



POINTES DES MONTS, CÔTE NORD. PHOTO CREDIT M. CÔTE

UP23 - Unlocking Potential Conference - Montreal , May 31 - June 1, 2023

IN THIS ISSUE

Page 4

**EXPLORE
EXPEDITION
51...**

Page 6

**BILINGUAL
TOUR GUIDES
IN BAIE
COMEAU**

Page 11

**"1000 WORDS"
HERITAGE
CAPSULE
LAUNCH**

Quebec's regions face particular labour market challenges and this is especially true for English speakers living in these regions. In Quebec it is estimated to be costing its economy \$11 billion a year whereas in Canada, skills vacancies represent \$25 billion in unrealized economic value. This conference spoke to developing tailored programs for each region's needs. Panelists shared insights obtained from PERT's recent report of employment for English speakers in Quebec, and discussed the challenges, and opportunities that arise when developing effective community partnerships and how to develop these community partnerships for effective service delivery.

Our Executive Director, Jody Lessard, was one of the panelists for the session, "Beyond Numbers: Employment for English Speakers in Quebec". Many great discussions and contributions from participants from the English-speaking communities, conference speakers, panelists, and participants working together to address and find solutions for the employment challenges faced by Québec's English-speaking community. Hosted by the Consortium of English-Language CEGEPs, Colleges and Universities of Quebec, **The Provincial Employment Roundtable - PERT**, and the Regional Development Network (RDN), the UP 2023 event was funded by the Secrétariat aux relations avec les Québécois d'expression anglaise.

By joining forces and raising awareness we can build strong pathways to employment and increase the employability of Quebec's English-speaking population.



A Word from the Chair

How fortunate we are to have such good news to share!



Our Board had the pleasure of meeting in Sept-Îles on Wednesday, June 14. We took this opportunity to celebrate our youth representative on her impressive accomplishments. Aby-Gaëlle Jerome, from Sept-Îles, recently won the Regional Lieutenant Governor's Medal for Youth. The Lieutenant Governor in so doing, recognized her outstanding contribution to academic, community and sports activities. Congratulations Aby !!!

Drum roll ... we have a new staff member. On behalf of all board members, I would like to welcome Ms. Laury Boulianne as our new Community Development and Outreach Manager. We are thrilled to have Ms. Boulianne at the NSCA and wish her a stimulating and fulfilling career with us.

Lastly, all our provincial organizations were relieved to finally hear that the Regional Access Plans were approved by Cabinet May 31, 2023. The latter are essential to ensure ongoing access to health and social services in English in all of the regions.

On these happy notes, I wish you all a restful summer to enjoy our beautiful sites and indulge in the many events and festivals offered to us! Hoping your summer includes lots of family/friend time, ice cream, laughter and fabulous memories.

Stay safe,
Mary Ellen



We're Growing Again!

New member on the TEAM of the NSCA!

We are pleased to welcome Ms. Laury Boulianne as the Manager, Community Development and Outreach, at the NSCA. The manager will help support the Executive Director in the development and coordination of our multi-sectoral programming, including liaison with key community stakeholders and representing the NSCA on local and regional tables.

Ms. Boulianne, originally from the Eastern Townships, has been living in the Baie Comeau region since 2017 and is very familiar with the not-for profit sector and the vast territory of the Cote Nord through her former work with CALACS, and the networking with numerous community organizations within our MRC regions.



Welcome to the NSCA Team Laury!



NORTH SHORE COMMUNITY ASSOCIATION'S Annual General Meeting

SATURDAY, SEPTEMBER 23RD, 2023 AT 11 AM IN
SEPT-ÎLES!

(VENUE TO BE DETERMIND)

Every year we look forward to getting together with our members, staff, and new friends at the North Shore Community Association's Annual General Meeting (AGM), where we highlight our year's accomplishments, and provides an opportunity for members to learn more about our programming



Upcoming Events and Information



Contact our offices and check out our Facebook page for more information or to register for these sessions

Mark your calendars for the upcoming **online sessions**:

Formerly known as CHEP sessions, we have a new name and you will now be seeing SHARP (Services for Healthy Aging in the Right Place) September 20, 2023 - "Treatment and Community Resources for Alzheimer's Disease (SHARP session)

October 15, 2023 - "Safer Sex for Older Adults"

November 15, 2023 - "Current Trends in Fall Prevention"

Looking for something to do? Check out **Tourisme Cote-Nord** as it is the one place to contact to find out about events, attractions and festivals on the North Shore. Visit their website and stay up-to-date on what is happening in your community:

Check out their website for details on events across the Côte Nord!

