



PFC2021-0631  
 Attachment 6

**Attachment 6 - Application and letters of support for "Verna Reid Park"  
 (Confidential)**

Proposed Name:	Verna Reid
Nominator:	Lois and Susan Reid
Achievements:	<p>It is our pleasure to nominate Dr. Verna Reid as a notable Calgarian who has created a long lasting positive impact on people, education, arts and culture and should be recognized through the naming of a park in her honour in the community of Altadore. Verna has been a trailblazer for artists and women in the field of arts and arts education in Calgary. Verna lived in Altadore from 1961 to 2017 and still owns her home there. Outstanding Achievements: Bachelor of Arts, University of Toronto Honours Philosophy and English, 1950 • Master of Arts, University of Calgary 1973 • PhD, University of Calgary, 2003 • Faculty, Alberta College of Art (SAIT) 1967 – 1994 • Boards of Directors include: Calgary Allied Arts Foundation, Muttart Gallery, Advisory Board, Alberta Foundation of the Literary Arts, Calgary Public Art Board • Honours include: Lecturer Emeritus, Alberta College of Art • Inauguration, Verna Reid Humanities Prize, Alberta College of Art, YWCA Woman of Distinction Award (Arts and Culture) • Publications include: Women Between, University of Calgary Press, 2008, Numerous articles on women and art in scholarly publications and conferences, Canadian Encyclopedia – exposition on Emily Carr • Memberships include: Federation of Canadian Artists, Calgary Artist's Society, Calgary Community Painters, Artist and Painter with juried exhibitions, Tenth Anniversary Show, Gulf Gallery, Art land Gallery, Loading Bay Gallery, "Into the Garden" Red Deer and District Museum, "Water Exhibition" – Fort Calgary Second Prize – Ted Godwin Adjudicator, Alberta College of Art Faculty Show, "Three's Company" Muttart Gallery, Illingworth Kerr Gallery, Nova, Muttart Gallery, Masters' Gallery, Devonian Gardens, Gulf Gallery, Eau Claire, CIBC. Verna has significant contributions in arts education including as a painter in both acrylic and watercolours that are in many private art collections in Calgary and western Canada. Verna was the ultimate teacher of the intersection of literature and the visual arts where the medium becomes the vehicle of personal expression and individual voice for women of all ages. She has influenced generations of students and empowered them to discover their personal power and artistic expression. There are all kinds of Calgary artists that were Verna's students. There can be no greater gift to society and to Calgary than to nurture the souls of its artists. This was Verna's mission and vision for Calgary to have a strong artistic community that reflected the local passion.</p>
Impact:	<p>Verna was hired by the SAIT in the Communications Arts Department in 1967. She was the first female instructor at SAIT teaching in the areas of journalism, business writing and library arts. As a sign of the times, she was told in her interview that "if this doesn't work out, we will never hire another woman again". Verna was truly a pioneer in the field of female instructors in the post-secondary world. She carried with her in her new role, the influence of her own professors, Northrup Frye, Canada's leading literary critic and EJ Pratt renowned Canadian poet which meant that she brought a sophisticated level of academic excellence to her teaching practice and perspective. During here tenure at SAIT she was responsible for innovating many new courses including: Literature Review and Canadian Literature. When the Alberta College of Art became its own entity, Verna followed her heart and joined the Faculty at ACA. Painters use paint and authors use words. Verna liberated students' notion of literature to see it as another outlet of artistic expression that could inform and influence their own audience. Once students took Verna's courses their perspectives were transformed and literature as well as art became a beloved companion. As a teacher and mentor, Verna was passionate about women finding their unique feminine voice. At a time when lingering gender biases held women in traditional roles, Verna confidently encouraged women to explore their voice as a person and as an artist. Verna lectured intentionally on the role of gender in art education curriculum and deliberately wrote articles and articulated her perceptions of the female domain. This culminated in her PhD thesis and published book Women Between. Verna's family continue to hear stories of how she made such a difference in the lives of her students, her colleagues and leaders in the art community. As quoted in the Calgary Herald after receiving the YWCA Women of Distinction Award: "I still notice women are sometimes afraid of male censure, and that keeps their voices quiet. Part of my job as instructor, is to give people equal time and make it safe to talk. I guess my role is to help women take their work seriously...to trust their perceptions." Verna believes that the arts (literature-painting) inform each other in a coherent imaginative world and she hopes that female art students would have the confidence to shape and express their unique voice. Verna was truly a pioneer.</p>
Preferred Greenspace:	ALT645
letter of support from CA:	attached - Marda Loop
letter of permission from family:	attached
other letters of support:	attached: Robin McLeod



