

CCAC Public Meeting
OF
DEPARTMENT OF THE TREASURY
US Mint
Thursday, November 17, 2016
12:01 p.m.

Department of the Treasury
US Mint
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Reported by: Nate Riveness

Capital Reporting Company

A P P E A R A N C E S

US Mint: April Stafford

Greg Weinman

Michael White

Betty Birdsong

Roger Vasquez

Pam Borer

Vanessa Franck

Megan Sullivan

Andy Tran

Tom Uram

Mary Lannin

Heidi Wastweet

Dennis Tucker

Michael Moran

Donald Scarinci

Robert Hoge

Jeanne Stevens-Sollman

Jennifer Woodworth

Don Everhart

Press:

Mike Unser, CoinNews

P R O C E E D I N G S

MS. LANNIN: So it is 9:02. Good morning. I call to order this meeting of the Citizens Planning Advisory Committee for November 17th, 2016. The members of the Committee who have confirmed their attendance are Robert Hoge, Jeanne Stevens-Sollman, Dennis Tucker, Heidi Wastweet, Mike Moran and myself, Mary Lannin.

During this session, the Committee will consider the following item, the review and discussion of candidate designs for the Secretary of the Treasury, Jacob J. Lew. And before we begin our proceedings, are there members of the press on the phone?

MR. UNSER: Mike Unser with CoinNews.

MS. LANNIN: Good morning, Mike. Anyone else? That appears to be all. It seems that I heard Don Everhart. Is that correct?

MR. EVERHART: That is correct.

MS. LANNIN: And Greg?

MR. WEINMAN: Yeah, we can take --

MS. LANNIN: And Betty?

MS. BIRDSONG: Yes. I'm here.

MR. WEINMAN: We can take a roll call or let you know who's around the table here at the Mint.

MS. LANNIN: Okay, thank you, please.

MS. STAFFORD: April Stafford.

MS. SULLIVAN: Megan Sullivan.

MR. WHITE: Michael White.

MS. BIRDSONG: Betty Birdsong.

MS. FRANK: Vanessa Frank.

MR. VASQUEZ: Roger Vasquez.

MS. LANNIN: I'm sorry. Vanessa? You're kind of far away. All right.

MR. VASQUEZ: Roger Vasquez.

MS. LANNIN: Good morning, Roger.

MR. VASQUEZ: Good morning.

MS. BORER: Pam Borer.

MS. LANNIN: I'm sorry. I couldn't hear the last one.

MS. BORER: And Pam Borer, the entire --

MS. LANNIN: Oh, hi, Pam.

MS. BORER: Yeah, the entire Design Management team, Mary.

MR. WEINMAN: From the legal office, Greg Weinman and Andy Tran, who is our law student who is with us.

MS. LANNIN: All right. And is Steven Antonucci here by any chance?

MS. WOODWORTH: He is not, but I am Jennifer Woodworth. I'm the new design integrating manager here.

MS. LANNIN: Welcome, Jennifer.

MS. WOODWORTH: Thank you.

MS. LANNIN: Okay. All right. For the new staff, do we have any issues that need to be addressed about striking this medal for Secretary of the Treasury?

MS. STAFFORD: Well, from the administrative standpoint, I would just like to let everyone on this call know that we have a transcriber here, so as we have the discussion in the meeting, if you please could state your name, that would help greatly. Also for anyone who is on the call, if you could mute your phone while you are not talking, that would help as well.

We do not have anything from the program office side regarding technical items regarding the striking of this medal. Jennifer or Don, is there anything you'd like to note? I think it's our standard bronze medal.

MR. EVERHART: I have nothing. This is Don.

MS. STAFFORD: Okay.

MS. WOODWORTH: This is Jennifer, nothing from me, either.

MS. STAFFORD: All right. So we're good to begin. Mary?

MS. LANNIN: Okay. So the first item -- hello? Did someone just join us?

MS. STAFFORD: No.

MS. SULLIVAN: No.

