



**COASTERS  
ASSOCIATION**  
UNITED FOR A BETTER FUTURE

# JUNE 2020 NEWSLETTER

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

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*Don't miss our next newsletter coming September 2020*

# .01 EVENTS

## Coasters Association 2020 AGM

On Thursday March 19th from 9:00 to 11:30 am the Coasters 25th Annual General Meeting & 31st Anniversary, took place via teleconference. The original date was March 24th, from 2:00 to 4:00 pm, and in normal circumstances the AGM would have taken place at St. Paul's School with local physical attendance and also by video conference or Zoom for those participants who were on the coast and off the coast . However, these

were not average circumstances, as we were trying to navigate a serious pandemic. Nevertheless, given the current serious situation regarding Covid-19, the AGM was successful. Participation was comprised of (representatives from off coast, such as Canadian Heritage, QCGN, CEDEC, Q'uanglo Communications, and JCW Education Consulting, the Coasters Auditor. Also regional and local representation from Commission Scolaire du Littoral, CISSS, Mayor from Golfe Saint Laurent., CJAS, our Board of Directors and staff, as well as residents from various communities on the Lower North Shore. Given the time frame for the meeting, many issues were discussed, and resolutions were passed. The minutes will be produced shortly and available for review once completed.



# .02 RESTRUCTURING

The Coasters Association has the objective of protecting and furthering the interests of the population and contribute to the vitality of the region. Our mission is to develop knowledge of the needs and expectations of the sixteen communities on the Lower North Shore and act in partnership with community leaders, organizations and stakeholders to design and deliver community strategies, programs and services which respond to the region's development challenges and which profile the unique cultural and natural resources of the region.

The Coasters Association foster and support five (5) principle goals. One (1) of those goals is to develop, diversify, and sustain the LNS Economy and retain youth. Consequently, the Coasters established the Northern Research Center (NRC), a division aimed at building entrepreneurship in the region. A focus of the NRC is to support SME's through business incubation. Business incubation is how the Coaster Association supports the Lower North Shore Bio Products Solidarity Cooperative. The Northern Research Center is managed by an Advisory Committee of the Coasters Association.

Nurturing and enhancing community vitality and leadership and promoting the social development of vulnerable groupings are also principle goals of the Coasters. It is in this respect that the Wellness Center (WC) was established. A division aimed at providing residents of the Lower North Shore an abundance of programs, activities and information to youth, seniors, and those with loss of autonomy. In this issue of the newsletter the Coasters is pleased to provide an update of the Northern Research Center and Wellness Center.

A standard research center focuses primarily on the investigation of novel ideas and questions in science, social science, business, engineering, etc. and attempts to provide answers and theories for these areas. Research centers can be seen as “innovation pumps” where they receive influents such as research funds, experts and ideas which churn out concepts, laws, studies and

applications to be of use to the public and private sectors. While this is one of the objectives at the Northern Research Center of the Coaster’s Association, it is not its sole objective. Given the region’s dynamics, the NRC takes an innovative approach in incorporating the structure of a research center into developing the social and economic fabrics of communities.

At the time of its creation in 2014, when it was formerly known as the Lower North Shore Research Facility, the Coasters Association consulted with the communities of the Lower North Shore (LNS). Eleven (11) primary industries were defined which had been a part of the Lower North Shore’s socio-economic fabric for the past 40 years. The industries identified were the following:

## Our Services

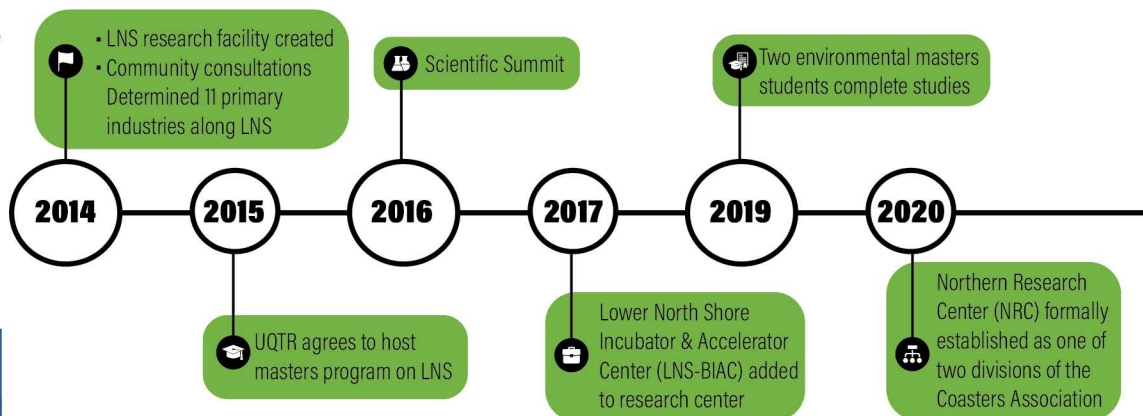
- Youth Employability & Career Development
- Resource & Feasibility Studies
- Lifelong Learning
- Opportunity Awareness
- Networking Support
- Industry Based Research
- Capacity Building Opportunities

