

# FINAL REPORT

## of the ZIP Committee of the Magdalen Islands' participation in the project:



March 2008



## **Acknowledgements**

We would like to thank, first and foremost, Mrs Carrol McColm, project manager, whose dedication and generosity greatly contributed to our participation in the project, as well as the members of the Future Committee with whom we had the chance to exchange with regards to ideas and possibilities.

We would also like to sincerely thank Benoît Boudreau from the Magdalen Islands' municipality for his essential contribution in terms of providing existing maps and orthophotographies of the Entry Island.

Finally, we wish to greet the other participants in the project whom we had the pleasure to meet; CEDEC, Service Canada, CLD, SADC and Mr Jean-Luc Turbide.

## **Summary**

The Entry Island Strategic Development Plan was developed in 2005 and the present report is a part of the second phase of its implementation, notable offering the identification of options and costs with regards to content and activities in relation to an interpretation center. Between January and March 2008, the ZIP Committee thus assisted project manager Carrol McColm in her endeavours towards providing the Entry Island community with viable options and possibilities for their common future. In the following pages are therefore presented a strategy composed by a short-, a middle- and a long-term development proposition of trails, activities, as well as a comprehensive signage system for the two. Naturally, these suggestions need to be thoroughly shared throughout the community for validation and, if accepted, for preparations of their realisation.

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## Introduction

The ZIP Committee of the Magdalen Islands is an environmental organization whose main mandate is to promote knowledge about the St. Lawrence River (river, Gulf, tributaries, embankments, wetlands, etc.) and to encourage local initiatives of protection, restoration, conservation and enhancement of local uses and resources that comply with sustainable development standards. Since its creation in 1999, the Committee has accomplished dozens of projects and has participated in a large number of consulting committees, all with the aim to acquire and to distribute information among Magdalen citizens with regards to their territory and interests. Furthermore, in the year 2000, within the framework of the Community Interaction Program of the St. Lawrence Vision 2000, the ZIP Committee realized a project entitled, « *Comprendre le passé pour mieux gérer l'avenir*<sup>1</sup> ». This project led to the creation of five separate integrated management committees (one for each interior water body) uniting all fields of activities and major interveners in the water bodies and their surroundings. This initiative led to the creation of ties between members issued from various user-groups and allowed the identification of common priorities by users of a same water body. These priorities were described in management plans that were elaborated for each water body in 2006.

For the last couple of years, the ZIP Committee has also made significant efforts to extend its implication within the anglophone communities of the Islands. Since 2006, the Committee systematically translates all final reports available to the public and it also produces articles in both the french and the anglophone local weekly newspapers. During the summer of 2007, the Committee had the opportunity to add a socio-linguistic part to the, to begin with, solely biological inventory of surf-clams in the Grand Entrée lagoon. Using interviews, the aim of this portion of the project was to enhance the bridging between the anglophone and the francophone communities by identifying similarities between harvesters in the lagoon<sup>2</sup>.

The ZIP Committee was therefore very pleased to receive, in December 2007, a call for tenders from the Future Committee of Entry Island regarding the elaboration of an interpretation program within the project cited front. The ZIP Committee, whose mandate is to ensure concertation whenever

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<sup>1</sup> Understanding the past in order to enhance the future.

<sup>2</sup> A report is available at the office of the ZIP Committee in Cap-aux-Meules.

questions regarding the environment of the Magdalen Islands are evoked, offered its services in terms of accompanying the project manager in her endeavours, a proposition that was accepted.

The memorandum of understanding between the ZIP and the Future Committees thus stated that the ZIP Committee would work in collaboration with the Project Manager ( Carrol McColm) and the Future Committee members. It would be responsible for providing its expertise in concertation with regards to the conception of plans of the implementation of a comprehensive interpretation program that was to include transferable activities, interpretive signage and a cartography, a report of which was to be delivered the 31<sup>st</sup> of March 2008. The following pages thus present recommendations for an integrative interpretation plan to the Future Committee. Due to delays related to a slight confusion of tasks according to mandates among implicated partners, validations of the present recommendations were not realized within the planned timeframe of the ZIP Committee's implication in the project. We, however, are confident that this will be carried out by the project manager in due time and the ZIP Committee remains available for support hereafter. Once validated, by the Future Committee and the residents of Entry Island, the plan can be carried out in subsequent phases of the current project.