MS. LANNIN: Oh. Okay. The first item on our agenda is the discussion of the Secretary and the minutes from our previous meeting. Those items were included in the materials emailed for members of the committee to review. Are there any comments on the documents? Hello?

MS. BIRDSONG: There are no comments.

MS. LANNIN: Hello? Hello?

MR. WEINMAN: Apparently there are no comments.

MS. LANNIN: Okay. Hearing no further discussion, I move to approve the minutes and the letters of Secretary.

MR. URAM: Second, Tom Uram.

MS. LANNIN: Okay. Thank you, Tom. All those in favor, say yes. All those opposed, say no.

(YES)

MS. LANNIN: So it appears to be unanimous, right?

SPEAKER: Yes.

MS. LANNIN: That's correct. Okay. So, now I'd like to turn to April Stafford, the manager of the new design management group, to present the portfolio for Secretary of the Treasury, Jacob J. Lew. April?

MS. BIRDSONG: Mary, Megan's going to fill in for April, I believe.

MR. WEINMAN: She had to step out of the room for a moment.

MS. SULLIVAN: She had to step out of the

room, so I will begin. As part of its bronze medals portfolio, the United States Mint produces Secretary of the Treasury medals to commemorate the secretaries and their legacies. The medals typically feature portraits of the secretary and the beginning dates of their terms.

Reverse elements often include symbols, seals and quotes. The United States Mint worked closely with the Secretary staff in development of these designs.

MS. STAFFORD: Thank you, Megan, and let me just before I go live, I appreciate it. That was actually Donald Scarinci's assistant calling. He is endeavoring to call in. I let him know we had a quorum, but nevertheless, he is still, we're confirming the number with him and he is trying to join us. So there may be someone adding in to the call in a moment.

MS. LANNIN: Okay. So that was all the funny noise that we were hearing.

MS. STAFFORD: Okay. So we will start with review of the obverse designs. Obverse design number

1 and 1A both portray Secretary Lew with an American flag billowing in the background and the inscription, Jacob J. Lew.

Design 1 features the date Secretary Lew was sworn into office, February 28, 2013, and Design 1A features a banner with the inscription 76th Secretary of the Treasury. I should note that Design 1A is the preferred obverse at present of Secretary Lew.

Obverse 2 and 2A feature a portrait of Secretary Lew in semi-profile, framed by an American flag with the inscription Jacob J. Lew. Design 2A contains a banner with the inscriptions 76th Secretary of the Treasury.

Moving on to the reverses, Reverse 1 depicts the façade of the Department of the Treasury Building. The inscription reads 76th Secretary of the Treasury, and Secretary Lew's signature is featured in an exergue. Reverse 2 features the Treasury seal. Reverse 3 depicts the main building on Ellis Island, which opened in 1900.

Secretary Lew's father immigrated to the United States through Ellis Island. As such, the

gateway and its symbols of liberty hold considerable meaning to him both personally and as a committed public servant professionally. Design 3 also features the Treasury seal and the inscriptions February 28th, 2013 and 76th Secretary of the Treasury.

Reverse Design 4 features a quote by Abraham Lincoln next to the Statue of Liberty. The quote reads, "I leave you hoping that the lamp of liberty will burn in your bosoms until there shall no longer be a doubt that all men are created free and equal." The inscription, Abraham Lincoln appears across the exergue.

I will note at this time that for the reverse design, the Secretary likes both Design 4, which we just discussed, as well as Design 5, which I will read the design description for in a moment, but still would like to hear the CCAC and CFA's feedback before making a final decision.

Moving on to Reverse 5, this design showcases elements from Design 3 and 4 with a quote by Harriet Tubman next to the Statue of Liberty. The quote reads, "I would fight for liberty so long as my

strength lasted." The inscription Harriet Tubman sits below the design element of the main building on Ellis Island.

That is all of the designs. Madam Chair, if there are any questions. Otherwise, we can begin discussion.

MS. LANNIN: Thank you so much, April. I know that my least favorite form of meeting is a telephonic meeting and I tend to agree with that.

MR. SCARINCI: I'm here.

