



 143 Simpson Ave, Bowmanville, ON L1C 2H9  (905) 623-5831

## **Visual Arts Centre of Clarington – Formal Position on the Proposed Renaming of the VAC Building in Honour of Marie Hubbard**

To: Mayor Adrian Foster, Members of Clarington Council, and Municipal Staff

From: Board of Directors, Visual Arts Centre of Clarington (VAC)

Date: June 12, 2025

Subject: Formal Position on Proposed Building Renaming

The Board of Directors of the Visual Arts Centre of Clarington (VAC) has reviewed the proposal to rename the VAC building in honour of Marie Hubbard and is pleased to provide the following formal response for consideration by the Municipality of Clarington.

The VAC Board supports the recognition of Marie Hubbard's legacy and contributions to the community and is open to participating in discussions about an appropriate and meaningful form of commemoration.

### **Key Considerations from the VAC Board Discussion:**

#### **1. Naming Clarification:**

We understand, based on discussions with Lee Ann Reck (Deputy CAO, Public Services Department) and Mariano Perini (Director, Public Works), that the intent is to rename the municipally owned building only—not the VAC organization itself.

#### **2. Legal and Administrative Implications:**

Should the building name be changed to incorporate Marie Hubbard's name, we request support in understanding the legal and administrative implications, including any costs associated with filing or updating signage, public communications, or collateral materials.

#### **3. Organizational Identity:**

Should the building name change, the VAC could be renamed Visual Arts Clarington in the Marie Hubbard Centre/Building. This would preserve the VAC's current logo, and its public identity could remain unchanged. However, should a full renaming of the organization ever be considered, we note that this would require legal consultation and review of our governance documents.

#### **4. Family Involvement and Artistic Autonomy:**

In light of conversations regarding the Hubbard family's potential involvement in

artistic decisions, the Board recommends that any role be clearly outlined in writing to ensure alignment with VAC's curatorial independence and our longstanding commitments to public funders such as the Ontario Arts Council (OAC) and Canada Council for the Arts (CCA).

**5. Funding Considerations:**

We request information regarding whether any municipal funding would be available to offset renaming-related expenses, including legal, administrative, or communications costs.

**6. Alternative Recognition Options:**

The Board explored additional or complementary options for honouring Marie Hubbard, such as naming a dedicated performance/outdoor deck, a dedicated seating area and installing commemorative signage or plaques.

**7. Strategic Relationship with the Municipality:**

The VAC wishes to explore a strengthened long-term economic relationship with the Municipality and requests a meeting with Mary-Anne Dempster (CAO Municipality of Clarington) or Justin MacLean (Justin MacLean, Director - Strategic Initiatives) to discuss future planning, sustainability, and mutual goals.

**8. Heritage Committee Consultation:**

We ask whether the Heritage Committee has been consulted and, if not, recommend that they be included in the process, given the historical significance of the VAC building and its existing name, Cream of Barley Mill.

**9. Timing Opportunity – VAC 50th Anniversary:**

The VAC's upcoming 50th anniversary presents an ideal opportunity to unveil the renaming at a public event or exhibition opening. We welcome collaboration to align the timing with this milestone, pending Council's decision and implementation planning.

The VAC Board affirms its support for a respectful and thoughtful commemoration of Marie Hubbard's legacy and looks forward to working with the Municipality to determine the most appropriate and meaningful path forward.

Sincerely,  
Dionne Powlenzuk  
Executive Director  
On behalf of the Board of Directors  
Visual Arts Centre of Clarington