satellite offices of the BIAC to be housed in school board infrastructures in St. Augustine, Mutton Bay and Tête à la Baleine, along with Chevery and La Tabatiere housing interns.
- Meeting with Cedfob to design projects and develop summer stage and internship for environmental science student- June 24th and 25th, 2019.
- Conference call with John Abbott college to develop AEC program for laboratory technicians - Increase in employment and skills training for young adults.
- Meeting with OBV Duplessis in May 13, 2019 (Information shared on watersheds identified on the LNS (SPR, GM, SA, Grande Cooly-Belles Amour/Bradour Falls) and priorities identified by OBV Duplessis).
- Eight (8) businesses on the Lower North Shore supported into development and start-up (i.e. application development, marketing) - Municipality of Bonne Esperance (LNS Bioproducts Solidarity Co-op, Uncle Bill's General Store, Patty's Diner), Woodland Outdoor Adventures, I & S Seafood, The Pearl Rose), Municipality of Blanc Sablon (Poissonnerie Blanc Sablon), Municipality of Gros Mecatina (Agro) and Municipality of Golfe Saint Laurent (Le Petit Shack, Kegaska Construction).
- Three (3) international businesses supported with marketing (Integrity Ingredients, Blue Nordique, Aquilo) to increase visibility of LNS products through sales channels- companies pay for marketing staff person to be in place at Coasters Association office (one job created).
- Completed marketing and promotion efforts with three local businesses. (i.e. Assisted in the development of logos for three local businesses, development of menu for local business and promotional materials).

- Applied for funding to DFO from the innovation fund for a five-year \$6,000,000.00 project to support the establishment of the sea cucumber industry on the Lower North Shore, Gaspé and Magdalene Islands.
- Applied to Economic Development provincial office for a five (5) year project for business incubation and acceleration.
- Applied to Regional office for Economic Development Canada for a two (2) year project for business incubation and acceleration.
- Partnership with CSL Adult Ed to create birch, algae and wild berry harvesting courses.
- Project developed and submitted to Emploi Quebec to develop and deliver harvesting courses.
- Two (2) in person meetings one (1) on Lower North Shore and one (1) in Montreal plus weekly zoom meetings with CEDEC to receive training on growth wheel online business development tools that will be launched in the fall.
- Trained by CEDEC on Growth Wheel and met with staff to discuss the benefits of using this program.
- “Harvester’s Guide”, a manual booklet on how to harvest and process birch sap, wildberries, and algae from Northern regions distributed to all coop members.
- Site visits with Blue Nordique (Mexican partners), Research Center for Bio Marine development, Memorial University, Labrador partners, I & S Seafood’s around development of sea cucumber industry- June 10th to June 14th, 2019 - Meeting priorities identified.
- Meetings with Pierre Erwes of the international Bio marine network to develop International Bio Marine Coop with head office on the Lower North Shore-April 11th, 2019.
- Continuing to develop Info graphic to show the pillars of social development with examples for each pillar to help aid in development of municipal action plans.

