

JANUARY 31, 2024

THRIVING REGIONS PARTNERSHIP PROCESS HUMBER VALLEY REGION

# WORKSHOP IV REPORT

Report prepared by the Leslie Harris Centre of Regional Policy and Development

# WORKSHOP IV: RESEARCH REPORTS AND NEXT STEPS

**T**he Thriving Regions Partnership Process is a Harris Centre-led regional development program designed to help regions determine priority areas where they might be able to work with Memorial University researchers. The process consists of four different workshops and it supports between one and three research projects with focus on the region.

The workshop held in Deer Lake on January 31, 2024 for the fourth and final workshop in the process. The goal of the final workshop is for the researchers to present their research results and gather feedback before submitting their final reports and for the regional participants to have a discussion around possible next steps given the results of the research projects. The two researchers presenting in Deer Lake were Dale Jarvis and Dr. Carlos Bazan. There were 35 registrants at the workshop.

## RESEARCH PROJECTS

Dale Jarvis and Dr. Diane Tye's "Humber Valley Traditional Skills: A Needs and Opportunities Assessment" provided an asset map and direction for further developing the rich cultural traditions and skills in the region. This project, among other things, called

for entrepreneurship supports and education that would enable knowledge holders to develop a range of ventures of commercial and cultural value.

The second project, "Developing a Business Model for Accessible Entrepreneurship Training Programs in Rural Newfoundland & Labrador," developed by Drs. Carlos Bazan and Jennifer Dyer, offered answers to entrepreneurship education needs.

Full reports for both projects will be available on the Harris Centre website at: <https://mun.ca/harriscentre/research-and-reports/>

The researchers' presentations were followed by group discussions focused on possible follow up activities and clarifications on the projects.

The next section will summarize those conversations.

## **SMALL GROUP DISCUSSION**

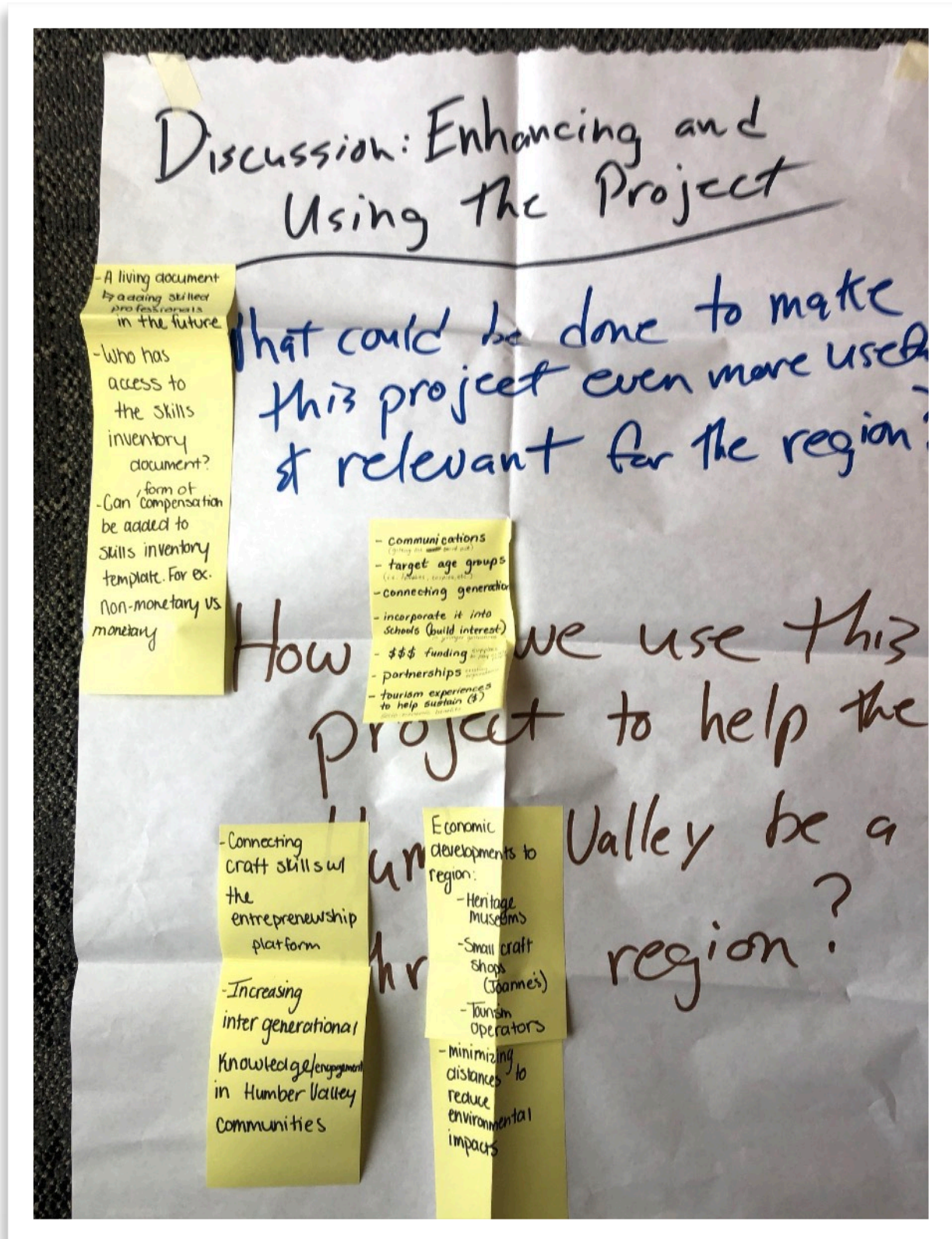
The first table discussion focused on ways that the participants could enhance and use the projects to the benefit of the region. The specific questions the participants tried to answer were: 1) What could be done to make these projects even more useful and relevant to the region; and 2) How can we use these projects to help Humber Valley become a thriving region?