<https://www.tourismecote-nord.com/en/>



Culture and Tourism At It's Best in Sept-Îles!

July 13-16, 2023 - the 'Vieux Quai en Fete' is an annual event which has to be enjoyed; come out and join in the many sights, sounds and adventures.

**39TH ANNUAL -INNU NIKAMU-
August 1 - 6, 2023**

One of the biggest Aboriginal music festivals on the continent that you won't want to miss out on.

Baie Comeau has lots to offer artistically, musically, and culturally. Take in events such as:

Festival Eau Grand Air (July 6-8, 2023);

Cabaret Festival (July 19-29, 2023);

Beer Festival (August 3-5, 2023)

Historical Patrimonial Tours (June 15-September 15, 2023)

Check the Tourism Cote-Nord website for detailed information on these and other events coming up during the summer. **You won't be disappointed with so much to see and do.**

Drive through Spectacular Natural Splendour

Following the **Expedition 51** trail is like a Choose-Your-Own-adventure trip; you can stay on it for a few days, the whole summer, or throughout the winter. The trail passes through boreal forest to taiga; it winds in and out of charming towns and villages where you can discover the lifestyle and culture of the francophone, anglophone, and Aboriginal populations, as well as the Métis and Inuit communities. There are lakes, rivers and mountains, where you can hunt and fish, rough it in the wilderness, hike and kayak, and, at the end of the day, camp out under the northern lights. The curious can visit hydroelectric dams and open-pit mines. When winter comes, the North Shore is THE place to snowshoe and ski, or to go snowmobiling and dog sledding.

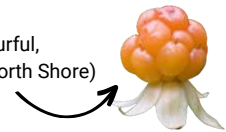


<https://www.tourismecote-nord.com/en/cote-nord/tourist-routes/expedition-51/t>

The Translabrador Highway is now fully paved!

Starting in Baie-Comeau on Route 289, the drive is 1,700 km long and will take you at least 26 hours. It crosses Labrador from west to east on Routes 500 and 510 then continues down to the Lower North Shore. Once there, a scenic detour beckons: a 150-km trip along the Chicoutai* Scenic Route, from Blanc-Sablon to Vieux-Fort and back, to view the majestic waterways of the Gulf of St. Lawrence.

(*Chicoutais, or cloudberries, are small flavourful, amber-coloured berries native to Quebec's North Shore)



REGIONAL CELL PHONE COVERAGE

In provincial news, Québec grants \$21 million to improve cell phone coverage in the Côte-Nord, Chaudière-Appalaches, Gaspésie and Bas-Saint-Laurent regions.

To improve regional cell phone coverage, the Québec government is investing \$21 million to support major projects for network coverage. The Minister of Finance and Minister responsible for Relations with English-speaking Quebecers, Mr. Eric Girard, made the announcement, specifying that TELUS Communications and Sogetel Mobilité will share this sum to carry out the work in several regions of Quebec. TELUS Communications has been awarded funding for a number of projects aimed at servicing key road sections in the Côte-Nord region,

More specifically, the Route 138, with the construction of six towers in the Minganie and Sept-Rivières MRCs; and Route 389, thanks to the construction of three towers north of the city of Baie-Comeau, up to Manic-2 in the Manicouagan MRC.

If you wish to learn more, please check out the links provided below.

<https://ici.radio-canada.ca/nouvelle/1981799/couverture-cellulaire-telephone-reseau-infrastructures-regions-rurales>

<https://macotenord.com/couverture-cellulaire-des-nouvelles-tours-en-minganie-et-dans-sept-rivieres/>

Home and School Association & Baie Comeau High School Annual Bean Supper



There were just over 100 people of all ages who turned up for the umpteenth annual BCHS Home & School Association's Annual Bean Supper. The festivities started with the traditional serving of homemade beans, weiners, ham, meat pies, salads, and fresh veggies along with a slate of delectable desserts.

A vibrant display of visual arts by secondary students was on view for all to see. The evening concluded with an electrifying set of hip-hop dances from the preschool and elementary students led by teacher Christine Charlemagne. It was a spectacular show filled with cool dance moves, music, and a chance for everyone to get up and dance!

Thank you to our Bean Supper sponsors who helped us raise \$1657.69 for student activities and future student bursaries:

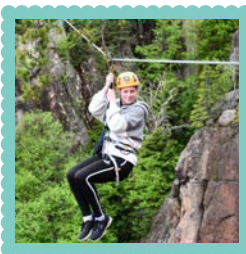
- North Shore Community Association
- BCHS: School-Community Enhancement Fund
- RÉ/MAX Distinction
- Carrefour Chevrolet Buick GMC
- Tabagie Baie-Comeau
- Chevalier de Colomb
- Roland Munger Inc.,
- Manoir du Café
- Church of St. Andrew & St. George



Photo credit: Stephen Kohner



Outdoor fun with Attitude Nordique



On Friday the 9th of June, all the students of **BCHS** went on a spectacular outing at Baie St-Panrace.