- Meeting with CDRQ and information shared on LNS Bioproducts Coop and BIAC, the CDRQ and the Quebec Coop Federation and on the development of a International Blue Coop.
- Participated in meetings (3) with CedFob, Uartic, Labrador Development Corp, Mexico Bio Development, Labrador Shrimp Company, and Labrador Craft Group – June 11, 2019 (Information shared on sea cucumber harvesting, extractions and partnerships with Labrador, LNS and Gaspé, collagen extracts from fish by-products, Tour of Labrador Shrimp Company facility, and Discussions on dyeing techniques using local resources (berries, bark, etc)
- Permit submitted to Environment Canada for civil engineering needs of LNS Bioproducts Solidarity Cooperative.
- Title change from Lower North Shore Research Facility to Northern Research Center, as approved by the board.
- Support provided to ten (10) regional business/organizations/institutions (Commission Scholaire du Littoral, MRC, International Blue Cooperative, LNS Bio Products Cooperative, Local Table for Seniors,, Uni-Aide Foundation, Y4Y, Integrity Ingredients, Groupe Cadoet, Air BCN Express) supported (Promotion, marketing training resources, etc.).
- Support provided in the Municipality of Bonne Esperance for five (5) businesses (Woodland's Outdoor Adventures, Patty's Diner, Bleu Nordique, Aquilo, Whiteley Museum) and four (4) community groups/organizations (Old Fort Sports & Leisure, Harbour Authority, Municipality, support group) supported (application development, marketing, promotion, professional resources, etc).
- In the Municipality of St. Augustine one (1) business (Birch Sap harvesting) and 1 Native (Pakuashipi) Band Council supported (application development, marketing, promotion, professional resources, etc.).
- In the Municipality of Gros Mecatina one (1) business (Agro) supported (application development, professional resources, etc.).
- In the Municipality of Golfe St. Laurent one (1) community group (Kegaska Sports & Leisure), supported (promotion).

- Fourteen (14) meetings held with CEDEC staff to review joint economic development initiative files – SME support.
- International Blue Cooperative (IBC) established, head office identified in St. Paul's.
- Five (5) Municipalities (Blanc Sablon, Bonne Esperance, St. Augustine, Gros Mecatina and Golfe St. Laurent) follow up on social economic development planning.
- Northern Research Center Strategic Plan for 2020-2025 under development.
- Four (4) meetings held with regional and government departments (CRMB, Merinov, University of Quebec Trois Riviere, CEDEC, CAMI, CASA, DFO) to discuss DFO project.
- Three (3) meetings held with the Labrador Straits Development Corporation – Northern Research Center initiatives.
- Two (2) new partnership created:
  - Groupe Cadoret – possible staffing on the LNS
  - University of Guelph – potential for master's Program and sharing of resources
- Two (2) pamphlets created – Wellness Center, Northern Research Center, Personalized items ordered and received (pens, lanyards, etc..).
- One (1) application submitted to Chantier de L'économie social under the Programme de Préparation a L'investissement – Northern Research Center Consultant (\$100,000) pending.
- One (1) application submitted to NSERC – Essor de 4 productions fruitières particulières a la Cote Nord (\$2,000,000) pending.
- NRC staff began determining waste treatment/storage, chemical storage and product storage.
- NRC staff began perspective layout of lab infrastructure while taking into account developed safety procedures.

- NRC staff work on funding procedures to get lab infrastructure in place (DFO, MEI, EC, etc).
- Partnership with the University of Ottawa in terms of resource processing and cosmetic/pharmaceutical product development.
- Partnership with the Conseil de Bande Pakuashipi on future social and economic bio-development.
- Partnership developed with Louis Riverin on developing an engine for fishing boats relying on sustainable bioresources.
- Partnership outlined with Municipality of Bonne-Esperance on water and waste treatment.
- Partnerships developed with lab scale and industrial equipment suppliers (FischerSci, Metler Toledo, Lee Ind, VTA, etc.).
- Meeting with Oceanium (March 4<sup>th</sup>, 2020) to discuss international algae development partnership with IBC, NRC and Oceanium.
- Meeting with Glen McKinnon and Pakuashipi (March 20<sup>th</sup>, 2020) to discuss their current activities around sea cucumber harvesting.
- Meeting with Merinov (March 27<sup>th</sup>, 2020) to accelerate algae stock assessments and include drone imaging. Looking at employment opportunities for the region as well.

#### *Laboratory*

- Meetings with UQTR regarding lab equipment list they sent – to determine best models for equipment.
- Internship through CEDEC to hire and support a junior bio-processing engineer.
- One (1) CEDFOB and one (1) CEDEC employee hired to assist with the completion of the laboratory equipment list.
- Research all companies that sell equipment and complete price comparison and quotes.