The second discussion focused on concrete steps that the participants could make to build on both projects' strengths and results. The questions the discussions tried to answer were: 1) Is there a project or activity that we can move forward with the people and assets present; who around this table is willing to engage; what will we do over the next 60 days; what can Memorial University offer at this point that would be helpful?

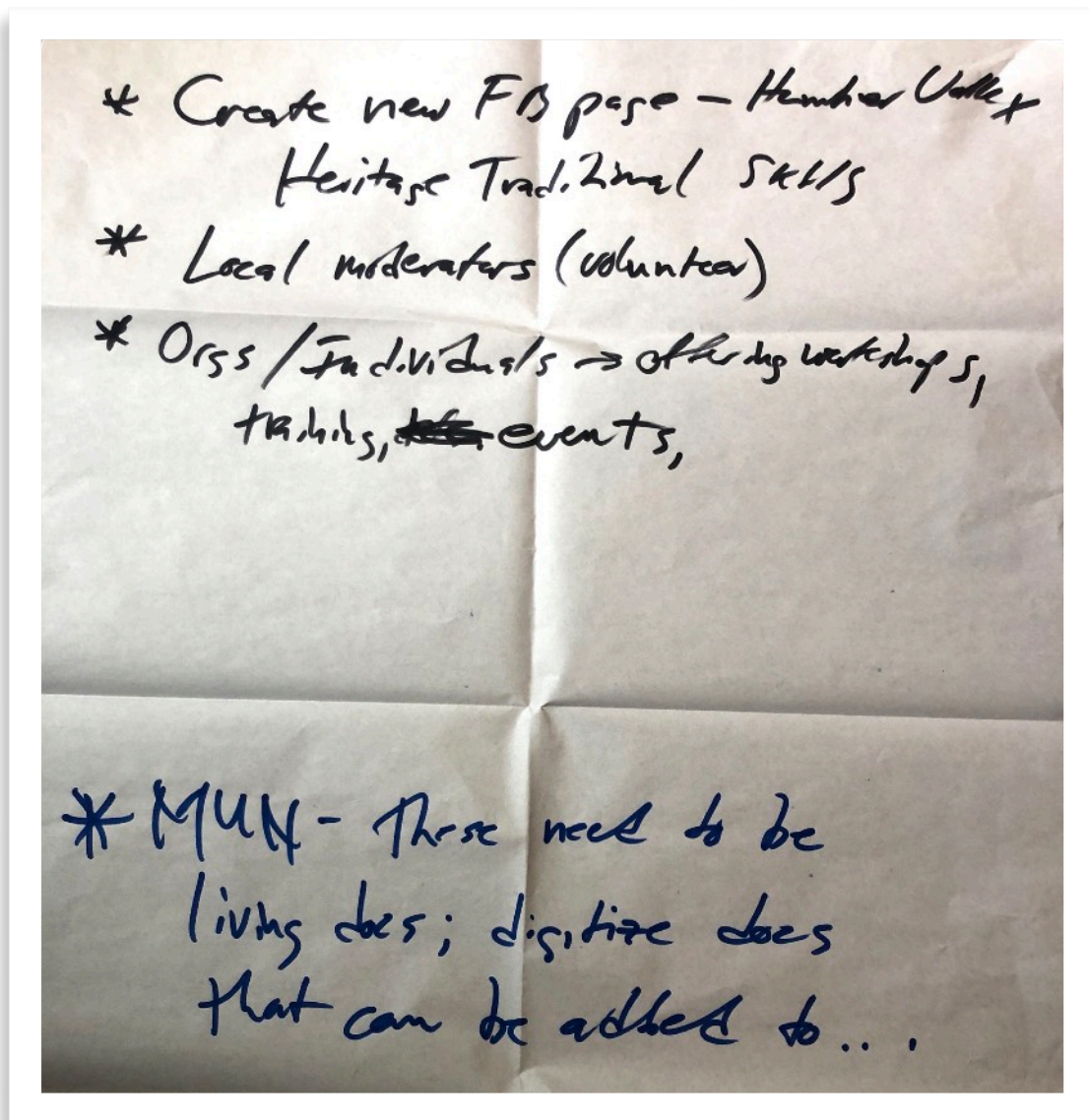
### **TRADITIONAL SKILLS PROJECT**

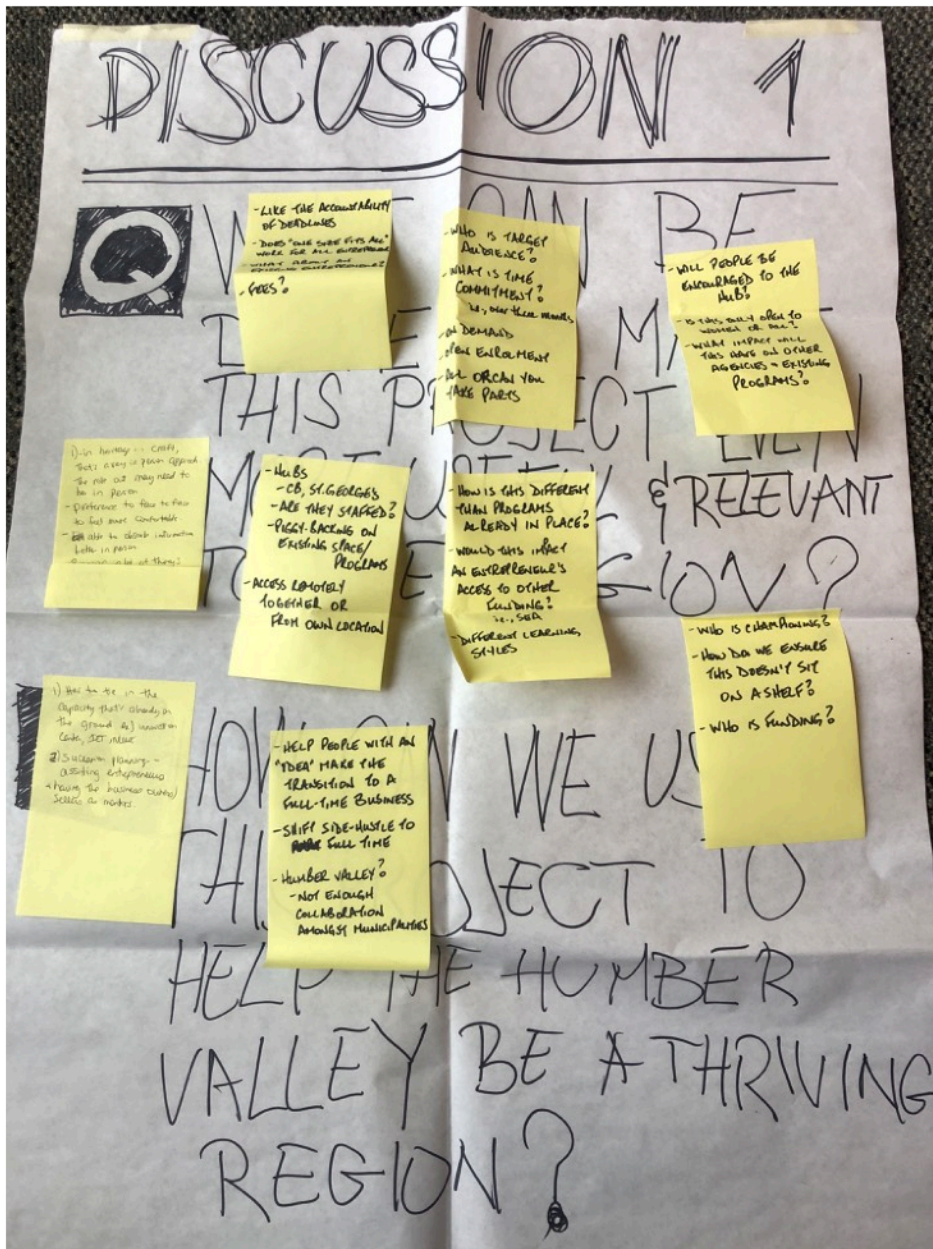
The participants recognized several possible avenues that could move this project forward in ways to benefit the region. Much of the discussion focused on better communications and connections within the region including increasing intergenerational knowledge transfer opportunities, and improving connections with tourism operators, local schools and entrepreneurs. There were also discussions around appropriate compensation schemes for the traditional knowledge holders that did not

