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2	CCAC Public Meeting
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6	Moderated by Jennifer Warren
7	Tuesday, September 24, 2024
8	1:00 p.m.
9	
10	Remote Proceeding
11	Department of the Treasury
12	U.S. Mint
13	801 9th Street, Northwest
14	Washington, D.C. 20220
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2 0	Job No. CS 6845148
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1	APPEARANCES
2	List of Attendees:
3	Arthur Bernstein, Representing the General Public
4	Dr. Harcourt Fuller, Recommended by the Speaker of
5	the House
6	Dr. Christopher Capozzola, the member Specially
7	Qualified in American History
8	Jeanne Stevens-Sollman, Specially Qualified in
9	Sculpture or Medallic Arts
10	John Saunders, Recommended by the House Minority
11	Leader
12	Michael Moran, Recommended by the Senate Majority
13	Leader
14	Donald Scarinci, recommended by the Senate Minority
15	Leader
16	Sam Gelberd, the member Specially Qualified in
17	Numismatics
18	Kellen Hoard, Representing the General Public
19	Peter van Alfen, the member Specially Qualified as a
20	Numismatic Curator and the Chairperson of the CCAC
21	April Stafford, Chief, Office of Design Management

Page 3 1 APPEARANCES List of Attendees (Cont.): 2 3 Megan Sullivan, Senior Design Specialist Roger Vasquez, Senior Design Manager 4 5 Boneza Hanchock, Design Manager Sukrita Baijal, Design Manager 6 7 Joseph Menna, Chief Engraver 8 Michael Costello, Manager of Design and Engraving 9 Jennifer Warren, Director of Legislative and Intergovernmental Affairs and Liaison to the CCAC 10 11 Greg Weinman, Senior Legal Counsel and Counsel to 12 the CCAC 13 James Kennedy, Legal Counsel 14 Brendan Tate, Senior Government Affairs Specialist, 15 Office of Legislative and Intergovernmental Affairs 16 Mike Unser, Founder and Editor of CoinNews 17 Paul Gilkes, Senior Editor Coin World 18 19 20 21

Page 4 1 PROCEEDINGS 2 DR. VAN ALFEN: Good afternoon. 3 I call to order this meeting of the Citizens Coinage Advisory Committee for Tuesday, September 24th, 4 5 2024. The time is 1:00 p.m. I'd like to remind members that as we are 6 7 participating by a video conference, to mute their phone or microphone on the Microsoft Teams program 8 9 when not talking, and to announce your name when you 10 speak for the transcript, as well as for the public listening. 11 12 Before we begin, I want to introduce the members of the committee, so please respond, 13 14 present, when I call your name. 15 Arthur Bernstein, representing the general 16 public. 17 MR. BERNSTEIN: Present. 18 DR. VAN ALFEN: Dr. Harcourt Fuller, 19 recommended by the Speaker of the House. 20 MR. FULLER: Present.

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DR. VAN ALFEN: Dr. Christopher Capozzola,

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	Page 5
1	the member specially qualified in American history.
2	MR. CAPOZZOLA: Present.
3	DR. VAN ALFEN: Jeanne Stevens-Sollman,
4	the member specially qualified in sculpture or
5	medallic arts.
6	(No Response.)
7	Jeanne is not yet with us.
8	John Saunders, recommended by the house
9	MS. STEVENS-SOLLMAN: I'm here.
10	DR. VAN ALFEN: All right, Jeanne. Thank
11	you very much.
12	John Saunders, recommended by the House
13	Minority leader.
14	He's not with us today.
15	Michael Moran, recommended by the Senate
16	Majority Leader.
17	MR. MORAN: Present.
18	DR. VAN ALFEN: Donald Scarinci,
19	recommended by the Senate Minority Leader.
20	MR. SCARINCI: Present.
21	DR. VAN ALFEN: Thank you.

	Page 6
1	Sam Gelberd, the member specially
2	qualified in numismatics.
3	MR. GELBERD: Present.
4	DR. VAN ALFEN: Thank you, Sam.
5	Kellen Hoard, representing the general
6	public.
7	I know that Kellen was with us.
8	MS. WARREN: Kellen just got on.
9	DR. VAN ALFEN: All right. I believe he
10	is with us.
11	Annelisa Purdie, representing the general
12	public.
13	(No Response.)
14	She is not attending today.
15	And I am Peter van Alfen, the member
16	specially qualified as a numismatic curator, and the
17	chairperson of the CCAC.
18	And I believe we have a quorum.
19	MR. BERNSTEIN: We do.
20	DR. VAN ALFEN: The agenda for today's
21	public meeting includes the approval of minutes and

letters to the secretary from the July 15 through 16, 2024 public meeting. The review and discussion of the candidate designs for the Lower Brule Sioux Code Talkers Congressional Gold Medal. And the review and discussion of the candidate designs for the Superman 2025 Comic Art Coin and Medals.