The present project falls within the framework of a process that began in 2001 when the CEDEC realized a needs assessment of the Entry island. In 2005, phase 1 of a Strategic Development Plan was elaborated, oriented towards tourism. The current report is part of phase 2 of the Strategic Development Plan, providing elements to enrich the community reflection in terms of location and content of an interpretation center and related activities for visitors on the island.

## **Methodology**

The ZIP Committee's responsibility concerned the identification of transferable activities and interpretive signage and involved assisting the project manager in her efforts to provide detailed information regarding the elements stated below.

- Elements to include in the program;
- Program content;
- Concept and content for the signage system and decide upon placement of signage;
- Permits and authorizations required to carry out suggested activities;
- Information on the program's impact on the environment and to submit recommendations;
- Contacts with transporters and other tourist businesses for joint ventures and to
- Costs to purchase equipment for the center and for the appropriate signage system.

As outlined in the contract between the ZIP and the Future Committee, the following structure was used in order to carry out the agreed mandate:

### **Conception of a plan**

- ?? Develop concepts for the interpretation program, including activities ;
- ?? Develop content for the programme, such as stories and informations;
- ?? Consult residents in order to identify elements for the program, such as sites, buildings, visits, activities, stories, etc. ;
- ?? Draft a preliminary budget ;
- ?? Offer recommendations of the above to the Future Committee.

## **Identification of activities**

- ?? Consult residents concerning activities for the Interpretation Center (IC) ;
- ?? Organize transferable activities (expositions, guided visits, interpretation activities, etc.) ;
- ?? Determine costs of equipment for the IC ;
- ?? Establish contacts with transporters and with tourist entrepreneurs for the organization of integrated activities.

## **Validation and environmental authorizations**

- ?? Obtain information regarding environmental impacts of the program (nesting areas, erosion, flora, etc.) and emit recommendations on the matter;
- ?? Gather information about necessary permits and authorizations to carry out activities according to municipal, provincial and federal regulations.

## **Conception and development of visual attributes**

- ?? Develop a concept et contents of a signage system ;
- ?? Consult residents regarding the creation of posters ;
- ?? Elaborate a budget with regards to the fabrication and the instalment of signage.

The following means were used by the ZIP Committee in order to carry out the agreed mandate :

### **Meetings and discussions with the project manager**

Three visits were made by the ZIP Committee (hereafter referred to as ZC) to the Entry Island during the course of the project in order to discuss with the project manager, to meet with available members of the Future Committee (hereafter referred to as FC) and to gain a first-hand view of existing facilities and signage systems. Four visits were made by the project manager to the office of the ZC in Cap-aux-Meules. Initially, both parties had agreed to have one meeting per week but due

to weather circumstances, this was not always possible. Several conversations (between two and five per week) occurred over telephone and via electronic mails, in order to keep both parties informed about their respective progress.

### **Meetings and discussions with other partners of the project**

A few conversations took place between the CEDEC (Samantha Goodwin) and the ZC in order to specify expectations and limitations of the ZC's involvement in the project. One meeting also took place with the designer (Jean-Luc Turbide) hired for the project, during which identical mandates were identified and thus split accordingly. Originally, it was ZC's comprehension that it would produce maps of suggested trails related to the Interpretation Center (hereafter referred to as IC) but upon discussion with M. Turbide, it became clear that this was also part of his distinctive mandate. It was agreed at this point that he would elaborate on the idea and then present the data to the ZC whose cartographer would then enter the data and produce the maps related to M. Turbide's plans. Mr Turbide, however, delegated this part to the cartographer at the municipality of the Magdalen islands and later submitted the results directly to the Future Committee. The project manager shared the results with the ZC however, but due to low resolution on behalf of the facsimile, the maps provided in this report are therefore approximate and may not be identical to the final results provided by Mr Turbide.

Only one meeting took place with all partners involved (excluding DEC). Unfortunately, due to harsh weather conditions, Christmas holidays, etc., this meeting occurred relatively late in the process. It was at this point that certain divergences in expectations were clarified as well as the global picture of the project grasped by the ZC.

### **Contacts with various governmental instances and academia**

With the objective to gain information regarding Entry Island fauna and flora, electronic mails were sent to the provincial office of MDDEP and telephone calls made to its local office on the Magdalen Islands. Electronic mails were also exchanged with MRNF and a telephone call made to the Municipality of the Magdalen Islands. The latter provided the ZC with 6 maps, of which the content was the following:

- Orthophoto, faunical habitats
- Orthophoto, cadastre
- Map, cadastre + list of owners
- Map, zoning plan
- Map, municipal development plan
- Map, Ivan Quinn Trail

### **Contacts with local graphic artists**

In order to obtain estimation of cost of pamphlets, site and road signage, three local graphic companies were contacted: Gemini, Express Design and Calm'Art. The results from these contacts are presented in appendix D and in relation to the development of a signage system.