necessarily involve monetary compensation. Questions were also raised around who has access to the inventory and whether it would be possible to create a "living" document that would build on the work completed to date.



For immediate action, participants decided to create a Facebook group focused on Humber Valley heritage and traditional skills. It was emphasized that the group should have local volunteer moderators and support individuals or groups able and willing to offer training, workshops or organize other events with a focus on heritage and traditional skills. The Facebook group can be accessed here: <https://www.facebook.com/groups/humbervalleytraditionalskills>





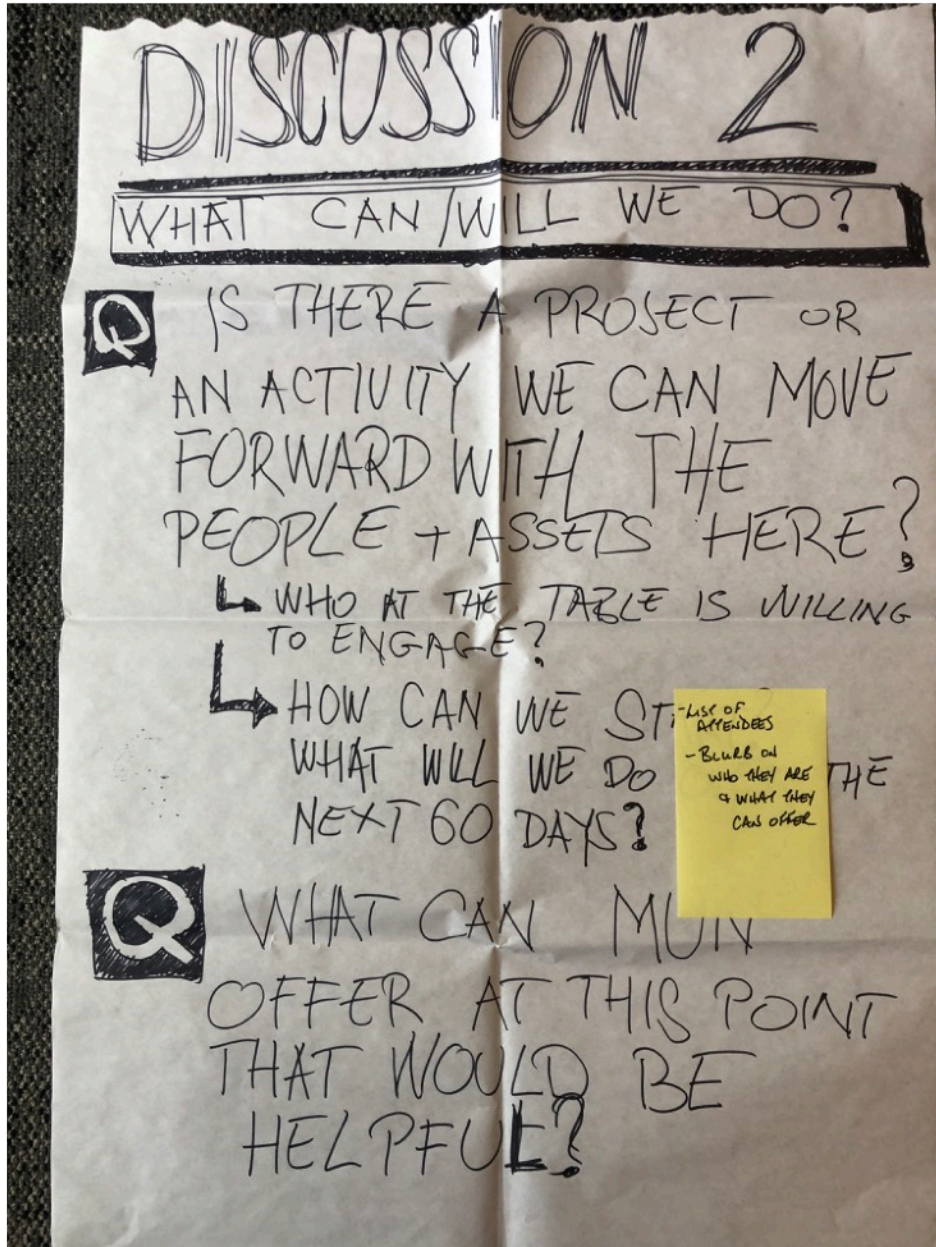
**ENTREPRENEURSHIP EDUCATION**

The participants in the Entrepreneurship Education small table discussions had a robust conversation around many outstanding questions including the actual curriculum, and the way that it would be delivered to the potential students in the region. They also had a range of questions focused on Memorial's Community Hubs.

The questions ranged from the impact on the groups and organizations already delivering similar training, to intended audiences and the importance of face-to-face training. Dr. Bazan was on hand to answer some of those

questions and has committed to connecting with local organizations to discuss details of the program and potential partnerships in the region.

Jennifer Buxton from the Grenfell Office of Public Engagement and Bojan Fürst from the Harris Centre provided additional information on Community Hubs.



In addition, the participants identified a lack of collaboration between municipalities in the region as a problem and asked if it would be possible to provide a brief bio and contact information for all of the attendees as a way to create a network and understand people's roles and responsibilities in the region. The Harris Centre committed to including that information in the report as long as it is voluntarily disclosed. Appendix 2 contains this information.

\* We have way too many questions.

\* Carlos connect w/ agencies & other orgs → what's already happening?

