

# JUNE/JULY 2021 NEWSLETTER

COASTERS  
ASSOCIATION  
UNITED FOR A BETTER FUTURE



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

Email: [info@coastersassociation.com](mailto:info@coastersassociation.com)

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



The Coasters Association would like to take this opportunity to wish everyone a happy summer. For those of you who are travelling home, or off the coast, for the holidays, pleasant travels and enjoy your vacation with family and friends.



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*Don't miss our next newsletter coming September 2021*

## 01. CENTRE DE SERVICES SCOLAIRES DU LITTORAL



Immigration is an important element to consider in addressing the labour shortages that limit development efforts, and it is a topic that has been discussed at various meetings in the region over the years. The Centre de services scolaire du Littoral was pleased to welcome and have a brief discussion with Ms. Marilène Gill, Member of Parliament for Manicouagan, and Mr. Yves-François Blanchet, leader of the Bloc Québécois, on the subject of immigration and the francization program for immigrants, which is part of the General Adult Education. Ms. Kimberly Buffitt, who joined the meeting on behalf of the Coasters Association, noted some of the challenges encountered by businesses

and immigrants. A dynamic francization program for immigrants, and access to a Test d'Évaluation de Français (TEF) testing center in the most eastern MRC of Quebec are essential to supporting the integration of immigrants in our unique part of Quebec society.

**Ana Osborne, Coordinator Adult and Vocational Education Services**

**Left to right: Kimberly Buffitt (Coasters Association), Philip Joycey, Ana Osborne (Centre de services scolaires du Littoral), Marilène Gill (députée de Manicouagan), Vincent Joncas (Centre de services scolaires du Littoral), Yves-François Blanchet (chef du Bloc Québécois)**

## 02. COASTERS ASSOCIATION UPDATES

### PHASE 2 - ERCC PROGRAM

The Secrétariat aux Relations avec Québécois d'Expression Anglaise (SRQEA) has continued the Enhancing Regional Community Capacity (ERCC) program with Phase 2 – Strengthen Community Vitality. Phase 2 of the ERCC focuses on four (4) objectives; improve organizational capacity, increase regional coverage of organizations serving English-speaking Quebecers, expand mandate to key sectors of activity and to increase interactions with local and regional government entities and francophone stakeholders.

Since April 2021, there have been important actions taken to increase the Lower North Shore's interactions with regional government entities and francophone stakeholders. In May, the Coasters Association had the opportunity to present to the members of the Conférence administrative régionale (CAR), thanks to the support of the regional direction of the Ministère des Affaires municipales et de l'Habitation (MAMH). The Coasters Association was able to present the statistics, issues and priorities of the communities that were identified during the 2020 Coastal Summit.

**A special thank you to the team at the Secrétariat aux Relations avec Québécois d'Expression Anglaise (SRQEA) for making all of this possible.**

**Shelley Fequet, Director of Community Development and Mobilization**

## MINISTÈRE DE L'ÉCONOMIE ET DE L'INNOVATION

On July 8, 2021, members of the Coasters Association's team, Kimberly Buffitt, Shelley Fequet and Kayla Kippen meet with Daniel Trembley, Pierre-Luc Vezina-Labelle, Jean-Pierre Landas and Lise Ringuette of the Ministère de l'Économie et de l'Innovation (MEI) and Louis-Pierre Legare of the Secrétariat aux Relations avec Québécois d'Expression Anglaise (SRQEA). The purpose of this meeting was to introduce the Coasters Association structure to MEI and to discuss the challenges of the Lower North Shore in accessing support. There will be a follow up meeting with MEI in the fall to discuss the potential of future development for the region.

## SOCIÉTÉ PLAN NORD (SPN)

On June 22, 2021, members of the Coasters Association's team, Kimberly Buffitt, Shelley Fequet and Kayla Kippen meet with Julie-Simone Herbert and Virginie Provost of Société Plan Nord (SPN) and Maude Delisle of Ministère des Affaires municipales et de l'Habitation (MAMH). The purpose of this meeting was to introduce the Coasters Association structure to SPN and to discuss the implication of the Lower North Shore in the 2021-23 Société Plan Nord action plan. There will be a follow up meeting with SPN in the fall to continue raising awareness with Quebec Ministry departments about Lower North Shore realities.

