

# ■ ST. MALO REST AREA

## Interpretive Content Plan



## SECOND NATURE CREATIVE INTERPRETATION

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# INTRODUCTION

The development of the Rest Area at the entrance to St. Malo along Provincial Trunk Highway 59 provides the opportunity to showcase the stories of the natural processes and people that have shaped and continue to shape the community and surrounding area. In 2020, the community, the Rural Municipality of DeSalaberry, and the Conseil de développement économique des municipalités bilingues du Manitoba (CDEM) undertook a research project to tease out the stories and themes that define the region and to form the basis of interpretive panels that will be installed on the site. This document outlines how the results of that study will be translated into panel content.

## INTERPRETIVE THEME AND GOALS

Research and stakeholder conversations conducted by Katie Fowler in 2020 revealed six potential interpretive topics: 1) Where the Great Plains Begin, 2) Crow Wing Trail (Métis history), 3) Louis Malo and Family (French Settlers), 4) St. Malo Provincial Park, 5) The St. Malo Grotto, 6) Epic Smile (Opportunities for All Abilities).

We conducted further consultations in January 2021 to refine and expand on these topics and uncover any that might have been missed.

The overarching theme that knits all of the stories together is:

A natural playground, rich in history and culture and the final panel topics are as-follows:

### ST. MALO INTERPRETIVE GOALS

- Help visitors and locals better understand the history of the various groups of people that built St. Malo and the surrounding communities.
- Encourage visitors to explore the community in more depth and spend more time in the region.
- Inspire visitors and locals to support the provincial park and explore what it has to offer.
- Encourage people to explore and learn more about The Grotto

### ST. MALO INTERPRETIVE THEMES

Interpretive Theme: A Natural playground, rich in history and culture

Panel Topics:

- Where the Great Plains Begin: The Diverse Landscapes of St. Malo
- The Crow Wing Trail – A Métis Fur Trade Highway
- Louis Malo and Family – The First French Settlers
- A Natural Playground – St. Malo Provincial Park
- Our Lady of Lourdes Grotto – A Site of Retreat and Reflection
- Working Together to Build a Better Future – The Communities who Helped Build St. Malo

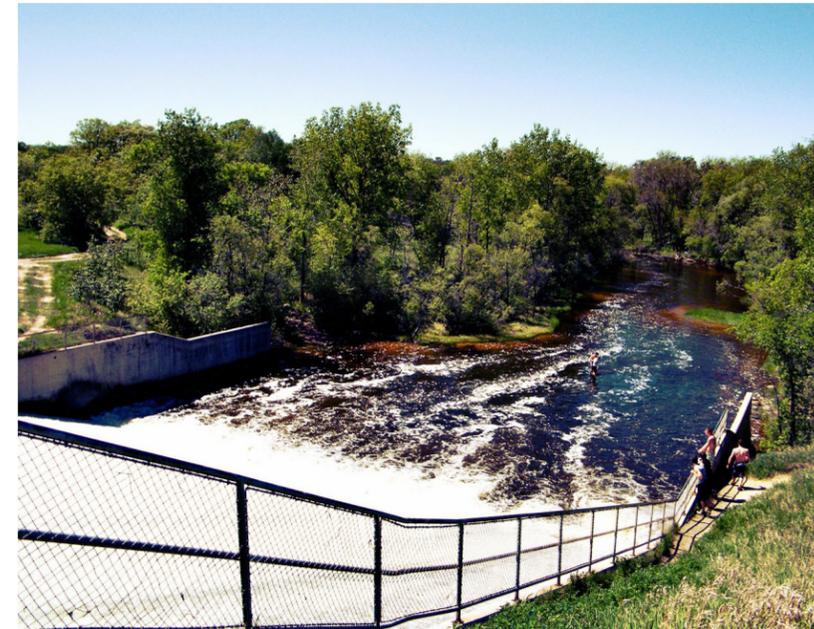


# PANEL CONTENT SUMMARIES

## A NATURAL PLAYGROUND – ST. MALO PROVINCIAL PARK

This panel will introduce visitors and locals alike to St. Malo Provincial Park. It will explore the history of the park and the lake it was established around. It will explain why the Rat River was dammed and the how the reservoir is used today. Visitors will learn what activities are available in the park and learn about the ecosystem it protects. It will encourage readers to not only visit the park, but protect it for future generations.