- Partner organization CEDFOB established a micro propagation lab in Gros Mecatina in collaboration with the Coasters Association and the Lower North Shore Bio Products Cooperative and hired two (2) lab technicians.
- Laboratory equipment list finalized on 2019/05/29 with three (3) quotes for each single piece of equipment and timeline of purchasing schedule established.
- Preliminary layout of lab equipment was performed.
- Obtained approval from the Municipality of Bonne-Esperance to go ahead with lab construction and implementation.
- Audit of existing infrastructure and equipment to meet projected lab capabilities.
- Meetings with suppliers about infrastructure.

#### Master/PHD Students

- Internships with Steel River Group, \$5,000.00 and CEDFOB, \$5,000.00. Hailey Jones is a Civil Engineering Student, Kristopher Fequet is Chemical engineering hired for 6 months by CEDEC working with Sea Cucumber and accepted into the master's degree program. A report will be produced.
- One (1) master student began studies with UQTR in January 2020 - Kristopher Fequet
- Business Management program with Memorial University outlined to support university students to study remotely in the region while supporting R&D with the LNS-BIAC.
- Interns and Master students aided in the creation of the LNS-BIAC database compilation identifying and outlining fourteen (14) databases to support youth and bio-development activities linked to the BIAC and Research Center.

#### Coop Solidarity Bio-products

- Tian Wang partnership committed to build a cosmetic manufacturing facility in Bonne Esperance.
- Delia Simental partnership committed to build a pharmaceutical laboratory to produce sea cucumber products.

- As of March 15<sup>th</sup>, 2020, and in collaboration with the Conseil de Bande de Pakuashipi, a grant to secure 1.5 million dollars from Indigenous Services Canada (ISC) is being written to help with the LNSBSC factory financing.
- Integrity Ingredients Corporation purchased two thousand kilograms (2000kg) of lingonberry and cloudberry and five hundred kilograms (500kg) of crowberry.
- Integrity Ingredients Corporation secured the first purchase order for the Lower North Shore Bioproducts Solidarity Cooperative (Coop) wild berry products, with a nutraceutical company in Texas that will be putting the Coops product in capsules.
- Design and initial optimization of berry, algae and sea cucumber chemical processes
- Cost estimations for processes described above. Both CAPEX and OPEX.
- Preliminary design of waste treatment facilities for berry and algae processing.
- Design of data acquisition, data handling and process control automation system.
- Literature review on resources, potential exploitation of molecules and how to process/ extract them.
- Land permit completed for building expansion and water permit nearly completed.
- Ongoing weekly meetings about product pricing since March 2020.
- March 24<sup>th</sup>, 2020 – Initial resource mapping meeting for upcoming summer harvesting season.
- Contacted several companies to perform gene microarray testing on cosmetic products.

#### Non-Timber Forest Products/NFTP

##### *Algae*

- Design of crude algae extraction process and waste treatment facility was created.

- Weekly meetings are held with a process engineering professor from the University of Ottawa and the staffs junior bioprocess engineer to help refine and optimize the design and implementation of the facility.
- Research being conducted on how to reduce the odor associated with the algae extracts.
- Market identification ongoing for algae products.
- Researching various avenues of using algae for bioplastics and biomaterials.
- NRC staff began design of extraction procedures and create production simulators for berries and algae and determine corresponding equipment.

#### *Sea cucumber*

- Four (4) production lines were designed to supply different forms of sea cucumbers to various markets i.e. cosmetic, pharmaceutical, nutraceutical, etc. These productions were: dried whole, lyophilized whole, nutraceutical powders and collagen extracts.
- Weekly meetings with staff and CEDEC were performed to help organize and advance the sea cucumber project.
- Literature review on various active compounds, markets and extraction techniques were performed on various sea cucumbers.
- Meetings throughout the summer of 2019 with fish processors across Atlantic Canada about their total allowable catch (TAC), processing methods and supply and business relationship opportunities with our team.
- Toxicology, pesticide, microbial and other analytical test were performed on sea cucumbers from Gaspe, Newfoundland and Nova Scotia.
- Partnerships made and strengthen with International Suppliers in Mexico, Australia, Alaska and Iceland.
- Markets identified in Asia, United States, Canada and South America along with potential clients.

