

Citizens Coinage Advisory Committee
Public Meeting
Monday, April 6, 2015, 2:00 PM Eastern
United State Mint Headquarters
Telephonic Meeting
Washington, D.C.

In attendance:

Michael Bugeja
Robert Hoge
Erik Jansen
Mary Lannin
Gary Marks (Chair)
Michael Moran
Donald Scarinci
Jeanne Stevens-Sollman
Thomas Uram
Heidi Wastweet

1. Chairperson Marks called the meeting to order at 2:00 P.M.
2. April Stafford of the United States Mint presented an outline of the Selma Foot Solders of 1965 Congressional Gold Medal Program regarding a thematic design discussion for the program. She introduced Dr. Barbara Tagger, Site Manager at the Selma to Montgomery National Historic Trail. Dr. Tagger indicated she was representing Congresswoman Terri Sewell and spoke to the importance of giving honor to those involved in the Selma to Montgomery marches.
3. Committee members discussed thematic ideas they felt would be appropriate for the program. Members commented that simplicity should be a key feature in any design and that artists should be encouraged to pursue symbolic images. Specific design concepts discussed by members included images of the Edmund Pettus Bridge, Brown Chapel African Methodist Episcopal Church in Selma and the Alabama State Capitol Building in Montgomery. Additional concepts included representing the marches with images of linked arms and marchers arrayed four abreast with the American flag. Several potential inscriptions were discussed including “We shall overcome”, “Every American citizen must have an equal right to vote” (President Johnson), “A shining moment in the conscience of man” (Dr. Martin Luther King), and “Every day, every citizen, every vote, even today”. Members commented that text-heavy designs should be avoided and that text should be incorporated into the designs.
4. April Stafford of the United States Mint presented an outline of the 2017 Lions Club International Century of Service Commemorative Coin Program regarding a thematic design discussion for the program. She introduced Mr. Dane LaJoye,

Lions Club International Division Manager of Public Relations and Communications. Mr. LaJoye described design concepts the Lions Club would find attractive, including a bust or image of founder Melvin Jones on the obverse and the Lions logo or an image of a lions' pride on the reverse.

5. Committee members discussed thematic ideas they felt would be appropriate for the program. Members commented that a bust or portrait of Melvin Jones would not likely appeal to customers outside of the Lions organization. Instead, it was stated that a more artistic approach would likely result in more robust sales of the coin. Comments were also offered urging the designs not include too much as to create a cluttered appearance. Members further commented that it would be helpful to understand the position of the organization as to whether they want a coin that appeals mostly to club members or one that might spark interest outside of the organization. Specific design concepts discussed by members included images that might convey the global reach of the Lions Club, images of a lion, roaring lion or a pride of lions, and use of the Lions Club logo or stylized versions of the logo. Several inscriptions were discussed including "We serve", "You can't get very far until you start doing something for somebody else", and "Do something for somebody else". Members commented that the inscription "We serve" would work well on the small space of a coin due to its brief yet powerful message. The use of long inscriptions was discouraged.
6. Chairperson Marks noted that this was his last meeting as the Committee's chair although his membership term would expire later in the year. He stated that it had been an honor to serve the Committee in the chairperson's position.
7. There being no further business, Chairperson Marks adjourned the meeting at approximately 3:55 p.m.