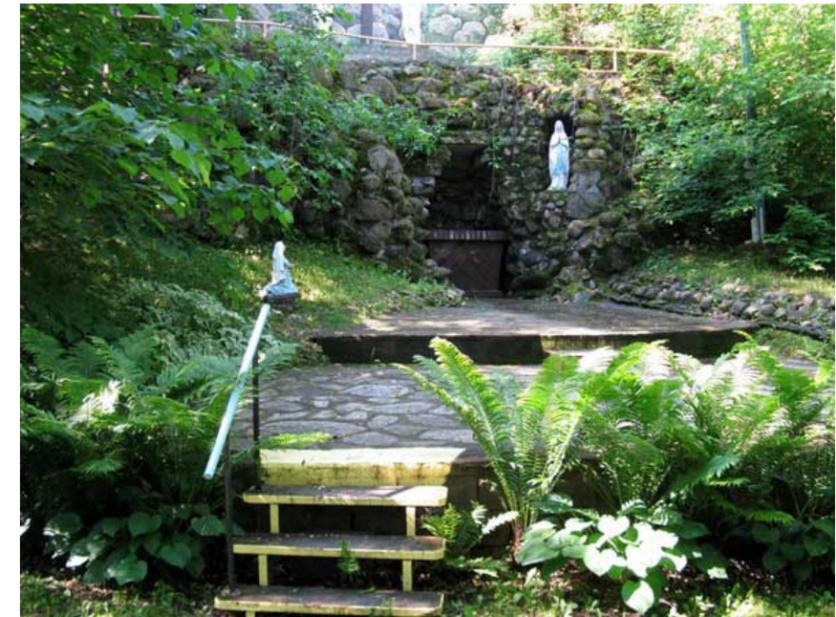
*Graphic Elements: An aerial look at the Rat River before and after damming, either in map or photo format. Photos of the park and some of the key features and species that can be found there.*



## OUR LADY OF LOURDRES GROTTO – A UNIQUE CATHOLIC RETREAT

The Our Lady of Lourdes Grotto and Shrine is a fascinating site, unique in Manitoba. This panel will explore the history of the site and the local legend surrounding its construction. Readers will be encouraged to explore the site and will learn more about the pilgrimage that happens there every August.

*Graphic Elements: A diagrammatic layout of the site, both historic and current photos of the grotto and shrine.*



## WORKING TOGETHER TO BUILD A BETTER COMMUNITY

The final panel will be both a nod to the past and a look to the future. It will highlight the satellite communities around St. Malo who have played a critical role in the development of the town. It will expand on the relationships between St. Malo and communities such as the Roseau River First Nation, Carlowrie, Rosa, La Rochelle, and Dufrost and how people of different backgrounds have worked together to help the region prosper now and into the future.

*Graphic Elements – A map showing the location of satellite communities, photos of the region.*

Top: The St. Malo Spillway  
Bottom: Our Lady of Lourdes Grotto and Shrine

# PROPOSED DESIGN DETAILS

The panels are intended to form almost a wall beneath an arbour. Each one will measure approximately 54 x 22 inches. Their vertical orientation will allow for the installation of English panels on one side and French on the other.

The main colour palette is as-follows:



## TITLE FONT

Trajan Pro

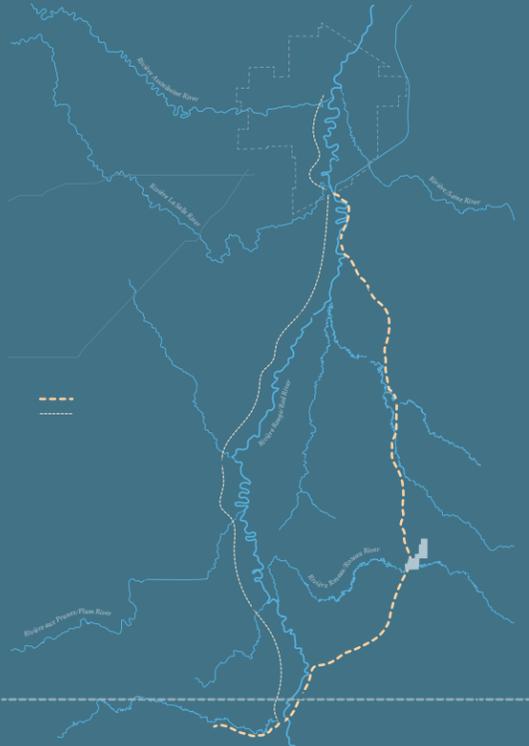
## Body Font

Poppins

The next phase of panel development should include the development of kiosk construction documents by a landscape architect or other construction professional. We will work with them to make any necessary adjustments to the panel dimensions as they are being made to ensure the panels and their kiosk fit together perfectly.

Proposed Panel Layout

**THE CROW WING TRAIL A MÉTIS FUR TRADE HIGHWAY**



### Carving a Road Through the Wilderness

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# NEXT STEPS

While these outlines and templates are a critical step in the creation of each interpretive panel, they are still subject to change. As the panels come together, we may need to adjust the layouts and content to make everything fit in a way that makes sense. We will do our best to ensure all major points are covered by each panel, but some adjustments may need to be made as we move forward.

At this stage, we ask for your feedback. Are we addressing the subjects and messages you want to cover? Are we missing anything? Is there anything you'd like to change? Once we have made any necessary adjustments to these outlines based on your feedback they will serve as a guide for panel creation in phase 2 of the project.

You will have the opportunity to review each panel proof to make small adjustments to the final panels, but if you want to make major changes to what the panels will cover or how that content will be treated, now is the time to make those recommendations.

We can make recommendations for kiosk designers and panel printers to take these signs to completion in the next phase.

Thank you for your feedback and we look forward to completing this project.

Manitobah [sic] Settler's House and Red River Cart  
William G. R. Hind. Library and Archives Canada, C-013965 /