- Support from DFO, MAPAQ and equivalent bodies in neighbouring provinces.
- Preliminary design of lab scale collagen extraction process and industrial scale process. Both capital and operating cost were looked at in both scenarios.
- Schedule made for planned experiments on lab scale collagen optimization.
- Technical equipment for performance, QA/QC and other analytical test required for sea cucumber analysis were collected and quotes were obtained.
- Preliminary lab layout of the technical equipment was performed.
- Plans for retrofitting the existing coop to accommodate such equipment were drafted.
- Relationship developed with CRBM to perform first set of collagen extractions at their facility until the lab on the region is constructed.
- Organization and roles in the sea cucumber project were organized and distributed among our partners (Merinov, CRBM, UQTR, MUN, UOttawa, etc)
- Commencement of Masters project on biomolecule extraction from sea cucumber

#### *Birch Sap*

- A meeting was held with CSL and Emploi Quebec in April to discuss the training and skills development offered to the public, and the needs of the public were presented to them and training courses were identified in the field of birch sap and lingonberry farming.
- The training courses were posted for the public and 10 to 12 participants were required in order to carry out the course, there weren't sufficient names obtained but not for the time of year. The course was delayed until the fall due to people on the coast having to leave for work or working in fish plants, etc. However, enough names were received but it was the wrong time of year.
- Birch Sap harvesting course finalized and ready to launch in February 2020.

### *Lingonberry Development*

- Shae-Lynn Roberts, CEDFOB Researcher maintains office space at the Coasters Association office in St. Paul's as an in-kind contribution.
- Field work and preliminary results collection was done on a natural modification site for lingonberries. A final report will be completed at the end of the project in 2021.
- Sites developed in Bonne Esperance, Gros Mecatina, and Chevery (work in Chevery has halted due to a request by the municipality of Golfe-du-Saint-Laurent).
- The School Science Integration Project began implementation in St. Paul's High School with a lab experiment done using wild berries and field trips done with CEDFOB and a tour of the Coop building.
- Economic Development – Supported LNS Bioproduct Solidarity Coop wildberry sales and harvesting posters (2), CEDFOB berry search social media post, Innovation Land & Sea presentation, wildberry video footage, various logos (4).
- Carry out preliminary drying studies on berry products to decrease processing time for LNSBSC.

### *Cosmetics*

- Six hundred (600) samples received by Integrity and distributed to clients – The bioproducts Solidarity Cooperative received the first purchase order from a nutraceutical company in Texas for a wild berry artic blend.
- Research and development on all wild berry products that are currently on the market are being optimized through CO2 extraction, increased testing and preliminary agricultural plots to increase yields for harvest and create a new potential for SME's in the agricultural field.
- Various meetings held with CSL and Services Quebec to develop content for Training plan for Cosmetic manufacturing finalized with the Commission Scolaire du Littoral to train sixty (60) people-April 1st and June 10<sup>th</sup>, 2019.
- NRC staff began design of collagen lab scale extraction process and list protocols associated with yields, structure and compound efficacy

## Natural Resource Development

### *Composting*

- CEDFOB conducting a project with the Lower North Shore Community Seafood Cooperative to explore the results from Crab Waste and existing organic waste available on the Lower North Shore.
- Results and report available in 2020.

### *Apiculture (bee farming)*

- CEDFOB provided continued support to Chesley Griffin and his Apiary.
- CEDFOB continues to conduct native osmia bee research on the Lower North Shore.

### *Green House*

- Support provided to agricultural groups (Agro, Bonne-Esperance 50+ Club) along the Lower North Shore as needed.