### **Contacts with local tourist ventures**

Information was obtained from the ATR (regional tourist association) regarding costs and benefits from adhesion. At the cost of 205\$+taxes annually, the Future Committee would have access to distribution of pamphlets within the local ATR facility and website publicity.

The CTMA was also contacted. The ferries do display publicity (such as pamphlets) at a cost of 25 \$ per ferry per season. However, the sale of guided tours is, for the moment at least, reserved only to a 3-day tour by bus. Discussions of future arrangements are nevertheless possible (see contact persons in appendix E).

Preliminary discussions took place with one transportation company. It concluded on the need for the Entry island community to identify objects of service or products to present to the company in order to favour equitability in both efforts and gains. As a result, it has been suggested by members of the FC that an agreement be made regarding the possibility that the company receives a percentage of sales of guides and self-guided tours on behalf of the community.

## **Contacts and meetings with other sources of information**

### Data:

In order to gain additional information regarding the island's fauna and flora, as well as points of interest other than local buildings, a meeting was scheduled with Jarret Quinn, former guide and Entry Island resident. A meeting was also held with Égide Leblanc, Geologist, during which information was gathered with regards to the island's geological history and current situation.

### Material:

Musée de la mer (exhibits and referrals), Magdalen islands

Accord Expositions (exhibits), Baie d'Urfée

Solid Terrain Modeling (scale modeller), Vancouver

Spectralite (signage), Trois-Rivières

Asselin & Asselin, Rimouski

## **Visits**

Visits were made to the major points of interest on the island, all of which were not accessible at the time of the visits. A tour was also made to observe current signage on the roads. Unfortunately, due to the season during which the project took place, it was not possible to visit current or potential trails, nor to establish the environmental specificities of the latter.

# Results

## 1. Conception of a plan

### Development of program content

Resulting from meetings with the project manager and with members of the Future Committee and a survey sent out to the population and from feed-back from a workshop held in relation to the project, a general program content was developed. The program content would withhold cultural, historical, geological, economic and environmental aspects, all of which would intertwine naturally through a balanced exposition via exhibits, documentaries, observational sites on the island (miniaturized on a scale model within the interpretation center) and documents. The primary aim of the program would be to link historical and modern history and activities, in order to properly convey both the historical and the living culture and attributes of the island and its residents to visitors.

The main idea for a interpretation program evolves around three phases, notably a short-term, a middle-term and a long-term. Based on this idea, certain elements of the program pertaining to the welcoming of visitors could be put in place as soon as funding would permits.

#### A. Short-term

Pamphlets could be created (see information, p. xx) and distributed via local and regional transporters. These would contain information that is urgent to share with visitors meanwhile funding is secured for the creation of trails and interpretation center. The information would include a greeting, a map, points of interests and a few “dos and don’ts”<sup>3</sup>.

Furthermore, and still from a short-term perspective, the Future Committee could actively create links and relations with various stakeholders, such as the municipality of the Magdalen Islands, the local tourist association, as well as continued relations with already established contacts and partners. In terms of visibility, adhesion to the Magdalen island’s tourism association could be



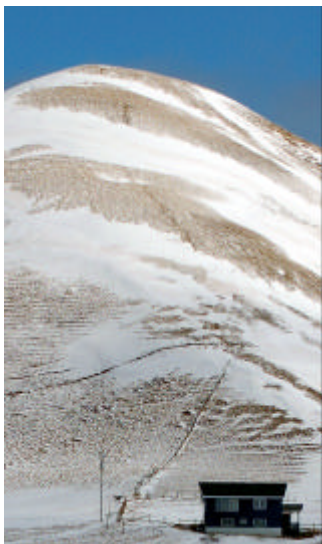
**Among the suggested “do and don’t’s : Please walk in a line on the side of the road...**

<sup>3</sup> Such as : “please follow indicated trails when existing”, “please walk on the side of the road at all times when no trails are available”, “please respect private property”, etc.

appropriate since this would provide visibility (website) and distribution (pamphlets) of pertinent information about the island. Self-guided tours could eventually be inserted in the pamphlets as well on the condition that these are free of charge since the CTMA does not sell guided tours on-board the ferries, except for the 3-day tour with the buses “Le Sillon”.