Following an ecosystemic approach model, the team listened and incorporated feedback from the communities of the LNS about what they believed was working and where they were struggling. The Coasters team also did extensive research into any of the feasibility studies that were carried out since the 1970’s to determine previous recommendations and opportunities that were highlighted. This first chronicle of research was where the Northern Research Center was founded.

Since then, strategic partnerships with universities, other research institutions (CCTT’s), private enterprises and non-profits have been created to solidify the base of the NRC. Along with these partnerships, a variety of professionals were recruited. They, along with the current staff at the Coasters, were hired and mandated to provide structure, support and a means to offer a variety of services and programs that make the research center unique.

## Business Incubator Accelerator Center

- Marketing
- Communications
- Administration
- Finance
- Engineering
- Business
- Infrastructure
- Scientific, social and business R&D
- Legal Services
- Social services
- Basic science services



04



# Healthy People, Healthy Communities

A Wellness Center is a place where people can connect with programs, services and information to support them on their path to health and wellness enabling them to live a healthier lifestyle. You may think of the day centers as a

wellness center; however, the Day Center is just one of the many services offered under the wellness center. For many years the Coasters Association has been running many different social programs on the Lower North Shore, such as Kids summer camp, PACE, senior day centers, avenir d'enfants, etc... Moving forward we are currently streaming all our social programs under the umbrella of a wellness center. The aim of the wellness centers is to provide you with quality services and to continue to develop programs and activities adapted to meet the needs of the residents of the Lower North Shore.

The Coasters Association and its many partners are working together in an innovative way to provide integrated wellness services. We strive to work together to ensure that we all meet the objectives of the nine (9) pillars of health, which is: physical, nutritional, emotional, social, spiritual, intellectual, financial, environmental, cultural. The pillars will give you a sense of how to work toward your optimal wellness, but it's by no means prescriptive. The path to wellness is not one-size-fits-all.



## Intellectual

Recognizing creative abilities and finding ways to expand knowledge and skills



## Spiritual

Expanding a sense of purpose and meaning in life



## Physical

Recognizing the need for physical activity, healthy foods, and sleep



## Financial

Satisfaction with current and future financial situations



## Nutritional

Advocate that eating a healthy diet is vital for optimal well-being



## Emotional

Coping effectively with life and creating satisfying relationships



## Social

Developing a sense of connection, belonging, and a well-developed support system



## Environment

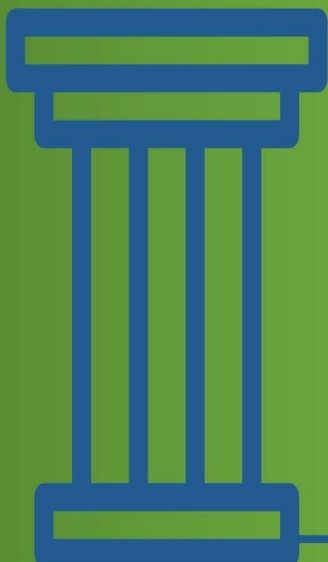
Good health by occupying pleasant, stimulating environments that support well-being



## Cultural

Protect, incorporate and promote, traditional knowledge, beliefs, and values into all health programs and services.

# The 9 pillars of health

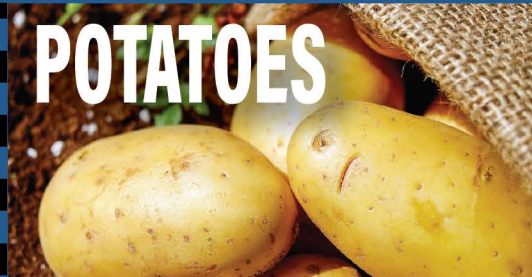


# CARROTS



Ensure your soil is soft and not compacted. Don't plant too close together, they need space to grow, about 2 to 3 inches between each carrot.

# POTATOES



Always let seed potatoes sprout in a cool room before planting. For larger potatoes be sure to leave ample space between each, and don't pack them in the soil too tightly.