### *Biomass Engine*

- Louis Riverin approached Kimberly Buffitt and Kristopher Fequet about supporting his invention which is an engine using biomass as fuel. In the later phases of the project, our team will hold consultations with the community to present the idea and look for community support along the Lower North Shore. These engines could be designed to be used in fishing boats which promotes both sustainable and clean use of local resources. Technical support may be provided on the project as needed.

## **Youth Programs**

### Skills Link/Career Focus

- Contacted Cathy Brown at CASA to confirm call for proposals for Skills Link Project. Currently there is no call for applications under this stream and she informed Kim that she was invited to submit a project as an extension to the two-year skills link project they are currently implementing; due to a surplus of funds to the program and current recipients were invited to submit as soon as possible.
- Updated Newsletters articles for Career Focus and CIF projects.

- Application submitted to Services Quebec for JEME: Youth in Motion (the new Skills Link Project) on March 2<sup>nd</sup>, 2020 titles “Fostering Youth Employability”. Application currently pending.

#### KIDS summer camp

- Partnership with Quebec 4-H reaffirmed, and insurance forms filled out for KIDS Summer Camp Program
- Young Canada Works application not approved, and 2 Services Canada students approved. Camps had to be restructured to be able to offer program
- In Bonne Esperance, the 50+ Club gave their summer student to the camp.
- Held a meeting with the students in June 2019. This session was done prior to opening of the camps.
- Determined the number of participants for the camps in Bonne Esperance and La Tabatiere- 21 youth in attendance.
- Determined that Blanc Sablon will be managing their own camp this year- 35 youth attended.
- One (1) application submitted to Canada Summer Jobs – Summer Camp Counsellors (4) & Stats Literacy Internship (1) pending.
- KIDS Summer camp planning is on hold due to Covid 19.
- An application to Young Canada Works (YCW) for 4 summer students and it was not accepted.

#### School Integration Program

- Integrity Ingredients Corporation – STEM (Science, Technology, Engineering, Math) Award: This award is sponsored by Integrity Ingredients Corporation in the amount of \$2500 awarded to one (1) secondary V student V from the secondary schools of the LNS having the highest average in sciences and mathematics and showing a spirit for innovation. The recipient is: St. Paul’s School – Grace Keats
- Developed a guide for bursary program in collaboration with the CSL and distributed to all the high schools on the territory.

- New Youth Engagement Coordinator hired (Marilyn Peachey Moffat) in October 2019.
- The School Science Integration Project began implementation in St. Paul's High School with a lab experiment done using wild berries and field trips done with CEDFOB and a tour of the Coop building.
- Monthly bio-product themed science experiments launched in St. Paul's High School Twenty (20) Sec III, Four (4) Sec IV and Five (5) Sec V students.
- Video in editing process to be shared with Lower North Shore High Schools.
- Field trip guide developing with opportunities to share with MRC as follow-up with Tourism Forum.
- Coastal Youth Forum planned for 2020-2021 school year, information meeting and emails sent to principals and school board personal. Materials needed for Forum to be ordered before March 31, 2020.
- Contacting speakers for Coastal Youth Forum.
- Framework for Youth Engagement Toolkit drafted, to be expanded with feedback from Coastal Youth Forum.
- Youth Retention and Attraction activities planned in conjunction with Chelsey Thomas and the H.O.M.E. initiative.
- School Science Integration Project Innovation Project launched at the High School in St. Paul's (phase 1), and through a video production (phase 2) in 2020-2021 school year.
- Virtual events adapted to meet social distancing restrictions. Working in collaboration with the CSL.

#### Statistical Literacy project

- Shae-Lynn and Latesha is working with the QCGN on this project. A meeting was held in September and minutes produced of the meeting. A training session was held in January 2020 and Chelsey Thomas attended, with all expenses paid by



the QCGN. Promotion will be carried out with the students attending John Abbott from the LNS to recruit and intern for the summer of 2020, paid by the QCGN.