Attitude Nordique had a great day planned for us, pizza-making, land art, a zipline, and a suspended bridge! What a great trip!

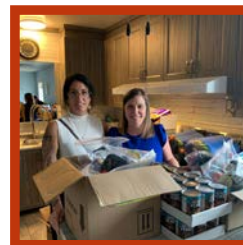
Photo: Courtesy of Stephen Kohner

Helping Those in Need with QEHS!

QEHS Secondary 5 students worked on a project this year to help fight homelessness in our region.

Thank you to *Carrefour jeunesse-emploi de Duplessis (CJED)*, *Aluminerie Alouette* and the *NSCA* for supporting this project.

They prepared 90 bags of essentials that were donated to **Autour d'Elles, maison d'aide et d'hébergement Transit Sept-Îles L'Âtre de Sept-Iles.**



14 BILINGUAL GUIDES BEGIN WORK BECAUSE OF BAIE-COMEAU'S COLLABORATIVE ECONOMIC DEVELOPMENT VENTURE

Baie-Comeau's Collaborative Public, Private, and Civil Society Economic Development Venture leveraged the growing number of cruise ship visits and the availability of bilingual talent in the region to, (a) create 14 new bilingual guide jobs in the local economy and (b) collaborate with workforce development service providers to also upskill existing talent. Nineteen cruise ships are confirmed to dock in Baie-Comeau in 2023, with an expected 12,000 visitors, and the seventeen Bilingual Guides debuted their services on May 24, 2023.



PHOTO TAKEN FROM TOURISME BAIE COMEAU FACEBOOK PAGE

Creating amazing tourist experiences and telling stories about people, places, and activities in Baie-Comeau provides cruise ship passengers with the encounters, adventures, dreams, and memories they look for. With this in mind, the Collaborative Venture reached out to multiple community partners to help equip the new guides with the skills they need to engage, inform, interest, and entertain their cruise ship visitors. Venture Partners include:

The North Shore Community Association (NCSA) - a community organization serving the English-speaking community of Quebec's North Shore.

Les Croisières Baie-Comeau - responsible for welcoming cruise ships and their passengers and providing for the ships' logistical needs.

Archeo Mamu - an organization that works with aboriginals and non-aboriginals alike to protect, understand, and disseminate the North Shore's First Nations and Euro-Canadians archaeological heritage through an innovative, respectful, and inclusive approach.

Espace K Théâtre - a local theatre company specializing in communication, creativity, and storytelling.

On May 9 and 10, 2023, Archeo Mamu conducted a comprehensive training curriculum for the guides, which included sessions on the history and archeology of the region. Espace K Théâtre complemented this training with a skills development session related to creative storytelling and audience engagement. As a result of this training, Walter Bisson, an 86-year-old retired explosives expert turned tour guide stated, "I can now speak about arrow heads found in archaeological digs in a more informed and dynamic way. The training helped us to think about and act differently with our clients". Mr. Bisson added, "It was also the first time we received presentations from representatives of 5 local tourist attractions. We now have more compelling local information to share with our visitors."

Meaningful tourist experiences will prompt cruise ship passengers to promote Baie-Comeau as a vacation destination to their friends, neighbors, and colleagues. In creating such experiences, Baie-Comeau will strengthen the longevity and sustainability of its local cruise ship tourist market.

Senior Wellness Programs

May 24, 2023 - The Baie Comeau 50+ members enjoyed a day outing to Godbout to visit the Birds of Prey Interpretation Centre and then finished the activity with a lovely meal at Thepi Bec Sucre. A must see for this hidden treasure!

June 20, 2023 Baie Comeau 50+ members got together for one last time before summer break. A little road trip to the Pointes des Monts Lighthouse was enjoyed by 12 participants as they explored the site, then enjoyed a bagged lunch inside the on-site gazebo.

Stress Management Workshop CISSS -Caroline Gagnon

Was held in Baie Comeau on May 16 with 13 participants learning how to identify different types of stress and how to use coping strategies to deal with the stress. Thank you Ms. Gagnon!

Body Image Workshop - Clinique Le Marais-Sept-Îles

Dominic LeClerc and Marie-Eve Normand from Clinique Le Marais presented a workshop on 'Body Image' which was very well received by 21 participants.

