

## A new media

The CLD Rural Team, comprised of three rural development officers, proudly unveil their first newsletter.

The purpose of the newsletter is to report to partners, stakeholders and the general Pontiac population on CLD undertakings, especially those in connection with the national rurality policy of the Ministère des Affaires municipales et des Régions (MAMR).

The desire to show transparency and to inform everyone of upcoming and current MRC projects is what motivated Rural Team members to create this quarterly newsletter.

We hope you will enjoy it!

*The Rural Team*

## The ins and outs of the Rural Pact

Rurality is a widespread term and the Rural Pact may appear to be a vague instrument. However, this statement is far from the truth! The Rural Pact stems from the National Policy on Rurality, adopted in 2001, and aims at ensuring the longevity of rural areas and preserve their identity.

In the Pontiac, the following sectors were prioritized:

### Economy and employment:

- Support for the integration and return of youth and young families;
- Transportation development;
- Universal access to new technologies;

- Support for transformation and value-added projects (forestry and agriculture);

- Support for tourism development.

### Quality of life and well-being:

- Support for the development of sports and leisure;

- Support for community development and animation;

- Support for cultural animation.



Pacte rural  
2007-2014

## Summary:

- NEW MEDIA COVERING PONTIAC CLD ACTIVITIES UNDER RURAL PACT PROJECTS
- PROJECTS SUPPORTED FOR 2007-2008 AND A DESCRIPTION OF CERTAIN INITIATIVES
- RURAL PACT 2009: STRUCTURING PROJECTS FOR THE PONTIAC

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## Projects supported in 2008

The CLD supported several projects throughout 2008 in areas such as entrepreneurship/investment, economic and project development, tourism, culture, recreation, community and agricultural development, to name a few. Support for these projects is made possible by our dynamic and energetic team, and through funds provided by various government ministries.

Following are the projects supported through the Rural Pact envelope in 2008: TransporAction, Maisons des Jeunes, Pontiac in Motion, Réseau Picanoc.net, Biomass Symposium, Fine Meats Coop, integration of new residents and Cultural Animation. The Rural Team also organized a tour of municipalities in March 2008 to inform mayors and

the general public of current projects. Rural development officers gave their support to the Pontiac Tourism Association, Pontiac Community Development Corporation, Main Street Foundation Committee, Buy Local Campaign, Fine Meats Coop, to name a few!

A very busy year!

# Rural Newsletter

## Pontiac in Motion

Pontiac in Motion is a program that promotes sports and recreation activities for citizens of all ages in the Pontiac. Lucie Langevin and Stewart Adam (Pontiac in Motion Coordinator) achieved their goals in 2008 by organizing several activities. Let's go over a few of them... you will surely want to participate in 2009!

**Learning to swim:** From September to November, for the fourth year in a row, 40 kids participated in this program at the Pembroke swimming pool. They were thrilled with this opportunity and were able to develop their swimming skills.

**PPJ Bicycle Club:** 33 members cycled across the path this summer! You are invited to join the Club this spring, in

time for the new season.

**Ball Hockey:** 50 participants (aged 5 to 31) played this summer in Chapeau. A friendly tournament was held with Shawville teams in August.

**Soccer Association:** Over 350 kids enjoyed the many soccer fields across the Pontiac last summer. The season ended on a positive note at the friendly inter-municipal tournament.

**Hockey:** Registrations were held in November and strong participation is expected again this year in our Shawville, Fort-Coulonge and Chapeau arenas.

Pontiac in Motion also sat on several committees to foster new projects. Among these are the swimming pool project for Pontiac and the

Isle-aux-Allumettes bowling alley revitalization. This year, don't wait, contact Pontiac in Motion to find out what activities are planned. You may also want to check out local newspapers as the MRC regularly publishes registration and event notices ahead of time.

Lastly, Pontiac in Motion would like to thank all the volunteers, young and old, friends and family members, because without their support, the many sport and leisure activities would not be possible. Congratulations to all!



« PONTIAC IN MOTION WOULD LIKE TO THANK ALL THE VOLUNTEERS, YOUNG AND OLD, FRIENDS AND FAMILY MEMBERS, FOR MAKING THESE ACTIVITIES POSSIBLE »

For more information, contact: Mélanie Pieschke, 819 648-5689 (129), [mpieschke.cld@mrcpontiac.qc.ca](mailto:mpieschke.cld@mrcpontiac.qc.ca)

## TransporAction

Pontiac was awarded the Excellence-Innovation award at the first *Grands Prix de la ruralité du Ministère des Affaires municipales et des Régions (MAMR) Awards Ceremony* held at Saint-Camille in the Eastern Townships, on September 11. The purpose of the awards ceremony is to acknowledge leaders of rural development throughout the province and the Excellence-Innovation award recognized the most innovative achievements under the National Policy on Rurality.

TransporAction Pontiac, a non

-profit organization located in Campbell's Bay that focuses on public and specialized transportation, was recognized for their continued progress and for the variety of services offered to Pontiac residents. Mr. Robert Dupuis, Director General of Pontiac TransporAction, was presented with the award in front of some 400 rural community players in attendance. Let us note that Mrs. Nathalie Normandeau, deputy prime minister for municipal affairs and regions, was in attendance.