- Application submitted for one (1) student to be hired as an intern for summer 2020 through Canada Summer Jobs.

#### Youth transportation

- No activity took place regarding this initiative this reporting, as the 60% rebate is excellent.

#### Youth Employability

- Funds received by the QCGN under the Community Innovation Fund for two years for the Coasters Association to expand the capacity of the LNS Research Center to create and support opportunities for youth in R & D. Project completed in May 2019 and a report produced.
- New Program Manager of Youth & Development hired (Chelsey Thomas) in October 2019.
- Drafted youth employment strategy and model entitled "H.O.M.E." (Hiring, Opportunities, Mentality, Entrepreneurship) focused on attracting and retaining youth to the LNS.
- Attended the Provincial Employment Roundtable (PERT) event coordinated by YES in November 2019 to discuss employment challenges and solutions facing English-speaking Quebecers.
- Submitted one (1) project to the QCGN Community Innovation Fund for \$200,000 for 3 years for the development and implementation of H.O.M.E. initiatives. The project was not approved.
- Attended a trail run course from January 14-16, 2020 for the Statistical Literacy Project through the QCGN to provide feedback prior to the course being implemented.
- Submitted applications to Canada Summer Jobs for summer camp counselors and a statistical literacy student as part of the QCGN program offered with John Abbott.

- Developed two internships for youth with the Northern Research Centre focused on bio-development through BioTalent.
- One (1) application submitted to Services Quebec under the Programme Jeunes en mouvement vers l'emploi – Fostering Youth Employability.

#### Other Activities

- Career Fair held in St. Paul's with students participating from Gros Mecatina, St. Augustine, Blanc Sablon. Chevery had one secondary students. This was to match their education with potential future jobs in the region.
- Advertisement flyer for a request of information for post secondary education students in the region leaving for school.
- CISSS staff presented in St. Paul's and Chevery. CISSS is establishing a recruitment committee but members are currently unknown. Meeting to be held at a later date.
- The track and field event was held in St. Paul's River with participants from every school on the Lower North Shore.
- Continued to support the Secondary V graduating students through our School/Community Volunteer scholarship.
- Provided reference letters for our youth, residing off the coast, for employment purposes.
- Animators throughout the territory maintained by the Commission Scolaire du Littoral for the Basse Cote Nord enForme program.
- During the Coasters AGM in March, 3 new awards were announced in partnership with Steel River Group, Integrity Ingredients Corporation (see above) and Trent Fequet.
- Steel River Group – Athletics and Academics Award: This award is sponsored by the Steel River Group for the amount of \$1000 to be awarded to one (1) student from each of the secondary schools offering secondary V and will be awarded annually. The student winning the award will perform well in both academics and high school related sports. The recipients are as follows: Netagamiou School – Callie Evans, Mrg. Scheffer School – Mason Buckle, St. Paul's School – Grace Keats, Both St. Augustine and Mecatina Schools will receive the \$1000 award amount which will be used to promote healthy lifestyles within the schools.

- Trent Fequet - Cornella Maurice Resilience & Passion Award: This award is sponsored by Trent Fequet (Cornella's son) in recognition of Cornella's commitment to the communities of the Lower North Shore in the amount \$2500. It is presented to the student who has demonstrated good academic standing, a desire to pursue a post-secondary education, has perseverance in achieving an important goal that has contributed to helping others, social responsibility, a passion for community engagement, and a significant contribution on the Lower North Shore through participation in school and community service. The recipient is: Mgr. Scheffer School – Max Sheppard
- Held meetings with CLC Coordinator - October 27th, 2019, February 13th, 2020) – printed and shared information regarding services to school

## ***Communications***

### Articles/PSA's (Public Service Announcements)

- Articles (PSA's) published on local radio stations on McGill bursaries, health fund/social program, Uni-Aide Foundation and the Coop. There were six produced for the radio stations and three shared with School news.
- Promoted and published the organization through PSA's, interviews, press releases, etc... on the local radio, CBC radio, Radio Canada, Cable TV as well as La Press, etc...