### *B. Mid-term*

Other elements would be feasible, with the proper funding, within the next 2-3 years. 2-5 trails would be laid out according to plans provided within this project (see appendix A). The limits of the trails would be marked by poles on a regular distance from each other, thus allowing pasture grounds to remain unhindered and visitors to perceive the direction of the trails from a distance. During this phase, the signage for roads, historical heritage buildings and points of interest existing along the delimited trails would also be realized, and guided and additional self-guided tours (audio/visual) would be elaborated;



**One of the suggestions with regards to the trails would be to abandon the existing one leading straight up to Big Hill and to use the one climbing sideways, gentler to both visitors and to the environment.**

### *C. Long-term*

In a long-term perspective (3-5 years), the construction of an interpretation centre would be completed and with it, the development of additional trails, circumscribing the island. Various circuits would be offered, each pertaining to specific attributes (historical, cultural, biological, etc.). At this point, a scale model of the island would be held within the center, containing all points of interest and related stories (for all and particularly for visitors with restrained movement capacities).

Exhibitions would relate the geology, the history, the fauna and the flora of the island and a video-center would display documentaries about the island and short videos showing traditional and modern activities such as mending nets, fishing, making butter, etc. Music would play and a stand with samples and the history of locally renown singers and composers would be displayed. A children's corner would exist with a mural made by the local children. On the wall, maps, photos and posters would inform, enchant and inspire visitors to learn about, respect and care for the island and its residents. A small area of the center would be set up as to sell locally produced crafts and goods, along with maps and documentation of the island. The activities described in the next section constitute the core of the program in relation to the Interpretation center and related activities.

An indicative budget is presented in appendix B.

## **Elements to include in the program**

### Sites

These (also known as “points of interest”) would be the following 13:

1. Big Hill
2. Entry Island school
3. All Saints Memorial Church
4. The Museum
5. The Old Fish house
6. The Lighthouse
7. Historical heritage sites and buildings (3)
8. Kitty's brook
9. Grave of the horse Farmer
10. The Wash Pond
11. James's (first wharf)



**Entry Island School (seen from behind)**



**All Saints Memorial Church (seen from the School)**

All sites would be identified on maps (available in pamphlets, on road signs and in the interpretation center) and at each site, a signage with a brief history/story (in English and in French) with regards to the site would be installed (see appendix C for examples of stories).

1 through 4 would be indicated on pamphlets in a short-term perspective, since no additional signage would be needed for these ventures.

5 through 11 would be established on a middle-or long-term perspective, according to funding available for the establishment of trails leading to these points and for the realization of appropriate signage.

The Interpretation Center would incorporate a 48" x 48" 3D scale model of the island, with the sites identified upon it. Appropriate light buttons pertaining to each site would lit when pushed upon, revealing the short story also present on the signage on-site. This would allow visitors to become acquainted with the topography and the distances related to each site, as well as the trails leading to them, prior to choosing which one(s) they would like to visit.

### Buildings

Each historical heritage site would be identified by a small signage in front of it, identifying its year of construction. The signage would also contain a simple sentence politely asking visitors to respect the private property/privacy of the present owner, where appropriate. (For costs, please consult the budget, appendix B)

## Trails

Upon discussion with a resident and a former guide of the Entry Island, fear was expressed with regards to the currently most used trail leading to the top of Big Hill, for two reasons: Firstly, health concerns in relation to strenuous effort because of the abrupt slope of the currently most used trail led to the suggestion to instead follow a serpentine existing trail that furthermore offers spectacular views behind Big Hill, scenes that are often missed by visitors taking the straight trail. Secondly, environmental concerns suggested that increased trampling enhances the risk of erosion, which might dramatically impact the hill when heavy rains would fall and there would no longer be any grass to absorb it. It was felt that if the current trail were not abandoned, that side of the hill might eventually be destroyed. The serpentine trail is gentler in slope and would therefore not create a drastic downfall even if the grass were to diminish.



Existing signage

In appendix A figures the short-, mid- and long-term propositions. These are all based on the trails suggested by Mr Turbide, since no first-hand evaluation on our behalf was possible due to snow cover and to non-existing formal data with regards to natural features (also see recommendations, p. 24).

## Stories

These would be related to, and displayed at, the previously described sites along trails and on the scale model within the. With the compliments of the Entry island Museum, short stories pertaining to each of the targeted points of interest have been offered, all of which are described in appendix C. Additional stories could be added to the exhibit that displays photographs and connected anecdotes.