# TURNIPS



Plant a lot, they can be kept and eaten all through the fall and winter. Rutabaga are planted and harvested later in the growing season, they are also known as winter turnip!

# CABBAGE



Best left for a fall harvest  
They grow big, don't try to crowd a cabbage!

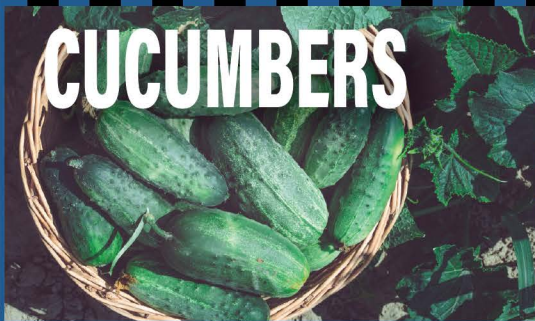
# 10 Essential Plants For Your Garden

# BEETS



Can be planted before the last frost, they don't mind. Don't just grow beets for their roots, use greens in cooking

# CUCUMBERS



Remember to set up a trellis or stand when planting cucumbers, they like to climb. Harvest as soon as they reach the size you want.

It is very important to keep in mind the short growing season we have here on the coast when selecting your seeds. Always check the maturation period, which means how long it will take for the seed to become a full grown plant, in our case, the smaller that number the better chance of it producing high quality plants.

# ZUCCHINI



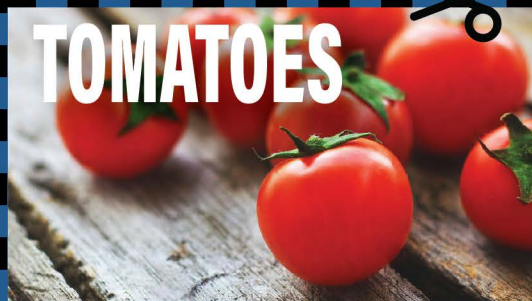
Got sunshine? The more the better  
They need pollination, hope for bees or do it yourself!

# BEANS



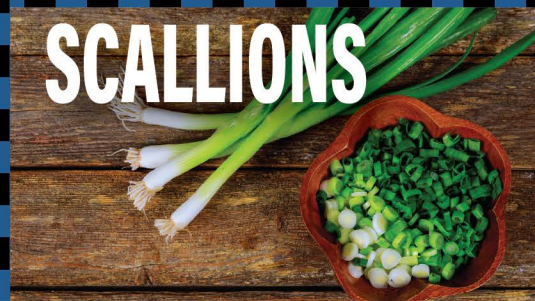
Check to see if the bush beans or pole beans, pole beans will need a trellis! They like warmth, so don't plant too early

# TOMATOES



Stick to a watering schedule, especially while the fruit are developing. Pinch off your inferior stems for better and bigger tomatoes

# SCALLIONS



No seeds needed, just plant the white bulb off scallions you bought at the store. Don't plant too many, they grow and regrow quickly all summer long

# .06 ANNOUNCEMENT

The Coasters Asscoation is very excited to announce that the 3 million dollar research project we have been working on with Centre d'expérimentation et de développement en forêt boréale (CEDFOB) has been accepted.

This will allow a large number of developments in the wild berry sector on the Lower North Shore. We wish to thank the CEDFOB team and their local employees Shae-Lynn Roberts, Kimberly Organ and Ivy Ann McKinnon.

We also wish to extend our gratitude to our industry partners who helped to make this a reality: David Howell, Melody Howell and Vince Penna from Integrity Ingredients Corporation, Steel River Group, CEDEC and Quebec Community Groups Network (QCGN), your support is appreciated everyday. We also acknowledge that CEDFOB as well as ourselves have been given generous amounts of support from a number of our local businesses across the Lower North Shore. This initiative would not have been possible without this incredible amount of team work.

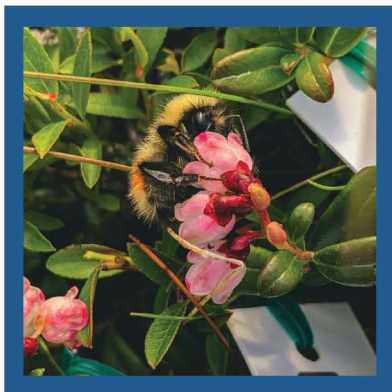


# .07 POLLINATION WORKSHOPS

**Workships are offered in Collaboration with CEDFOB**

**Topics covered:**

- Identifying local pollinators
- Planning a pollinator friendly garden
- Local wild berry pollination
- Managing honeybees in a northern climate



If there are topics you'd be interested in learning more about please let us know and we will do our best to find a local workshop partner!