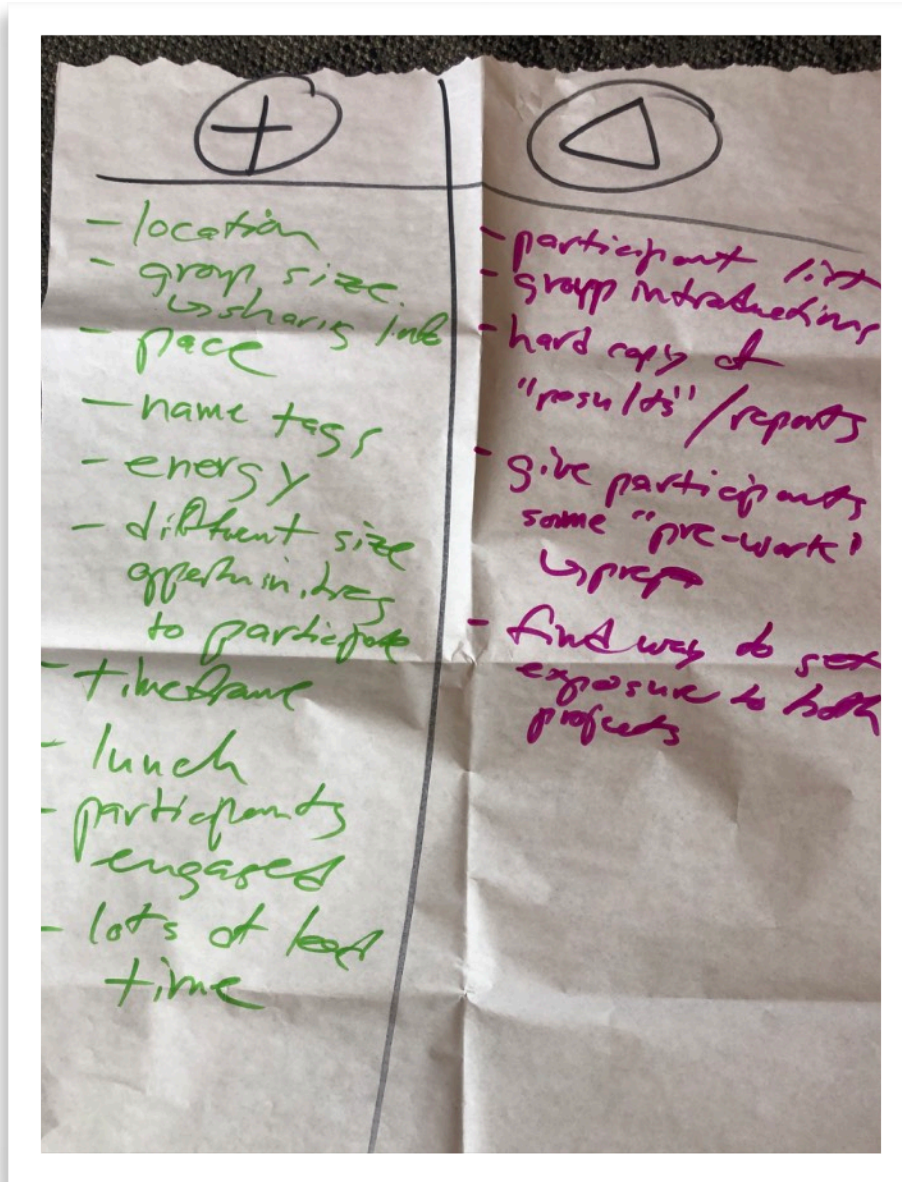
→ in Humber Valley  
→ target audiences?

→ gaps/opportunities?  
→ value-add?

⇒ some groups already providing related services; don't want another offering that will compete w/ (hurt) already in place



## EVALUATION



The Harris Centre closes its workshops with a brief discussion around the participants' experience and the aspects of the workshop they would like to keep or change in the future.

For the fourth workshop in the Humber Valley Thriving Regions Partnership Process, the participants indicated that they liked the pace, location, group size and overall engagement at. They also indicated that providing hard copies of the materials and reports would be helpful when they are available. The participants also indicated that more exposure to both projects would have been helpful and that the Harris Centre should

feel comfortable assigning the participants some "pre-work" that would further enrich the discussions at the workshop.

# APPENDIX 1 - THE AGENDA



## Humber Valley Thriving Regions Workshop #4

Jan 31, 2024

Holiday Inn Express, Deer Lake

12 – 4pm

### AGENDA

- 12:00pm Welcome
- 12:10pm LUNCH
- 12:50pm Project Presentations
- 1:45pm Break and transition to group discussions
- 2:00pm Discussion – *Options for enhancing and using the projects?*
- 2:25pm Discussion – *What can/will we do?*
- 3:20pm Next steps and reflections
- 3:50pm Gratitudes and Feedback
- 4:00pm Adjourn

## APPENDIX 2 - ATTENDIES AND BIOS

First name	Surname	Email	Bio
Jennifer	Bellows	<a href="mailto:jenniferbellows@gov.nl.ca">jenniferbellows@gov.nl.ca</a>	Economic Development Officer with the Department of Industry, Energy & Technology (Deer Lake Office). I administer regional economic development programs (Business Development Supports, Regional Development Funding and Business Investment Funding) to businesses and community organizations in the Humber Valley region and Gros Morne area. I can be reached by email or phone at 635-2613.
Roseann	Brake		
Jennifer	Buxton	<a href="mailto:jbuxton@grenfell.mun.ca">jbuxton@grenfell.mun.ca</a>	Jennifer Buxton is the Engagement Coordinator at Grenfell Campus's Office of Engagement responsible for building relationships for the purposes of research and teaching and learning. Jennifer is also the Project Manager for Memorial University's Community Hubs initiative with 17 hub locations across the province providing digital technology access and space for collaboration and co-learning.