## Information

Information would concern the following:

- ?? The historical heritage sites
- ?? The Museum
- ?? The geology of the island

- ?? Fauna and flora
- ?? Wetlands
- ?? The local economy
- ?? Local traditions
- ?? Local history
- ?? Local music and musicians
- ?? Local current activities
- ?? Indications with regards to desired behaviour from visitors (respect the road signs and residents' privacy, etc.)
- ?? Indications with regards to the location of the Interpretation center
- ?? Indications with regards to the trails
- ?? Display of a distance pole made by local children, etc.

Establishment of agreements with transporters and other tourist businesses for joint ventures

First contacts with tourism related businesses led to the conclusion that concrete mutual service proposals need to be elaborated before further negotiations can be discussed.



**Entry island, seen from la Martinique**

## 2. Identification of activities for the Interpretation Center

Based on one public survey, one public workshop and numerous encounters with the project manager and available members of the Future Committee, several areas were identified within which activities were suggested to partake.

The activities were categorised according to cultural, environmental, historical and modern aspects.

In terms of **cultural activities** were identified:

- ?? Display of *documentaries* of the island (Existing, such as “Short Infinity” and to be made, such as short educational videos regarding lobster fishing, heads knitting, butter making, etc.)

In terms of **historical-modern activities** were identified:

- ?? Display of *info-posters* of (past and present) fishing techniques, of getting fresh supplies, of ice bridges between Entry and the rest of the Magdalen Islands, etc.

In terms of **environmental activities** were suggested:

- ?? Guided and self-guided *tours* along the island’s trails (in order to promote and to carry out these activities, arrangements would be made between local transporters and companies);
- ?? *Exhibit* of the island’s fauna and flora;
- ?? *Exhibit* of the island’s geology;
- ?? *Exhibit* of the island’s meteorological attributes and specificities
- ?? Medicinal plants *workshops*

### **3. Validation and environmental authorizations**

Since the current project was carried out during the winter months, the environmental impacts of the suggested trails were not possible to assess. Furthermore, little empirical data exists with regards to the fauna, the flora and other natural features of the island such as wetlands, etc., which is why we highly recommend extensive studies during upcoming months and years, as soon as funding permits.

Upon delivery of all available maps pertaining to the Entry Island from the Municipality of Magdalen Islands, it was nevertheless possible to determine ownership of actual and potential trail areas. None was located on public land. A contract with the affected land owners has been elaborated by the project manager and will be presented to each of them shortly.

In terms of the IC location, the School-option is leased by the School Board and the Community hall-option property of the Municipality of the Magdalen Islands. Both of the latter agree to allow tourism-related activities on their grounds.

### **4. Conception and development of visual attributes**

A concept had been elaborated previously by the FC and several signs already exists that indicate the location of Big Hill, the Ivan Quinn trail and the museum. Ideas had also already been put forth with regards to the content of pamphlets. In the course of the ZC's participation in the project, visits were made to become familiar with current signage, in order to conceive a coherent and adapted proposition for future signage. Meetings were then held with the project manager, results of which are presented below. Related costs are described in appendix B

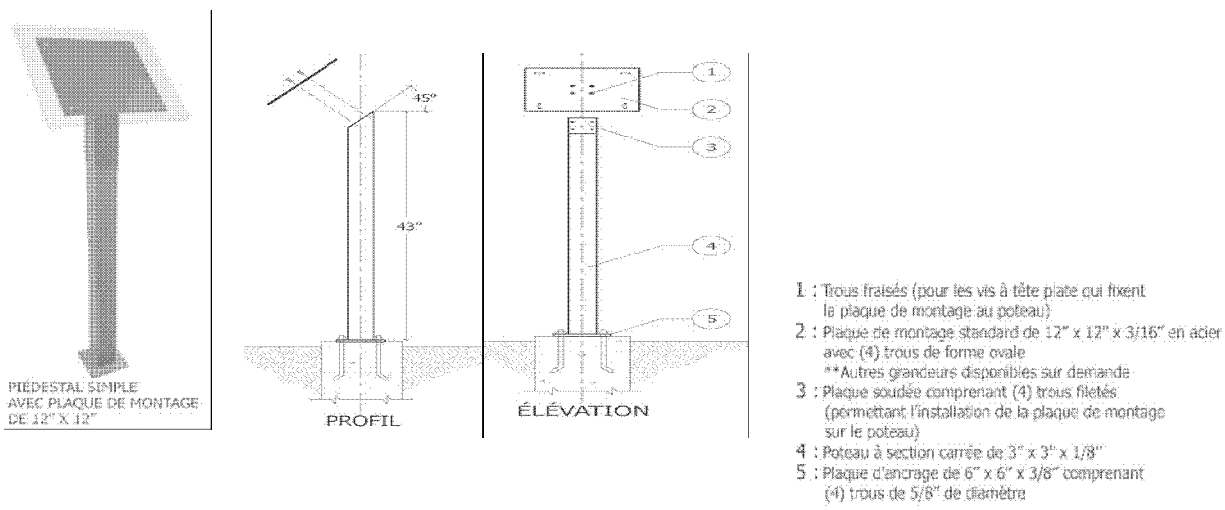
The signage system on Entry Island would be composed of three distinct (albeit inter-related) parts.