## NUTRITION NORTH EDUCATION INITIATIVE UPDATE



Leatrice Collier has been part of our Coasters team since 2017, and we are pleased to announce her promotion to Coordinator of Nutrition North.

Leatrice will continue to offer the great services, activities, and workshops she has done in the past with the communities of La Tabatière and Mutton Bay as well as take on new administrative roles within the organization. **Congratulations Leatrice! Hats off to our funder, Public Health Agency of Canada!**

**Mason Organ, Manager of Business Development**

## MINISTÈRE DES AFFAIRES MUNICIPALES ET DE L'HABITATION (MAMH)

In April 2021, Shelley Fequet and Kayla Kippen participated in a meeting with MAMH and the MRC to discuss the Vitalisation Golfe du Saint-Laurent. They presented the Coasters Association and its role on the LNS as well as contributed input on how the Coasters would be a valuable member of the Vitalisation partnership table.

## CONFÉRENCES ADMINISTRATIVES RÉGIONALES (CAR)

In May 2021, the Coasters Association, CSSL and MRC presented to the members of the CAR. Kimberly Buffitt, Shelley Fequet and Cathy Brown of the Regional Development Network, introduced the Coasters Association, informed participants of its role and the issues and challenges of the Lower North Shore. Cathy introduced the RDN and how it supports organizations like the Coasters Association.

## 02. COASTERS ASSOCIATION UPDATES

### MINISTÈRE DE L'AGRICULTURE, DES PÊCHERIES ET DE L'ALIMENTATION QUÉBEC

In June 2021, Cornella Maurice and Kimberly Buffitt, met with the Marie Lionard, Conseillère en développement du secteur des pêches et de l'aquaculture commerciales, and her colleague, Thomas St. Cyr Leroux, at the Coasters office, to discuss two (2) projects for stock assessment on Sea Cucumber and Algae that were deposited by the Coasters Association and to look at other programs within MAPAQ.

## 03. NORTHERN RESEARCH CENTER UPDATES

### NORTHERN RESEARCH CENTER

Under the funding provided by the Secrétariat aux relations avec les Québécois d'expression anglaise, I was hired as the Director for the Northern Research Center and will be working from the satellite office in Chevery.

"I received my Bachelor of Business Administration in Global Management and Leadership from Bishop's University last fall. This career path gave me hands-on experience in all aspects of international management, focusing on leadership, human resources, and marketing. I apply my education and interest in community development to help facilitate the Northern Research Center with hopes of flourishing our beautiful territory's hidden treasures. I am excited to be a part of the development and betterment of the place so many people call home.

One of my favorite quotes is "Individually we are one drop, together we are an ocean". Being surrounded by such a passionate team helps to harmonize our global vision and create a united culture. The Northern Research Center consists of Mason Organ - Manager of Business Development, Honlee Etheridge-Hobbs - Manager of Marketing and Communications, TBD - Coordinator of Business Development & Marketing, Leah Monger - Videographer. With great support from our executive staff as well as Kimberly Buffitt - Director of Operations and Innovation, Kayla Kippen - Senior Manager of Operations and Shelley Fequet - Director of Community Development & Mobilization, we are a dynamic group of strong-willed professionals with our community at heart." **Congratulations to Katie and welcome to the team!**



**Katie Roberts, Director of the Northern Research Center**

### TOURISM PROJECT

A tourism project was approved by the MRC, in collaboration with Cedfob. This project will support the hiring of a videographer. Leah Mathieu Monger of La Tabatière. Leah started on July 5th. **Congratulations and welcome Leah! Our appreciation goes out to the MRC and Cedfob - your partnership will go a long way in promoting the communities of the LNS.**

**Cornella Maurice, Executive Director**



## BIRCH SAP PROJECT

In partnership with Pakuashipi, a project consisted of mapping the trails to the birch sap sites in St. Augustine, completing lecture review on the stabilization of the birch water, and a marketing campaign to raise awareness in Pakuashipi. A report will be produced of its results. A second phase project will be submitted in July.