MS. LANNIN: Okay, Donald, awesome. I would like to indulge you all by telling you, by expressing what I find to be of interest in this portfolio rather than my sort of traditional wrap-up at the end. I like Design 1A, which is what Secretary Lew wants because it actually says Secretary of the Treasury on it and the date may be not as meaningful to someone who had purchased it.

My favorite for the reverse is Reverse No. 5 because it combines a small amount of text, but it's important that the text by Harriet Tubman, which I think is a nod to the changes afoot at the Treasury

for the redesign of our currency. It also has the Ellis Island building on it, which is said to be important to Lew. So my personal feelings would be that I would vote for 1A and 5, and I want to call on everybody else in turn, so Donald, I know you're busy. What do you think?

MR. SCARINCI: I agree with you and I think that there's no one more deserving of this medal than Martin Lew. He's really extended himself, you know, and really done a great service to the country and really what his role is as the coin is almost miniscule compared to his role in the nation's economy and where this country has gone under his tutelage.

So if he is happy with the obverse, then I completely support the obverse and as between the two reverse designs, if he's asking, if he's following it back to us for our opinion about the two reverse designs, I agree with you, Mary, for all of the reasons that you stated.

MS. LANNIN: Thank you, Donald. Robert Hoge.

MR. HOGE: Thank you, Mary. I'm in full

agreement with you and with Donald.

MS. LANNIN: Jeanne.

MS. STEVENS-SOLLMAN: I agree totally with 1A. I think it's a very good likeness. I love the billowing flag and I believe that it would strike up nicely. I'm a little concerned on Reverse 5 with the Ellis Island building. Although I think it's really wonderful, I'm not sure if that's just too much information. Otherwise, I will agree with that one.

MS. LANNIN: Thank you, Jeanne. Dennis.

MR. TUCKER: Thank you, Mary. I agree with your very eloquently stated observations about both the obverse and the reverse. I have nothing to add to those except to say that the obverse that Secretary Lew prefers is actually appears to be based on his official Treasury Department portrait, so I think that's another good tie-in. So I agree with what you've said and I concur with those recommendations.

MS. LANNIN: Thank you. Tom.

MR. URAM: I agree. It's very nice. I think it will strike up very nicely.

MS. LANNIN: Do you agree with Number 1 and

1A and 5?

MR. URAM: 1A. Correct.

MS. LANNIN: Okay. Heidi? While we're waiting for Heidi, Mike, what do you think?

MR. MORAN: 1A and 5.

MS. WASTWEET: Sorry, here I am.

MS. LANNIN: 1A and 5?

MR. MORAN: I don't want to go with 4. It's too much inscription.

MS. LANNIN: Okay. And Heidi, how about you?

MS. WASTWEET: I'm here. Sorry, I had trouble with my mute button.

MS. LANNIN: That's okay.

MS. WASTWEET: For the reverse, I like the 5. Artistically I think it flows better. I think it's a lot of information. I think a medal can hold that much information and I think it will look nice. On the obverse, as I think Dennis stated, this is clearly based on his official corporate photograph. It's visible with the PDF and I think the layout is fine. I do have some issues with the drawing itself.

I think it exaggerates too much his jowls and there's some other inaccuracies, so what I would like to suggest is that the Mint allow the sculpture to work from the photograph and not rely so heavily on this drawing.

MS. LANNIN: Is that permissible? Greg and Don?

MR. WEINMAN: Well, certainly it's permissible. I think that -- I mean, obviously if it's based on the photograph, then it's logical that the sculpture would utilize the source material for it as well, especially as much as it's an official photo.

MS. LANNIN: Okay.

MS. WASTWEET: I'm just suggesting going one step beyond using the photograph as backup but more as primary information.

MR. WEINMAN: I think yeah, I probably -- we walk a line there. So that we're actually showing the designs that are going to be the basis for the medal to both committees and we don't have to go back, I don't think, I mean I think in this particular situation, I don't know that I'd necessarily use the

photograph, use the words. We're going to use the photograph as the basis, unless of course the CCAC's recommendation is use the photograph.