#### **Points of interest signs**

- 1) The first would contain small (8"1/2 x 11") signs, posted in front of the buildings/houses designated as historical heritage sites. The sign would display the year of construction and a

sentence kindly asking visitors to respect the privacy of the current resident/the private property. The sign would be fixed on a fence, a pole or a gate, according to what would be most suitable according to the respective sites. The concept would be that of an “ancient-looking” font and colour and the content simple and modest.

- 2) The second part would regard the 12 ‘points of interest’ sites mentioned in the previous section (see p. 15). 2’ x 1.5’ (24” x 18”) sized signs would be mounted (see approximate figure below) at each of the selected sites. The signs would be removed every autumn in order to preserve them from winter storms, thereby enhancing their durability<sup>4</sup>. The concept of the signs would be natural colours and either a related photo or a related drawing (if collaboration with artists would be desired) and the content would be an english and a french version of the related story.



**Example**

**Road signs**

- 3) The third and last part of the signage system would contain road signs. During the middle-term phase of the suggested program, one very large (4'x 4' / 48"x 48") sign would be located in front of the harbour, beside the existing map. It would contain a map where all trails and points of interest would be indicated, polite “dos and don'ts”<sup>5</sup> presented and a welcoming wish exhibited. Somewhat farther down the road (near the intersection of the

<sup>4</sup> A budget would need to be included in the operational costs of the program to hire a person for putting them in place in spring and for removing them in the fall.

beginning of trail no 1), a smaller sign (2' x 1.5'/24"x18") would indicate the beginning of trail 1 and contain a reminder of the dos and don'ts. A third sign, similar to no2, would be placed near the museum, indicating the museum, Big Hill, the Interpretation center and would also contain a reminder of the dos and don'ts. Lastly, a 4<sup>th</sup> sign, similar to no 2 and 3, would be put up near the intersection between xxx and xx, indicating the museum, the interpretation center, Big Hill and a reminder of the dos and don'ts.

The concept of the first sign would be highly colourful to attract visitors as they descend from the boat. The concept of the three other signs would be either simply black and white, or handcrafted small "works of art" (yet to be validated by the FC and by the community).

On a longer-term basis, additional signage would be located at strategic points along the extended trails.

## **Pamphlets**

In addition to the exterior signage-system, informative pamphlets would also be elaborated. On a short-term issuance, these would contain a map with points of interest along existing paths and circuits and a few 'please dos and don'ts'. On a longer-term basis, they could include self-guided tours and/or coupons for communally chosen outlets on the island, etc. The budget for the short-term version is for 5000 two-sided (one french, one english), three sectioned, full-coloured, designed pamphlets (see appendix B).



**By managing visitors through, for example, indications towards areas and trails designated for hiking and sight-seeing, the local environment can be managed concomitantly, to the benefit for residents and visitors alike.**

## Conclusions

As a part of the second phase of the Entry Island Strategic Development Plan, the current report is the result of a concertation process that was conducted between January and March 2008. Its goal was to provide elements to the Future Committee that the latter may then use to enrich the community reflection in terms of location and content of an interpretation center and related activities for visitors on the island.

In order to combine environmental protection and the strategic socio-economic development of Entry island, several sections have been conceived to harmoniously incite visitors to enjoy, to learn about and to respect the island and its residents.

Hence, a combination of trails, signage, activities and exhibitions has been put together in a three-step program, based on a short- to long-term approach to an organic appropriation of the plan by the Entry islanders themselves and to a socio-economic development favouring the enhancement of the employment rate, as well as the sustainable development and protection of the natural features of the island.