## STAFF RETREAT

During the week of June 7th, the Northern Research Center division team of the Coasters Association travelled to Bonne-Espérance to participate in various skill development and team building activities. The training focused on grant writing, organizational and network development, strategic planning, and much more! It was a week well spent with staff from all areas of the Lower North Shore.

We are fortunate to have such a passionate team that is driven to improve the social and economic opportunities on the Lower North Shore, and we look forward to putting our new skills to work in the communities.

**Kayla Kippen, Senior Manager of Operations**



## MEETING WITH PAKUASHIPI - PARTNERSHIP AT ITS BEST

The Executive Director and the Director of Operations and Innovation met with the following representatives of Pakuashipi; Gervais Malleck, Interim General Director, Maurice Bellefleur, Band Councillor, Glen Mckinnon, Director of Technical Services, Guy Vigneault, Directeur de la Flotte, Pêcherie Shipeku, and Mary Lou Vanier, Directrice-Créneau RSTM to discuss the Coasters Association- Northern Research Center Division and the results of the birch study that was just finalized. We also explored opportunities with Pakuashipi to further develop the economy in their community in the Blue Economy and non timber forestry products industries. We look forward to further developing our partnership with Pakuashipi and helping them with their developments. **We value our partnership with Pakuashipi!**



**Kimberly Buffitt, Director of Operations and Innovation**

## 03. NORTHERN RESEARCH CENTER UPDATES

### HOUSING ASSESSMENT IN TÊTE-À-LA-BALEINE



In the fall of 2020, the Coasters Association held a Coastal Summit and as a result an action committee was established consisting of members from Coasters Association, CSSL, MRCGSL, Municipality de la Côte Nord du Golfe St. Laurent and the Local Committee of Tête-à-la-Baleine. After discussions were held, it was recognized that the housing situation in the community of Tête-à-la-Baleine had needs and challenges.

Subsequently an advisory committee was formed, and a housing assessment is being carried out. With funding provided under the Quebec Social Initiatives Fund (FQIS), and a financial commitment from the MRC, the Coasters Association has been contracted to complete the study and Paige Buffitt has been hired to carry out the assessment and reporting. Paige will be supported by the Director of the Northern Research Center, Katie Roberts, and they will be working collaboratively with the

local advisory committee and the Municipality. Surveys are presently being carried out to assess the housing situation in Tête-à-la-Baleine so please stay tuned. **Congratulations Paige on your position!**

**Katie Roberts, Director of the Northern Research Center**

### REGIONAL DEVELOPMENT NETWORK (RDN)

The Regional Development Network (RDN) was founded in November 2019 to address the need for effective representation and engaged involvement in enhancing the vitality and development of English-speaking communities across Quebec that work within a defined territory. The RDN is funded by the Secrétariat aux relations avec les Québécois d'expression anglaise and supported by the Community Health & Social Services Network (CHSSN).

We are happy to announce that the Coasters Association has received funding from the Regional Development Network (RDN) for one (1) year, from April 2021 to March 2022.

The project aims to support vulnerable youth and adults outside the youth sector to access employment and entrepreneurship opportunities, improve collaboration with youth employability organizations regionally and provincially, and measures put in place to support vulnerable youth outside the workforce.