MS. STAFFORD: So Don, maybe we could have Don Everhart speak to this. Don, you understand how designers will use reference material to aid in their sculpts. You don't see that there'd be any problem in addressing Heidi's concerns, do you?

MR. EVERHART: No, not at all. I know that the artist did use that as a reference point and I'm sure that they intend to use that when the sculpting begins.

MS. LANNIN: So what is the feeling about actually voting on 1A with Heidi's suggestion that the photograph be used?

MR. HOGE: Mary, this is Robert Hoge.

MS. LANNIN: Oh, hi, Robert.

MR. HOGE: I would like to make one observation, actually two brief ones. First of all, in every image of Secretary Lew that I have seen, and I make this observation as a lifelong wearer of glasses, his spectacles have very dark frames and in

the images given to us by the artist, the frames are shown in a very light color, which is either inaccurate or misleading. That's something that the artist might want to take into account as well.

MS. LANNIN: Okay.

MR. HOGE: Also I think that the design of the flag in the background, while very appealing and I'm not against it, I'm afraid here again we see an artist working with the idea of a drawing rather than a sculpt. Now, this can certainly be done, but I think it's not a very effective way of presenting the flag. Just my observation. Thank you.

MS. LANNIN: Okay. Any other comments on what Robert said? Okay. I don't hear any further discussion. I'd like to ask the Committee to vote on the designs and it seems that we have picked 1A and 5 as an obverse and a reverse. Hello? I'm hearing all these clicks.

So in terms of that combination, Donald?
Would you vote for 1A and 5?

MR. SCARINCI: Yes.

MS. LANNIN: Okay. Robert?

MR. HOGE: Yes.

MS. LANNIN: Jeanne?

MS. STEVENS-SOLLMAN: Yes.

MS. LANNIN: Dennis?

MR. TUCKER: Yes.

MS. LANNIN: Thomas?

MR. URAM: Yes.

MS. LANNIN: Heidi?

MS. WASTWEET: Yes.

MS. LANNIN: Mike?

MR. MORAN: Yes.

MS. LANNIN: Okay. So the vote is unanimous that we have picked 1A and 5. Is there any further discussion about anything?

MR. MORAN: Mary, this is Mike Moran. I think it would be helpful if we instruct the Mint to provide the transcript to the artist so that they can see our comment and critique of the portrait, let them take them and incorporate them.

MS. LANNIN: Okay. That's a fair thing to ask. I think that that would be in any case done anyway. Wouldn't that be correct, Don?

MS. STAFFORD: Yes. We will absolutely ensure that the sculptor has access to this information.

MS. LANNIN: Okay. Well, thank you.

MR. WEINMAN: Yeah, and the artist.

MS. LANNIN: And the artist, exactly. All right. It doesn't appear that there's any further discussion and so thank you all for calling in. If there's no further business, I move to adjourn. Is there a second?

MS. STEVENS-SOLLMAN: Second.

MR. HOGE: Second.

MS. LANNIN: Second and first. Thank you very much. Go back and enjoy your day and let's all go and order the new gold coin from the Mint.

(WHEREUPON, at 12:20 p.m., the meeting was adjourned.)

CERTIFICATE OF NOTARY PUBLIC

I, NATE RIVENESS, the officer before whom the foregoing proceeding was taken, do hereby certify that the proceedings were recorded by me and thereafter reduced to typewriting under my direction; that said proceedings are a true and accurate record to the best of my knowledge, skills, and ability; that I am neither counsel for, related to, nor employed by any of the parties to the action in which this was taken; and, further, that I am not a relative or employee of any counsel or attorney employed by the parties hereto, nor financially or otherwise interested in the outcome of this action.

NATE RIVENESS

Notary Public in and for the

DISTRICT OF COLUMBIA

CERTIFICATE OF TRANSCRIBER

I, DOROTHY SMITH POUCH, do hereby certify that this transcript was prepared from audio to the best of my ability.

I am neither counsel for, related to, nor employed by any of the parties to this action, nor financially or otherwise interested in the outcome of this action.

November 28, 2016

DOROTHY SMITH POUCH