To ensure a sustainable realization of the existing Strategic Development Plan, we strongly believe that mechanisms that will favour participatory and concertative decisions are essential in order to maximize positive effects of their realization.

## Recommendations

As soon as funding allows, we recommend that the following studies and tasks be carried out, in order to allow the realization of the interpretation program:

### 1) Environmental research

?? Floral, faunal and wetlands inventories, characterizations and mappings

### 2) Social research

?? Research pertaining to the local musical traditions, artists and recordings

?? Research pertaining to existing photographs of traditional and modern activities and features of the island

?? Research pertaining to the creation of a new bank of photographs in relation to stories and activities of the island

?? Research and filming of traditional activities (butter making, head knitting, herding, etc.)

?? Research and filming of modern activities (fishing, farming, snowmobile-related activities, etc.)

### 3) Interior design

?? Research and concertation pertaining to design, furnishing, colours, materials, quality, quantity, etc. of the interior of the IC, once the chosen location is defined.

**Appendix A:**  
**Cartography**

map EI.JPG

geologie\_ha.jpg

geologie\_im.jpg

**Appendix B:**  
**Budget**

<b>Budget Entry Island (indicative)</b>			
<b>Subject</b>	<b>Object</b>	<b>Cost</b>	<b>Total cost (approx.)</b>
<b>Interpretation Center</b>			
<u>Scale model</u>			
Marcel Arseneau	3D Artisanal 48"x48"		
Solid terrain modelling	3D Graphic 48"x48"	500\$/sq.foot + frame and shipping	<b>10 000</b>
Other			
<u>Exhibition displays</u>			
Accord Expositions (portable)	6X zoom deluxe	499\$ + tx / display	<b>20 000</b>
	3X propulsion deluxe	3999\$ + tx / display	
	Other	N/D	
<u>Human Resources</u>			
Interpretation center	16 weeks	20\$/hrX 35hrs/week + soc. ch.	<b>11 500</b>
Guide / assistant IC	16 weeks	20\$/hrX 35hrs/week + soc. ch.	<b>11 500</b>
Signage and trail maintenance	6 weeks (2+2+2)	20\$/hrX 35hrs/week + soc. ch.	<b>5000</b>
Publicity (creation of website, etc.)	6 weeks	20\$/hrX 35hrs/week + soc. ch.	<b>5000</b>
<b>Trails</b>			
Indicative poles		100 X 25\$	<b>250</b>
<b>Publicity</b>			
ATR (membership)		205\$ + tx / year	<b>240</b>
CTMA		25\$ + tx / ferry / year	<b>60</b>
<b>Signage system</b>			
#1. Historical Heritage Signs	3 (8"x11")		
#2. Points of Interest Signs:	12 (24"x18")		
#3. Sign at the exit of the ferry:	1 (48"x48")		
#4. Road Signs:	5 (24"x18")		
Gemini 3D		7449.25 \$+ tx and transport	<b>6 000</b>
Express Design		6640 \$ + tx and transport	
Calm'Art		3900 \$ + tx	
3 Lecterns (small)	Spectralite	3 x 85 \$ + tx and transport	<b>255</b>
12 Lecterns (medium)	Spectralite	12 x 104\$ + tx and transport	<b>1248</b>
1 wooden sign holder	ZIP	150\$/structure	<b>150</b>
5 metal poles and fixtures	MTQ	30\$/pole	<b>150</b>
<b>COSTS</b>			<b>71353</b>

Preliminary research needed	Period	Requirements	Cost
Photography (research and realisation)	10 weeks	1 photographer	17\$/hr x 35 hrs/week + 18%
		Travel expenses	
		Office expenses	
Documentaries (research and realisation)	22 weeks	1 director, 1 assistant	17\$/15\$/hrX35hrs/week + 18%
		Travel expenses	
		Office expenses	
Music (research and realisation)	8 weeks	1 project manager	17\$ x 35 hrs/week + 18%
		Travel expenses	
		Office expenses	
Faunical and floral inventory	16 weeks	1 biologist, 1 geographer	17\$/16\$/hrX35hrs/week + 18%
		Travel expenses	
		Office expenses	
		Cartography	
Wetlands inventory	8 weeks	1 biologist, 1 geographer	17\$/16\$/hrX35hrs/week + 18%
		Travel expenses	
		Office expenses	
		Cartography	