We are extremely excited about this new partnership and look forward to working with the RDN on more initiatives for the region in the future. **Thank you!**

**Latesha Fequet, Place aux Jeunes Migration Agent**



## AGRICULTURE AGRI-FOOD CANADA (AAFC)

An Intern project was approved by Agriculture Agri-food Canada, to complement the project of the Secrétariat aux relations avec les Québécois d'expression anglaise, in support of the Northern Research Center, Katie Roberts, Mason Organ and Leah Monger. **Congratulations Katie, Mason, and Leah! We are very grateful to AAFC for the acceptance of our project to enable us to further advance our planned objectives for 2021/2022 for the Northern Research Center & BIAC.**

## 04. WELLNESS CENTER UPDATES

### NEW MANAGER OF EARLY CHILDHOOD DEVELOPMENT

The Coasters Association is pleased to announce that Gabrielle Anderson of Chevery, Quebec was employed as the Early Childhood Development Manager and joined the team on June 22, 2021. We wish her much success in her new role!

**Congratulations Gabrielle!**



## SENIOR INITIATIVES

We are happy to announce that as of April 1, 2021, the Wellness Centers: Senior Initiatives have received core-funding. It has been 17 years in the making and we could not be happier moving forward. It is especially important for the communities on the Lower North Shore to have access to equitable and sustainable funding for human resources to address the needs of the senior population.

What does this mean for the communities? Each community on the Lower North Shore has access to human resources that work specifically on seniors' initiatives.

What are the Wellness Centers? The Wellness Center is a place where people (youth, seniors & families) can connect with programs, services, and information to support them on their path to health and wellness, enabling them to live a well-rounded lifestyle. There are currently ten (10) wellness centers across the Lower North Shore: Blanc Sablon, St. Paul's River, Old Fort Bay, St. Augustine, La Tabatiere, Tete a la Baleine, Harrington Harbour, Chevery, La Romaine and Kegaska. **We are happy to welcome some newcomers to the team, Bianca James, Blanc Sablon, Torri Mansbrideg, Bonne Esperance, Makayla Griffin, St. Augustine, Agatha Shattler, Chevery, and Chandra Nadeau of Kegaska.**

We would be remiss if we did not mention the diligent work of the CHSSN for the establishment of the Wellness Centers on the LNS – thank you! For more information about the programs and activities available in your community through your local Wellness Center, visit our Facebook page or reach out to our team:

**Kaitlin Bilodeau, Manager of Senior Services**

## 05. KIDS SUMMER CAMP

## 15 YEARS AND STILL IN OPERATION

In the summer of 2006, Kimberly Buffitt and Laurette Gallibois made a request to the Coasters Association to administer a pilot project in the Municipalities of Bonne Esperance and St. Augustine to provide a six-week Summer Camp for youth. The summer camp entitled **Kindness, Inspiration, Determination, Spirit**, "KIDS", has proven to be a great success. In 2007, the Coasters Association expanded the KIDS Summer Camp to two (2) additional communities (La Tabatiere, and Blanc Sablon). In 2019, the Municipality of Blanc Sablon operated the camp in Blanc Sablon, and the Coasters Association delivered the camps in St. Paul's River and La Tabatière.



The mission of the KIDS Summer Camp is to nurture and develop a safe and healthy environment. The Camp not only fulfills its mission but provides employment opportunities for our students who are furthering their education and assists the working families. It is a social, educational, environmental, cultural, community and historical development activity. It is also known that kids who are involved in summer activities (such as the camp) do better in the up-coming school year and participate more in community events.

At the start-up of the KIDS summer camp in 2006, Kimberly and I never envisioned having her daughter (Shae-Lynn Roberts), and my granddaughters (Ashley Roberts, Latesha Fequet) work at the camp, but they did, and this experience laid the foundation for future employment with the Coasters Association, and with support from partnering organizations, such as Cedfob, Steel River Group and I&S Seafood.

AND in 2021, 15 years later - with pride I had the opportunity to see my great-granddaughter, Aubree Woodland, attend the KIDS summer camp. A special thank you to Service Canada and Centre de services scolaire du Littoral and ALL our other funders (too many to name) throughout the years, for making Kimberly and Laurette's dream become a reality. **Hats off to you!**

**Cornella Maurice, Executive Director**



## KIDS SUMMER CAMP 2021

This year KIDS summer camp will be one to remember! With last year's camp being canceled due to Covid 19, we are trying to make this year extra special, and to keep children's minds off the scary last year they had! My Name is Jenna Maurice, and I am thrilled to be the lead camp animator this year. I was hired on June 7th, to plan and prepare for camp and we have a lot of great activities lined up to keep the kids learning, happy and always having fun!