Mr. Dupuis thanked the Mayors Council for their financial assistance and Pontiac CLD for their ongoing support. He also mentioned the importance of the partnership with the *Centre de santé et des services sociaux du Pontiac (CSSSP)*. He went on to mention that Pontiac is home to innovative ideas and that our MRC can count on players geared toward coherent, sustainable development, that takes into account the needs of Pontiac residents.



TransporAction was presented with the Excellence-Innovation Award on September 11, in St-Camille, Eastern Townships, at the Grands Prix de la ruralité Ceremony.

## Future projects...

The Rural Team did not complete all 2007-2008 Rural Pact project roster, as some will take a few years to blossom. The Team will be busy in 2009, as new projects funded under the 2009 Rural Pact add to those already started.

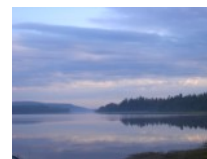
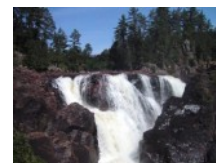
Furthermore, we will support other projects initiated by the MRC that require CLD involvement.

CLD team members will carry out entrepreneurship,

tourism, culture, agriculture, sports and leisure or communication undertakings for our MRC as the need is felt for economic diversity and innovating projects. Many Pontiac residents lost their jobs in 2008 and we will work to revive some of the typical Pontiac industries, such as forestry, which may not return to its initial state, but rather veer toward sustainable development.

In the meantime, if you want to learn more about another

sector of activity or if your goal is to initiate a project, feel free to contact us and we will gladly provide relevant information: Pontiac CLD, 819-648-5689 (121) or [cld@mrcpontiac.qc.ca](mailto:cld@mrcpontiac.qc.ca)



## Fine Meats Coop

Amy Taylor, rural development officer, specializes in the processing / value added sector and more specifically in agriculture. Under the Buy Local Program, she is working, along with Pontiac farmers and partners, on the Ottawa Valley Fine Meats Coop project.

The focus of this project, in line with the slaughterhouse initiative, is to provide consumers with meats products entirely made within the Pontiac MRC. This would be a local farmers cooperative that sells specialty meat for the benefit of clients, providing the community with a new local

high-quality business.

Other Pontiac products would be available at the cooperative, such as fruits and vegetables, but also the likes of art offerings, from pottery cups to paintings, to alpaca knitted mitts!

“ 100%  
PONTIAC  
MADE MEAT  
PRODUCTS  
FROM OUR  
MRC ”

For more information, contact Amy Taylor, 819-648-5689 (130), [amy.taylor.cld@mrcpontiac.qc.ca](mailto:amy.taylor.cld@mrcpontiac.qc.ca)

## Restructuring the PCDC

It was an important year for the Pontiac Community Development Corporation (PCDC). After going through a renewal period and hiring a new director general in the person of Mrs. Bernadette Simvura, the board of directors, along with rural development officer

Bernhardt Beaudry, can say: mission accomplished!

However, a lot of work needs to be done in 2009, such as: offering quality services to members, setup training sessions in the Pontiac, disseminate information and obtain long-awaited funding

from the *Secrétariat à l'action communautaire autonome et aux initiatives sociales (SACAIS)* to make the director general's job a full time position, and to be able to organize activities for Pontiac community organizations.



B. Simvura, at the November 28 brunch as she explains the current PCDC status and upcoming projects.

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### Mission:

*Through its development initiatives, the CLD helps to bolster partnerships in the municipal sector, the business community and other areas and gives new impetus to local development.*

*By assuming this pivotal role in the Pontiac economy, the CLD encourages the community to assume responsibility for development through the dynamic forces available to them and gives effect to a new model of decision-making authority shared by the government and the community.*

### Mandate:

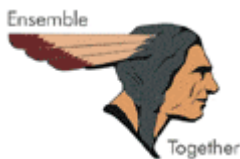
- Support the implementation of projects
- Provide a Multi-Service Outlet for entrepreneurship
- Create partnerships

Visit us at:  
[www.cldpontiac.qc.ca](http://www.cldpontiac.qc.ca)

This quarterly newsletter is made possible by the Pontiac CLD Rural Team.

Produced by: B. Beaudry

## Rural Pact 2009: 41 proposals received!



2009 will have its share of positive surprises, given the impressive number of project proposals we received.

Based on the number of funding requests, Pontiac residents clearly have plenty of ideas! Our goal is to help them as much as we can.

Rural Pact project proposals were accepted up to February 2nd. Throughout January, Rural Team members met with several organizations and promoters to guide them through the proposal stage, based on their needs and our analysis table. We were able to gain a better understanding of the projects before they were even submitted. Rural Team

members will select proposals based on written submissions and on the priorities set out in Rural Pact 2009.

Priorities remain essentially the same as last years, but given the current status of our economy, we hope to see proposals that foster economic diversity, and population-based services.

Once the Rural Team examines each proposal, the Mayors' Council of the MRC will officially approve selected projects. Then, a public announcement will be made to get them started as quickly as possible, even though government funds will not be received until mid-summer.

The Rural Team would like to thank all the promoters who tabled a proposal. It is quite obvious that our MRC population is very dynamic. Projects that were not selected this year will be followed-up by CLD Team members who will steer promoters and organizations towards proper resources.

We wish all of you complete success in 2009.

*The Rural Team*