Giving back to the community is something the **Stitch N' Yarn group** enjoy doing. **In May, 2023** this group of ladies had crocheted and knitted many baby sweaters and slipper sets to donate to the mothers on the maternity ward at the Sept-Îles Hospital. Way to go and very much appreciated!

May 30, 2023- Sea Glass Creations

Fifteen Baie Comeau wellness participants gathered to create unique art by using sea glass. Check these out! Thanks Marilyn and Judy for coordinating.

Celebrating Mother's Day - Sept-Îles

On May 10, mothers and women, were celebrated with 22 participants enjoying a luncheon and social activity.

Keeping Fit With Yoga-Sept-Îles-May 23, 2023

Twenty-one ladies participate in Yoga on Wednesdays to stay fit, socialize and have fun!



MOTHER'S DAY LUNCH,
MAY 2023



BIRD OF PREY OUTING,
MAY 2023



BODY IMAGE WORKSHOP,
MAY 2023



SEA GLASS CREATIONS,
MAY 2023



POINTES DES MONTS,
JUNE 2023



YOGA SESSION,
MAY 2023



STRESS MANAGEMENT
WORKSHOP, MAY 2023



STITCH N' YARN
DONATION, MAY 2023

Volunteer Appreciation

Every year we take time to recognize our community volunteers who always go above and beyond and this year was no different. **April 16-22** marked National Volunteer Week and we celebrated our volunteers in Sept-Iles on April 19 with 24 participants while in Baie Comeau our appreciation was shown on April 21 at the official launch of the Heritage capsules with 39 community members present. Food, stories, swag bags and lots of fun were had by all in both of these events. Thank you!



MARC DESLAURIER'S COMMUNITY DEVELOPMENT INVOLVEMENT AWARD 2023



If you would like to recognize someone who has made a significant contribution to the vitality of the English-speaking community of the North Shore who has provided strong and active leadership and commitment as an active volunteer in their community, now is the time to let everyone know!

Please submit your nomination for this special volunteer by **September 8, 2023**. Your application can be submitted by email to: nsca@quebecnorthshore.org, or contact Jody Lessard, Executive Director, North Shore Community Association, at 418-296-1545, Ext. 2.

SCAN ME



Scan the QR code or link to access the form or visit one of our offices to pick up a Nomination form.



<https://forms.gle/LQysec66a8ncwYa6>



Aby-Gaelle Jerome receives the Lieutenant Governor's Youth Medal

The Lieutenant Governor's Medal is to recognize the involvement, determination and constant striving of Quebecers who have or have had a positive influence in their community or the Québec nation.

Our very own Aby-Gaelle was a 2023 recipient of the Lieutenant-Governor's medal for youth. This award recognized her remarkable commitment to her school and community.

Aby-Gaelle is an active volunteer within the North Shore Community Association (NSCA), where she holds the position of Youth Director.

Congrats Aby-Gaelle!

Hommes Sept-Îles & NSCA Camp-Out

The family camp-out weekend was originally slated for June 9 & 10, 2023 but needed to be postponed to **August 25-27, 2023** due to the wildfires. This 3-day camp-out will take place at the Scout camp just outside the town of Sept-Îles. Games, challenges, singing, exploring, fishing and so much more are to be enjoyed. A huge THANK YOU Amber and Melissa in the coordination of this future initiative.

You can contact Amber at the NSCA office at 418-968-3148 for further information.



Early Childhood Initiatives



Need a little fun over the summer?

Contact Annie at 418-296-1545, Ext. 4 to check out a few of our social games from the NSCA's Games Library.

Story Time and Toddler Time will be resuming in the month of September, so keep checking out the NSCA Facebook page for upcoming details.

Looking on how to inspire your little ones with learning routines? Check in with Amber at the Sept-Îles NSCA office (418-968-3148 / a.dalby@quebecnorthshore.org) and check out the **Travelling Literacy bags**. These creative and fun-looking animal bags contain tips and tricks on establishing bedtime routines, dental hygiene, healthy eating and much, much more! Each bag houses a book geared to each theme to reinforce the concepts.



School Readiness Kits

In Quebec, the only requirement for a child to go to school is to be the appropriate age on the 30th of September: 4 for pre-kindergarten, 5 for kindergarten, and 6 for grade 1.

You want to help your child have the best experience at school, and school entry can be stressful for the whole family. The NSCA has created a School Readiness kit to help you navigate this stressful life event. These free-of-charge, kits contain books, tips on routines, and toys and activities to help guide parents and transition their children into school.

As a parent, your job is to be sure your child is ready for day-to-day learning. Be sure they have enough sleep, eat breakfast and bring a snack to school. Belly full and well-rested is the best way to start learning.