Camp began on June 28th and will run until August 13th, and this year's theme is Magnificent Moments, with many exciting weekly themes such as: Superheroes (kids will have so much fun becoming superheroes), Princesses (kids get to build their own castles and make their own crowns), Dinosaur week (we will be digging for fossils and conducting great science experiments), Learning about animals, the ocean and everything in between! ...and so much more. Snacks will be healthy and yummy! Hope to see the little kiddies there!

KIDS Summer Camp funding is provided by Service Canada, as well as partnerships with Centre de services scolaire du Littoral (CSSL), without their support the camp would not be taking place. This year with their support we have hired seven youth, Taylor Smith, Abigail Smith, Ava Buffitt, Brianna Griffin, as camp counselors in St. Paul's River. Also, Callie Evans, Youth Branding Marketing Councillor and Brianna Monger, Youth Digital Marketing Councillor, of Harrington, who are working on the marketing and branding of the KIDS summer camp. **They are all doing an amazing job!**



**Jenna Maurice, KIDS Summer Camp Lead Animator**

## 06. YOUTH ENGAGEMENT PROJECT FROM CANADIAN HERITAGE

### SPEAKER SERIES

A project from Canadian Heritage provided an opportunity throughout the first half of 2020, the Coasters Association hosted multiple Speaker Series with students across the Lower North Shore. The Speaker Series is presentations by young professionals of the Lower North Shore to show the diverse careers available to youth in the region. There has been a total of eight (8) Speaker Series presentations with three (3) schools (École MGR Scheffer in Lourdes de Blanc-Sablon, Netagamiou School in Chevery, and St. Paul's School in St. Paul's River) and the virtual Curfew Extracurricular Activities hosted by the Centre de service scolaire du Littoral (CSSL) Student Life Animator, Sarah Iris Foster for all schools on the Coast.

Presenters included Sarah Beaudoin of Blanc-Sablon (Medicine), Christian Rowsell of St. Paul's River (Aerospace Engineering), Ahisha Jones of Blanc-Sablon (Psychology), Megan Griffin-Buckle of St. Paul's River (Graphic Design), Shae-Lynn Roberts of St. Paul's River (Environmental Science), and Melanie Robertson of La Tabatière (Organizational Communications).

**For more information on the Speaker Series, please contact our Manager of Marketing & Communications, Honlee Etheridge at [honlee.etheridgehobbs@coastersassociation.com](mailto:honlee.etheridgehobbs@coastersassociation.com)**

## YOUTH FORUM/COASTAL SUMMIT

On March 31st, 2021, forty-four (44) students along the Coast and twenty-two (22) partners participated in a Coastal Youth Forum/Summit and had an opportunity to discuss the Lower North Shore and all its potential.

We would like to send a huge thank you to our president, Eileen Schofield; our guest speaker, Darcy Letemplier; to our panelists, Katie Roberts, Kristopher Fequet, Michael

Sheppard, and Michael Lambert; to Kayla Kippen and Latesha Fequet for their presentation of the Lower North Shore; and to the schools & their staff that joined the Summit. The event would not have been such a success without your participation! We would also like to thank the following staff; Honlee Etheridge, and Nathan Mason for doing an amazing job! A report has been done and will be shared with our partners, the participants at the forum and is available at the office upon request. **Funding from Canadian Heritage enabled us to carry out many successful events - thank you!**

*The Youth Engagement project also provided the opportunity to produce a Youth Entrepreneurship Guide and a Youth Engagement Guide and Tool Kit and will be shared with our partners and is available at the office upon request.*



## 07. PARTNERS

The Coasters Association value their partnership with Cedfob and their wonderful team; Chenelle Lessard, Research Technician, of Old Fort Bay who is replacing Shea-Lynn Roberts (currently on Maternity leave)