### Interviews

- Participated in interview with Quebec Community Newspaper Association – June 6<sup>th</sup>, 2019
- Participated in Interviews regarding Covid-19 pandemic and Nutrition North Harvesting program.

### Press releases

- One news release was produced of the results of the AGM and released in April 2019 (Radio Stations, Facebook, partners, etc.)
- Covid-19 survey press release.
- Opening of McGill Bursary applications.

### Newsletter

- One newsletter was produced regarding youth initiatives. Gathered write-ups from youth that are currently with Coasters Association or have worked in the past and found permanent placements due to their employment with the Coasters Association.
- Second newsletter creation for spring 2020 regarding events of the Coasters Association (restructuring, Introduction of the Northern Research Center & Wellness Centers, gardening tips, outlined board of directors and pollination workshops).
- Decision to roll out 4 seasonal newsletters each year.
- Outlined an effective content submission timeline and guidelines.

### Web site

- The website is currently under construction. A launch of the new website will be introduced in early fall 2020.

### Facebook

- All information is placed on Facebook on a daily/weekly basis. This means of communication seems to be a better way of reaching our membership, and to off coast residents (members, youth, etc...), and to promoting the organization. All staff has been keeping their Facebook page up to date.
- There are three Facebook pages set-up, one for Coasters, Avenir d'Enfants and Senior day Centers.
- The decision to launch a Facebook page for Northern Research Center and the Wellness Centers in May.
- The decision to remove numerous admins for pages and assign to 2 staff persons max.
- Guidelines brainstormed for content creation & submission to be rolled out to staff in April.
- Social Media Policy and Procedures document brainstorming
- Communication Implementation Plan completed

### Twitter

- This means of communication is now being used as well and will be further developed.

### Instagram

- This means of communication is now being used as well and will be further developed.

### High speed internet/Cellular Service

- Weekly meetings were held (every Friday morning) regarding this project. Work has begun in the eastern sector to implement high speed and cellular services. The eastern sector should receive the service in the spring of 2020 and then will continue working on the remainder of the coast.

### Communication & Graphic Design Strategy

- Drafted communication strategy document in collaboration and consultation with the board and staff as well as key partners (CSL, MRC, CISSSCN & CEDEC) to build awareness of satellite offices and services throughout the territory, improve our internal communication and the staff's capacity to carry out a more efficient communication strategy (staff training, consistent software and platform usage, streamlining documentation, working tools, best practices, etc.).
- Communication templates created for staff to submit content to Communication team to improve distribution of social media content.
- Rebranding completed for Coasters Association and started for its two (2) divisions-Wellness Centre, and Northern Research Center.
- Communication plan completed and approved by board.
- Four (4) pamphlets drafted:
  - Coasters Association
  - Lower North Shore Coalition
  - Wellness Center
  - Northern Research Facility
- [@coastersassociation.com](mailto:@coastersassociation.com) emails created for all staff, business cards created for all managers and directors at Coasters Association.
- Created graphics for youth employability initiative H.O.M.E (Hiring, Opportunities, Mentality and Employability/Entrepreneurship).

- Created graphics for the Northern Research Center's social development framework.
- Created new folders for documentation for a wide variety of uses, including packages to hand out at meetings/conferences...etc.
- Creation of a map of the Lower North Shore that is of higher quality with up-to-date information and ready for a variety of use including for use in brochures and tourism development.
- Advertising created for internship promotion.
- Updated community capitals graphic.
- Creation of a wide variety of graphics and documentation for the 2020 Coastal Summit that has been postponed.
- Logo creation for 2020 Youth Summit.
- Creation of various presentations for use at several conferences and meetings.
- Collection of photography/videos...etc... of the Lower North Shore from in house staff as well as external, for use in various marketing tactics.