Some activities that help develop:

- Gross motor skills: running, walking, climbing, crawling, tumbling.
- Fine motor skills: drawing, painting, using scissors and glue sticks, making puzzles.
- Spatial awareness: dancing, walking the neighbourhood, scavenger hunts.
- Social skills: playing with others, meeting new people.
- Language skills: reading, telling stories, telling about their days, singing.



For more information on these **free School Readiness kits**, please contact Annie at the NSCA at 418-296-1545, Ext. 4 / a.lafreniere@quebecnorthshore.org

Flemming School Year End BBQ for Toddler Time



Thank you parents and children for coming out this weekend even though it was chilly! Thank you for making this year fabulous and special at all activities! Thank you to the parents who didn't make it out as well, without everyone we wouldn't have had great activities all year. I look forward to seeing everyone again in September and hopefully meeting new faces.

-Amber Dalby, Community Coordinator

"Coffee Break" for Parents at NSCA Sept-Îles

'Coffee Break' is a wonderful opportunity for mothers and fathers, who stay at home, to gather once a month to socialize while letting their infants and toddlers play while getting a chance to talk and socialize as a parent. There are toys and other stimulating games for kids of all ages, a safe sleep corner for napping infants, and of course coffee, tea, water and snacks for the parents and children.



Launch of Heritage Capsules

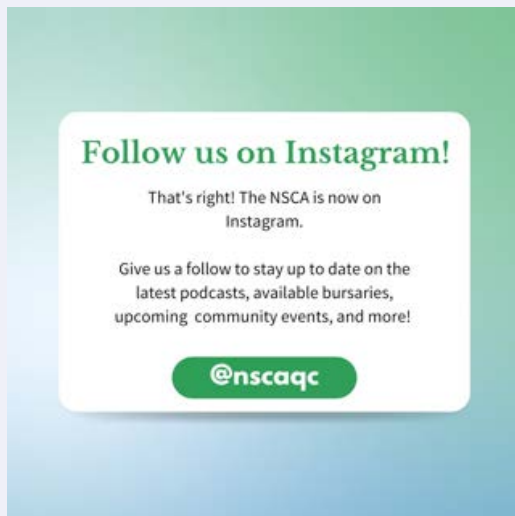
The official launch of these much awaited gems of history took place in Baie Comeau on **April 21**. They say a picture is worth a thousand words, and these narrated heritage capsules, created by the North Shore Community Association, have so much to say. Featuring personal anecdotes, community memories, and regional lore from major centres across the North Shore, "1000 Words" preserves an important part of our history and speaks eloquently to locals and visitors alike of the area's legendary spirit and solidarity.

In Sept-Îles, on **May 17**, the 50+ wellness members gathered around to listen to the 11 capsules of stories past and view historic photos from community members while partaking in their weekly get-togethers. Overall, 56 participants, including community members from the Cote Nord Historical Society, BCHS, and Legion members enjoyed the launch. The Ville de Baie Comeau Director of Tourism and Culture and Operations Coordinator for Croisieres Baie Comeau provided informational presentations during the April 21st event.

This project was made possible with funding from the Department Canadian Heritage. We would like to acknowledge the contracted researchers, editors, sound technicians, and graphic designers who carried out this very meaningful project. Capturing stories from our heritage is truly 'worth a thousand words'.

<https://quebecnorthshore.org/heritage-capsules/>





If you would like to keep up with what the NSCA is doing, subscribe to our newsletter (which can be received virtually as well!)

Summer Office Hours

The schedule for the 2023 NSCA's office hours will be as follows:

Monday -Thursday: 8:00 am - 4:00 pm

Friday: 8:00 am - 12:00 pm

Please note that our offices will be **closed** as follows:

Baie-Comeau: **July 24 - August 6**

Sept-Îles: **July 7 - August 18**

in order to provide our staff time to enjoy the North Shore summertime too.

HELLO
SUMMER!

The NSCA would like to thank all those who have generously made a contribution to this newsletter. For any comments or suggestions, please contact us, we would love to hear from you. If you wish to make a submission for our next newsletter, please forward it to nsca@quebecnorthshore.org. (All submissions are subject to editing and approval)

NSCA Mission

The North Shore Community Association is a non-profit regional organization dedicated to serving, representing, and instilling pride in the English-speaking community of Quebec's North Shore. Our aim is to empower residents and to strengthen the community across the region by working to make information and resources available, by facilitating community initiatives, by encouraging and improving communication, by promoting access to services, by developing partnerships and by increasing the visibility of the English-speaking community. Together, we are building a vital, informed, and strong community.

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