**Welcome Chenelle and congratulations on your new role! Also Congratulations to Coreen Goddard who was hired on a part-time/full-time basis as Manager of the Bioproducts Solidarity Coop. Also, hats off to the team in the Municipality of Gros Mecatina, Kimberly Organ, Researcher-Technician and Ivy-Anne McKinnon, Coordinator for RDEM, you are doing an amazing job!**



## 08. 2020/2021 SCHOOL YEAR AWARD WINNERS

Congratulations to the following award winning students of the Lower North Shore - we are so very proud of you!

### Steel River Group - Cornella Maurice Resilience and Passion Award

Savanah Perron, Netagamou School

### Steel River Group -Athletics and Academics Award

Kameron Driscoll, St-Augustine School

Bryanna Yetman, St. Paul's School

Darien Fequet, Netagamou School

Alexa Jones, Mgr-Scheffer School

*The schools that did not have an eligible candidate for the SRG Athletics and Academics award and the Community School Life award, the funds will be awarded to the schools to promote active lifestyles, if requested. A special thank you to the Steel River Group of Calgary and Integrity - STIM/STEM of Los Angeles, California, for their interest in the future education of the LNS youth. **You make us proud!***

### Integrity - STIM/STEM

Emma Keats, St. Paul's School

### Coasters Association Community School Life Award

Matthew Anderson, St. Paul's School

Kameron Driscoll, St. Augustine School

Kara Harding Jones, Mgr-Scheffer School

## 09. CONGRATULATIONS

The Coasters Association would like to take this opportunity to congratulate Erin Snider on the opportunity with her previous employer, to work remotely, as the Administrative Assistant with the One Initiative – Provincial Health Information System Renewal Project Team, Engleheart and District Hospital. Erin will be missed as she brought a fresh perspective to her role as Manager of Early Childhood Development with Coasters, however, we wish her much success as she will undoubtedly bring the skills she has attained with the Coasters to her current position. Once again, congratulations Erin, from the board and staff of the Coasters Association.

The Coasters Association extends a hand in congratulating Ashley Roberts who accepted a position with I&S Seafoods as Manager of Marketing. Ashley will be missed as part of the Coasters team, however, her talent and capabilities along with the skills she attained through her work with the Coasters, will undoubtedly ensure her success in her new position. Once again, congratulations Ashley, from the board and staff of the Coasters Association.

## RETIREMENT | LEONA GRIFFIN 2013-2021 (7 YEARS)



Thank you for your many years of committed services to the Coasters Association, for the work you have done, the person you are and the difference you have made in the lives of seniors in the Municipality of Bonne Esperance. We know the seniors will miss your smiling face and friendly visits. May happiness and good health follow you in your retirement years.

Left to right: Priscilla Griffin (Office Manager), Leona Griffin, Kaitlin Bilodeau (Manager of Senior Services)

## NEVER FORGOTTEN IN MEMORY OF WANDA BEAUDOIN

The Coasters Association was saddened to hear the news of Wanda's passing. Her death will undoubtedly affect everyone who knew and loved her. Wanda was passionate about the Lower North Shore, and her legacy will be remembered always.

Wanda was a great advocate for the health and social development of the Coast and had a tremendous impact on all who got to know her. The warmth of her smile, her commitment to others, her skills and personal strength have inspired us all.

Our deepest sympathy to the Letto and Beaudoin family. May Wanda be blessed with eternal rest, and we pray that her family and friends will find peace during this difficult time. Our thoughts and prayers are with you.

**"May the memories of Wanda's wonderful personality and many contributions be celebrated by all!"**

Cornella Maurice  
Executive Director

On behalf of the board of directors and staff of the Coasters Association.

## NEXT EDITION

- Update on projects (present and new)
- Potential new partnerships
- Update on the Northern Research Center & BIAC
- Words from the award winners
- Special meetings/consultations
- Blue Economy Strategy
- Bishop's University Forum
- And much more...

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