First name	Surname	Email	Bio
Hanora	Crocker	<a href="mailto:hanoracrocker@gov.nl.ca">hanoracrocker@gov.nl.ca</a>	Hanora Crocker is the Executive Assistant to the Premier on the west coast.
Brent	Decker		
Jackie	Dyson	<a href="mailto:jackiedyson@hotmail.com">jackiedyson@hotmail.com</a>	Labrador indigenous, Graduate of a two year Heritage traditional crafts diploma program 1993/95, 30years experience of instructing and producing traditional crafts. If any time you need to get in touch with me my telephone number 709-897-5431
Emili	Fraser	<a href="mailto:emili@gowesternnewfoundland.com">emili@gowesternnewfoundland.com</a>	Emili Fraser is the Regional Marketing Officer at Go Western Newfoundland DMO (Destination Management Organization). Our focus is supporting tourism stakeholders through marketing, market readiness, and destination development initiatives.
Lloyd	Hollett	<a href="mailto:nfinsectarium@gmail.com">nfinsectarium@gmail.com</a>	Director and founder of the Newfoundland Insectarium. Willing to offer mentoring for aspiring entrepreneurs.

First name	Surname	Email	Bio
Sandy	Hollett	<a href="mailto:sandy-1958@hotmail.com">sandy-1958@hotmail.com</a>	General manager of the NLIsectarium. I have been buyer & manager for our gift shop for 25 years & willing to share my experience with others.
Lauralee	Ledrew	<a href="mailto:lauraleeledrew@gmail.com">lauraleeledrew@gmail.com</a>	Lauralee Ledrew is a Town Councillor from Cormack and has been a member of the Humber Valley Thriving Regions Partnerships Program since the beginning. She is also owner and operator of Upper Humber Settlement, a FarmStay B&b, and has played active roles in the tourism industry and community development throughout the past few years.

First name	Surname	Email	Bio
Carla	May	<a href="mailto:cmay@nlowe.org">cmay@nlowe.org</a>	Carla is a Business Growth Advisor with NLOWE. We offer access to quality information, valuable connections, and exciting opportunities for women looking to start a business or women already in businesses at all levels of development and growth. We have business advisors and program consultants across NL that can give you great advice and information. Our network brings women business owners together so you can connect, grow and succeed in today's competitive and exciting business environment.
Lexie	McKenzie	<a href="mailto:lexie@gowesternnewfoundland.com">lexie@gowesternnewfoundland.com</a>	Lexie McKenzie is the Executive Director of Go Western Newfoundland. Our focus is supporting tourism stakeholders through marketing, market readiness, and destination development initiatives.
Claire	Mercer	<a href="mailto:claire.mercer@smu.ca">claire.mercer@smu.ca</a>	Claire Mercer is a recent MA History graduate, and a newcomer to the Humber Valley region. She has experience in the heritage, museum, and tourism sectors and hopes to become more involved in the industry here on the West Coast.

First name	Surname	Email	Bio
Krista	Norman		
Terry	Pike		
Ashley	Pomeroy		
Melvin	Rideout		
Carole	Spicer	<a href="mailto:carole@spicerfacilitation.ca">carole@spicerfacilitation.ca</a>	Carole is the owner of Spicer Facilitation and the Chairperson of Pasadena Heritage Society – NL Inc. Carole facilitates success by bringing people, organizations, and governments together to connect and build relationships.
Tim	Spicer		
Kathryn	White	<a href="mailto:kcw144@mun.ca">kcw144@mun.ca</a>	Kathryn White is a Project Coordinator at Grenfell Campus and the Harris Centre. She is responsible for the Community Hubs and coordinating programming related to NSERC's Chairs for Science in Inclusion and Engineering in Atlantic Canada.

First name	Surname	Email	Bio
Samantha	Young	<a href="mailto:samantha@foodfirstnl.ca">samantha@foodfirstnl.ca</a>	Samantha works with Food First NL as their Western/Northern Regional Food Animator. She works to connect people and organizations in her region surrounding conversations around food and locality. If you have questions about Food Systems in our region, or would like to be involved in meetings or presentations, feel free to reach out to her.
Rasheed	Ature		
Kwabena Atta	Boakye		
Brian	Eddy		
Sharon	Evans		
Amina	Ghezal		
Keith	Goulding		
Lee	Harvey		
Irene	Laing-Reid		
Carmelita	Morgan		
Dawn	Park		
Sheldon	Peddle		
Clifford	Reid		
Brenda	Stratton		
Kevin	Vincent		