

Memorandum to the Council of Corporation of the Municipality of Temagami

Subject: QR-Coded Fire Tower Trail Video Guided Tour Project

Memo No: 2025-M-160

Date: June 26, 2025

Attachment: None

Prepared By: John Shymko - Economic Development Officer

Recommendation

BE IT RESOLVED THAT Council receives Memo 2025-M-160 as presented;

AND FURTHER THAT Council:

1. Authorizes staff to proceed with the in-house development and installation of temporary QR-coded trail signage, including the use of a donated master entrance sign and the in-house production of eleven (11) stop signs;
2. Approves an allocation of up to \$100.00 from the existing trail or interpretive signage budget for materials required to produce the temporary stop signs;
3. Supports the target launch of the QR-Coded Video Guided Tour for Canada Day weekend 2025, with all scripting, narration, filming, editing, and webpage integration to be completed in-house by municipal staff and volunteers.

Contents

1. Executive Summary.....	2
2. Background	2
3. Project Description	3
4. Implementation Plan	3
5. Partnerships & Consultations	4
6. Financial Implications	4
7. Timeline	5
8. Risk & Mitigation.....	5
9. Sample Script Excerpts.....	6
10. Conclusion.....	6

1. Executive Summary

This report outlines the QR-Coded Fire Tower Trail Video Guided Tour Project—an innovative, low-cost interpretive enhancement designed and delivered entirely in-house. The project features 11 narrated videos accessible via QR-coded signage along the Fire Tower Trail, offering engaging cultural and ecological storytelling. Narration is provided by local resident Marvyn Morrison, with Anishinaabemowin language elements vetted by the Temagami First Nation Language Commission. The initiative targets a public launch on Canada Day weekend 2025.

2. Background

- **Interpretive Need** - The Fire Tower Trail in White Bear Forest offers a unique setting for sharing Temagami’s cultural, historical, and natural heritage. A mobile-accessible video tour will enhance the visitor experience and promote cultural education in an accessible, self-guided format.

- **Project Origin** - Conceived under TREDCO's *Joy of Temagami* initiative, the concept was refined through local workshops and partner collaboration. It aligns with Council's ongoing commitment to sustainable tourism and Indigenous reconciliation through storytelling and education.

3. Project Description

- **Objective** - To install eleven (11) QR-coded signs along the Fire Tower Trail, each linking to a ~3-minute video narrated by Marvyn Morrison. Topics include fire tower history, ecology, local and Indigenous heritage, trail systems, and regional geography.
- **Content Oversight** - Scripts integrate Anishinaabemowin terms and greetings, reviewed and approved by the Temagami First Nation Language Commission.
- **Format & Hosting** - Videos will be hosted on the municipal YouTube channel and embedded on mobile-friendly web pages at stable URLs (e.g., `temagami.ca/trail/pointX`) that include transcripts, seasonal highlights, and event links.
- **Signage**
 - **Master Entrance Sign:** Donated and installed at the trailhead with map and project overview
 - **Stop Signs (11):** Produced in-house using weather-resistant materials; includes title, QR code, and acknowledgments

4. Implementation Plan

- **Script Finalization & Narration** - Finalize content with Anishinaabemowin integration; record narration with Marvyn Morrison.
- **Filming & Editing** - Capture on-site video footage; edit and finalize 11 short videos with subtitles, credits, and navigation prompts.

- **Web Integration** - Develop web pages for each stop, embedding video content, transcripts, seasonal notes, and community events.
- **Sign Design & Installation** - Design and produce all signage using in-house municipal resources; test QR functionality onsite.
- **Promotion & Public Engagement** - Launch communications through the municipal website, social media, and regional partners including Finlayson and Marten River Provincial Parks.
- **Post-Launch Maintenance** - Periodically update digital content; inspect signage during regular trail checks; collect user feedback via online forms.

5. Partnerships & Consultations

- **Temagami First Nation Language Commission (Bear Island)** - Cultural vetting, pronunciation guidance, and review of Anishinaabemowin content.
- **Narrator – Marvyn Morrison** - Local resident and respected voice, contributing authenticity and community connection.
- **Provincial Parks – Finlayson & Marten River** - Promotional partners for cross-referencing the tour with park visitor information and events.
- **Municipal Departments & Volunteers** - Economic Development, Communications, and IT/Web teams leading scripting, editing, and implementation, supported by volunteers.

6. Financial Implications

The project has been designed to operate within existing municipal capacity and resources.

- **Confirmed Direct Expense** - Materials to produce eleven (11) temporary stop signs, estimated at **under \$100**, drawn from the existing trail or interpretive signage budget.
- **Master Entrance Sign - Donated** by a sponsor—no municipal cost.

- **Labour & Production** - All scripting, narration, editing, filming, and sign installation performed by staff and volunteers.
- **Web & Hosting** - Hosted on the municipal YouTube and website—**no additional cost**.
- **Contingency (Optional)** - A future request for up to \$500 may be brought forward if Council wishes to upgrade temporary signs to permanent installations after the project launch.

7. Timeline

Date	Milestone
June 17–19, 2025	Finalize scripts and record narration
June 20–21, 2025	B-roll filming and video editing
June 25–27, 2025	Sign installation and web testing
June 27, 2025	Soft launch and internal review
June 28, 2025	Public launch (Canada Day weekend)
July onward	Monitor feedback and update content as needed

8. Risk & Mitigation

Risk	Mitigation Strategy
Tight Timeline	Task delegation and reuse of templates ensure timely delivery
Technical Challenges	Pre-launch QR code testing; fallback transcript pages available
Sign Durability	Weather-resistant materials used; routine inspections scheduled
Cultural Accuracy	Direct, ongoing consultation with the Language Commission
Staff Capacity	Realistic task planning across departments; post-launch flexibility built in

9. Sample Script Excerpts

- **Sample – Point 1: Entrance & Introduction**

"Boozhoo! Welcome to the Fire Tower Trail in the White Bear Forest. I'm Marvyn Morrison, speaking from the traditional territory of the Anishinaabe people. This guided series invites you to explore history, culture, and nature—one stop at a time..."

- **Sample – Point 6: History of Temagami & King's Highway**

"Boozhoo! You've reached Point 6, connecting the story of the Town of Temagami, the Tema Augama Aanisnaabe, and the King's Highway. For over 9,000 years, the Tema-Augama Anishnabai have stewarded *N'daki-menan*—our land. This enduring presence shapes our collective future..."

10. Conclusion

The QR-Coded Fire Tower Trail Video Guided Tour Project offers a cost-effective, inclusive, and locally driven interpretive experience that showcases Temagami's cultural and ecological richness. It supports Council priorities on sustainable tourism and Indigenous partnership while leveraging internal resources for delivery. With Council's approval, implementation will proceed immediately toward the scheduled Canada Day weekend 2025 launch.