**Marda Loop Communities Association**

To Whom it May Concern

March 4, 2020

**Re: City of Calgary Park Naming Program**

The Marda Loop Communities Association is pleased to provide this letter of support to name the small park on Acton Ave SW in Altadore in honour of Verna Reid.

Sincerely,

A handwritten signature in black ink that reads "D. Fraser". The signature is written in a cursive style.

Doug Fraser  
President

---

Marda Loop Communities Association  
3190 - 16 St SW, Calgary, AB T2T 4G7  
403 244 5411 [www.mardaloop.com](http://www.mardaloop.com)

Municipal Naming Program  
City of Calgary  
Attention: Michelle Reid

Dear Ms. Reid,

It is with great enthusiasm that I, as her daughter, give my support to the nomination of

Verna Reid

for the Municipal Naming Program for a park in Altadore.

Verna Reid was an influential Calgarian in the field of Academics and Arts and Culture who gave her time, talent, expertise, and experience to promote the voice of women in their artistic expression through art and literature.

My family and I look forward to the outcome of this nomination and being notified that a park will be named in her honour.

Thank you,

Lois Reid  
[loismreid@gmail.com](mailto:loismreid@gmail.com)  
403-993-8548

To whomever it may concern:

**rmcl**

December 30, 2019

**Re: Verna Reid - Nominee under the City of Calgary Municipal Naming Program**

It is a great honour as a member of the Altadore community to provide a reference letter for Verna Reid.

I first met Verna through her husband Craig Reid, a former Alderman representing Ward 11. As we both lived on 50 Avenue SW it was easy to pop over to the Alderman's house to discuss the latest news including the City's transportation plan, "The Go Plan" and the fate of 50 Avenue SW. Verna was not without an opinion. Her sage advice from years of living with a politician found its way to the group known as the "50th Avenue Irregulars" and just might have been instrumental in preventing 50th Avenue from becoming an 8-lane expressway barrelling through River Park, over the Elbow River and punching through Britannia.

It was during this time period that Verma and I discovered we had a mutual interest in the visual arts. Verna was a mentor to many art students in the City through her teaching years at the Southern Alberta Institute of Technology, the Alberta College of Art and Design and the University of Calgary. In her later years I would often take her to exhibits at the Glenbow Museum. It was like homecoming week as we were greeted by many former students and colleagues eager to say hello. We were lucky if we had time to see the exhibit!

Verna also played a pivotal role in the wider arts community in Calgary, encouraging the development of literary and public art in the city. She sat on various boards throughout the years including the Alberta Foundation of Literary Arts, the Calgary Allied Arts Foundation and the Calgary Public Art Board.

Most importantly Verna never stopped engaging in and learning about the world. Verna is an

aspiring example that life has much to give if you create the opportunities and rise to the challenges. In her 70's, Verna embarked on studies leading to a post doctorate degree from the University of Calgary, 2003. She published her dissertation, "Occupying the Threshold" as a book entitled, "Women Between", a study of 4 women who after marrying and raising, or not, families, began their artistic careers at a later stage in life. In doing so the women continued to define their selves as individuals of the world

through the development of their art. Like the four women Verna continued her exploration as the author of her own book exploring the ideas of feminism, structure, expectations and self realization; an amazing accomplishment for an eighty year-old and a role model for us all.

It has been a great privilege knowing Verna Reid. Even though I questioned her choice of harlequin romance-styled books I retrieved for her from the library I now realize that the brain requires a rest to rejuvenate, once in a while. May we all be grateful for the exemplary person Verna Reid represents. The community should be honoured to have a place named for Verna Reid.

Yours truly,

Robin McLeod

1628 50 ave sw calgary, alberta t2t 2v9 403.703.0018 ramcleod@telusplanet.net