## IN-OFFICE ACTIVITIES

The following is a summary of on-going activities throughout the fiscal year:

- Assisted the staff members with their quarterly reports, activity reports, progress reports, monthly reports, final reports, action plans, sustainability plan, schedule of activities, agenda's & minutes of meetings, letters, presentations, power points, press releases, publicity material, resource material, communication plans, preparations for events, etc.
- Held work sessions with the staff on a weekly basis, and individual staff meetings on a daily basis. Attended to all business arising with the staff. Attended to requests/concerns of the employees in a timely fashion (i.e.: office space, equipment, employment, holiday schedules, computer network/set-up, radio show prizes, etc...)
- Prepared all necessary memos for staff and forwarded to them, and did follow-up activities, in order to meet all deadlines.
- Conducted assessments and evaluations with the staff, analyzed the results and met with them to review it and develop individual action plans.
- Participated in working group sessions of individual projects whenever needed.
- Submitted all project applications (including cover and support letters) in collaboration with the Consultant, the NPI agent and the involvement of the staff members. Followed up to all projects, made the necessary adjustments, additions, etc.
- Produced binders of information regarding each project, with the assistance of the Office Secretary.
- Reviewed all contracts and contribution agreements of each project, program funding, and made all the necessary changes, etc... Ensured that all final reporting was carried out.
- Produced the necessary reports for various governments departments and organizations. Developed all the necessary policies, plans and documentation for the board of directors and sub-committees to enhance the organization.
- Attended to all correspondence (i.e.: letters, faxes, e-mail, messages, etc.) received. Answered phone calls and e-mail in a timely fashion. Followed-up to all public requests. Met all necessary deadlines. Also, attended to filing, sorting of in-office material, pending files, organization of office, binding of material, etc ...
- Conducted interviews and participated in surveys.

- Provide services to the partnering organizations (LNSCH, QeF, Uni-Aide Foundation, Dr. Camille Foundation, LTS, Ami Quebec, Alzhemiers Society, Groupe Accessibility, L’Avenir enfant, R2, MADA, CoSte, Bio-products Coop, etc....), and representation on a number of boards and committees on and off the territory. As well as provide support to the institutions, agencies, businesses, and regional and community groups across the LNS.
- Worked with the Director of Finance on all financial aspects of the organization, and the Office Secretary on all initiatives.
- Contacted the President, Vice-President and Treasurer on all issues of the organization for advice, guidance and/or approval. Contacted other Executive members and/or Board members if deemed necessary.
- Continued to add documentation to the “Important Documents” network, set-up on the computer. All information is placed into this database as a reference file.
- Provided reference letters to former staff members, upon request.
- The Scholarship awards were given out again this year, and supported students attending events off the coast.
- Donated prizes to the radio stations to support the Mother’s Day events and other special events across the coast.
- Set-up and organized all documentation of my office, through means of filing (i.e.: cabinet, boxes, trays, etc...) binders, folders, clearing out of out-dated data, etc...



## **CONCLUSION**

Should any board member, member or partner request additional documentation or information regarding any of the above-mentioned topics, please feel free to contact the office at your convenience and we would be pleased to accommodate you.

Each project produces an action plan, communications plan, schedule of activities, minutes of meetings/forums, power points, listing of committee members, press releases, newsletter articles, promos, etc... Some projects carry out surveys and publish the results. Each project develops monthly activity charts, quarterly reports and a final report. All documentation is available at the office.

A great deal has been accomplished in one year; however, it is due in part to **YOU**, our board members, and membership. Your on-going volunteer support, guidance and advice are greatly appreciated, and we **THANK YOU**.

**Cornella Maurice**  
**Executive Director**

**Tel: 418-379-2006, ext. 223 (office)**  
**418-379-2024 (home)**

**Fax: 418-379-2621**

**E-mail: [administration@coastersassociation.com](mailto:administration@coastersassociation.com)**  
**[cornella.maurice@coastersassociation.com](mailto:cornella.maurice@coastersassociation.com)**