# COASTERS ASSOCIATION BOARD OF DIRECTORS 2020-22



This year was an election year for the Coasters Association. Election notices went out to the public in February. We have a few board members who were steadfast and decided to remain with us and a few who made the decision to join our team. Here is the list of members for your reference.



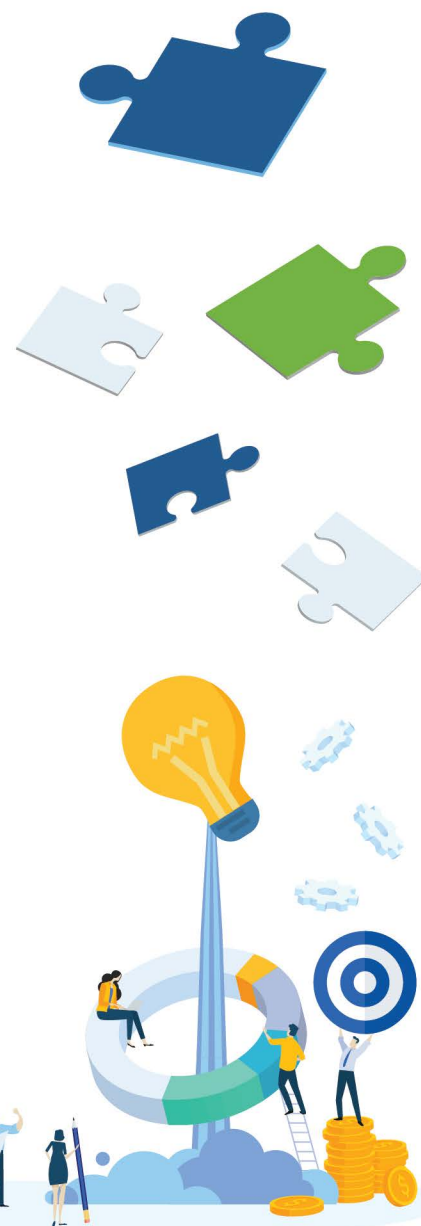
- Eileen Scofield** - President - *Municipality of Bonne Esperance*
- Johanne Beaudoin** - Vice President - *Municipality of Blanc Sablon*
- Gloria Bobbit** - Secretary - *Municipality of Golfe St. Laurent*
- Tony Roberts** - Treasurer - *Economic Development, St. Paul's River*
- Dean McKinnon** - Executive Member - *Municipality of Gros Mecatina*
- Glen McKinnon** - Executive Member/Native Representative - *Municipality of Saint-Augustine*
- Mickael Lambert** - Francophone Representative
- Greta Gallibois** - Municipality of Saint-Augustine

## Sector Seats:

- Dale Keats** - Youth & Employability, *St. Paul's River*
- Stella Bobbitt** - Seniors & Those with Loss of Autonomy, *Chevery*
- Garland Nadeau** - Small Business Enterprises, *St. Paul's River*

## Resource Seats:

- Philip Joyce** - Education Representative
- Deborah Foltin** - Education Representative
- Baudouin Lalo** - Native Representative
- Constance Monger** - Centre intégré de santé et de services sociaux de la Côte-Nord (CISSSCN) Representative
- Cornella Maurice** - Executive Director
- Shannon Keats** - Executive Assistant/Communications Liason
- Lenora Keats** - Office Secretary
- James Buckle** - Director of Finance
- Kimberly Buffitt** - Director of Operations and Innovation





We all want communities where everyone can belong and thrive. The Investment Readiness Program (IRP) supports new and innovative ways of getting us there. It is designed to help social purpose organizations explore, grow and flourish across Canada, contributing to solving pressing social, cultural and environmental challenges. The IRP will help launch, design, measure and scale the Coasters Association and Lower North Shore Coalition for healths work in developing social enterprises and prepare the region to access investment in Canada's growing social finance marketplace. The Coasters Association is very excited to sign the agreement with the Chantier de l'économie sociale and will be working closely with our partners and the Lower North Shore population to develop the social finance capacity in the region.

[www.communityfoundations.ca](http://www.communityfoundations.ca)

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## Acknowledgement

The Coasters Association would like to thank the twenty seven (27) businesses and non profit organizations that we have worked with over the last year through our Northern Research Center- Business Incubation and Acceleration Center Services. The Coasters Association strongly believes small and medium enterprises(SME's) and non profit are at the heart of the development in our region. We look forward to continuing to work with our SME's and non profits to build stronger economic and social development throughout the Lower North Shore. Together we will build a stronger Lower North Shore.

### Contact Us

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