18% = social costs

**COSTS TO BE DEFINED**

<u>Cafeteria</u>	N/D		
Furnitures			
Kitchen apparel			
Other			
<u>Children's corner</u>	N/D		
Furniture			
Books, games, etc.			
Other			
<u>Recurrent costs</u>	N/D		
Salaries			
Insurance			
Electricity			
Telephone, Internet, Fax			
Other			
<u>Matériel (loose)</u>	N/D		
Computer(s)			
Cashier's registrar			
Telephone(s)			
Furniture			
Office material			
Other			
<u>Other</u>			
<b>COSTS</b>			<b>N/D</b>

**TOTAL COSTS :** (loose estimate: 200 000)

## **Appendix C:**

### **Sites of interest and related stories**

*(code for digitized information: i.e. :*

*Sei1: Sites entry island project 1<sup>st</sup> scan;*

*STei5: Stories entry island project, 5<sup>th</sup> scan)*

Sei1.jpg

Sei2.jpg

Ste1-bh.jpg

STei2-asmc.jpg

Ste3-j.jpg

STei4-eis.jpg

STei5-ofh.jpg

Ste6-f.jpg

Ste6-wp.jpg

Ste7-lh.jpg

Ste8-kb.jpg

**Appendix D:**  
**Examples of exhibits and scale models**

*(code for digitized information: i.e. : Esmei1 exhibits and scale models entry island, 1<sup>st</sup> scan)*

Esmei1.jpg

Esmei2.jpg

Esmei4.jpg

Esmei5.jpg

## **Appendix E:**

### **Information regarding fauna and flora**

*(code for digitized information: i.e. : Ffei2: Fauna and flora, entry island project, 2<sup>nd</sup> scan)*

Ffei1.jpg

Ffei2.jpg

Ffei3.jpg

Ffei4.jpg

Ffei5.jpg

**Appendix F:**  
**Information regarding signage and pamphlets**

*(code for digitized information: i.e. Spei4: signage and Pamphleths, entry island project, 4<sup>th</sup> scan)*

Spei1.jpg

Spei2.jpg

Spei3.jpg

Spei4.jpg

Spei5.jpg

Spei6.jpg

**Appendix G:**  
**References**

# Contacts

N.B. All references noted here are strictly indicative. Additional research and networking is encouraged and recommended.

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## Transporters

### CTMA

Publicity on-board: M. Léonard Arseneau (418) 986-6600

Guided tours sold on-board : Mme Nadine Blacquière : (514) 937-8101

### Excursions en mer

Gaston Arseneau, owner : (418) 986-4745

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## Graphic artists (pamphlets and signage)

### GEMINI

Danny Poirier (418) 986-2545

### EXPRESS DESIGN

Yvon Larochelle (418) 986-6666

yvonlarochelle@mac.com

### CALM'ART

Helene Boudreau (418) 986-6514

[calmartprod@lino.com](mailto:calmartprod@lino.com)

### SPECTRALITE

Trois-Rivières : (418) 1-800-567-8551

<http://www.spectralite.ca/en/home.asp>

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## Scale modelers :

### Information :

Musée de la mer (Raynald Briant) : (418) 937-5711

### Artist :

M. Marcel Arseneault ( xxx), Bonaventure, Gaspésie : (418) 534-3493

### Company:

Solid terrain modelling, BC (Bruce Fullerton): (805) 524-7307 ext. 101

<http://www.solidterrainmodeling.com/>

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**Exhibitors (matériel)**

Accord Expositions ( <http://www.accordex.com/>)  
Simon Masella (Baie d'Urfée) : [smasella@accordex.com](mailto:smasella@accordex.com)  
1 (800) 694-4605/ 514.694.5998 ext.17

Spectralite  
Mark Oscarson : [info@spectralite.ca](mailto:info@spectralite.ca)  
1 (800) 567.8551

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**Geologist**

Égide Leblanc : (418) 969-2806

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**Fauna & Flora**

MDDEP (Department of Environment of Québec)  
Catherine Bernier: [Catherine.bernier@mddep.gouv.qc.ca](mailto:Catherine.bernier@mddep.gouv.qc.ca)  
Solange Renaud: 986-6116

MRNF (Department of natural resources)  
Renée faubert: [renée.faubert@mrf.gouv.qc.ca](mailto:renée.faubert@mrf.gouv.qc.ca)  
1 (418) 763-3302 # 235

Jarrett Quinn (naturalist guide and originally from Entry Island)  
(418) 986-2405

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