And it was announced in the Federal Register Notice that we were going to be reviewing the candidate designs for the Emmett Till and Mamie Till-Mobley Congressional Gold Medal, however, this portfolio will not be discussed today, but at a later public meeting.

Additionally, the CCAC will only be reviewing the 2025 Comic Art portfolios today.

So before we begin our proceedings, I ask the liaison to the CCAC, Ms. Jennifer Warren, if we are aware of any members of the press who are remotely watching this public meeting.

MS. WARREN: Good afternoon. This is

Jennifer Warren. Mike Unser, founder and editor of

Coin News Media Group, L.L.C., and Paul Gilkes,

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1	senior editor of Coin World.
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3	DR. VAN ALFEN: All right. Thank you very
4	much, and welcome to both.
5	For the record, I would also like to
6	confirm that the following Mint staff is in
7	attendance today, so please indicate present after I
8	have called your name.
9	April Stafford, Chief, Office of Design
10	Management.
11	MS. STAFFORD: Present.
12	DR. VAN ALFEN: Thank you.
13	Megan Sullivan, Senior Design Specialist.
14	MS. SULLIVAN: Present.
15	DR. VAN ALFEN: Thank you.
16	Roger Vasquez, Senior Design Manager.
17	MR. VASQUEZ: Present.
18	DR. VAN ALFEN: Russell Evans, Design
19	Manager.
20	MS. WARREN: Not present.
21	DR. VAN ALFEN: Thank you.

	Page 9
1	Boneza Hanchock, Design Manager.
2	MS. HANCHOCK: Present.
3	DR. VAN ALFEN: Thank you, Boneza.
4	Sukrita Baijal, Design Manager.
5	MS. BAIJAL: Present.
6	DR. VAN ALFEN: Thank you.
7	Joseph Menna, Chief Engraver.
8	MR. MENNA: Present.
9	DR. VAN ALFEN: Thank you.
10	Michael Costello, Manager of Design and
11	Engraving.
12	MR. COSTELLO: Present.
13	DR. VAN ALFEN: Jennifer Warren, Director
14	of Legislative and Intergovernmental Affairs and the
15	Liaison to the CCAC.
16	MS. WARREN: Present.
17	DR. VAN ALFEN: Thank you.
18	Greg Weinman, Deputy Chief Counsel and
19	Counsel to the CCAC.
20	MR. WEINMAN: Present. And also joining
21	me today is our newest attorney, Jim Kennedy, who

just came on board yesterday and will be observing this meeting.

DR. VAN ALFEN: Fantastic. Welcome, Jim.

And Brendan Tate, Senior Government

Affairs Specialist, Office of Legislative and

Intergovernmental Affairs.

MR. TATE: Present.

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DR. VAN ALFEN: All right. Welcome.

And finally, I want to note for the record that we will be joined later in the meeting by the liaisons for the various programs we are reviewing today.

For the Lower Brule Sioux Code Talkers

Congressional Gold Medal, we are joined by Cody

Russell, who is Vice Chairman of the Lower Brule

Sioux Tribe, and Dr. William C. Meadows, who is

Professor of Anthropology and Native American

Studies in the Department of Sociology, Anthropology

and Gerontology at Missouri State University.

For the comic art portfolio, we are joined by Preston Kevin Lewis, who is head of Consumer

1 Products and Retail Strategy for the Americas, 2 Warner Brothers Discovery. 3 So welcome to all of you. And we certainly look forward to hearing your thoughts and 4 5 preferences on the portfolios we will be reviewing 6 today. 7 And just as a note to the committee members, as our usual practice is to score the 8 9 portfolios, I want to note that today we will not be 10 scoring the portfolios, given the limited nature of these portfolios. So just please be aware of that. 11

I would like to begin with the Mint. Are there any other issues that need to be addressed before we start?

Thanks.

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And the first order of business for this committee is the review and approval of the CCAC Minutes and Letters to the Secretary of the Treasury from our public meeting on July 15th and July 16th, 2024.

Are there any comments on the documents?

	Page 12		
1	(No Response.)		
2	DR. VAN ALFEN: All right. Hearing none,		
3	is there a motion to approve the Minutes and		
4	Letters?		
5	MR. BERNSTEIN: Arthur Bernstein so moves.		
6	DR. VAN ALFEN: Is there a second?		
7	MR. FULLER: Harcourt Fuller seconds.		
8	DR. VAN ALFEN: Thank you both.		
9	All those in favor, please signify by		
10	saying aye.		
11	MR. BERNSTEIN: Aye.		
12	MR. FULLER: Aye.		
13	(Several Ayes.)		
14	DR. VAN ALFEN: Any objections to the		
15	motion?		
16	(No Response.)		
17	DR. VAN ALFEN: Well, hearing none,		
18	without objection, the Minutes and Letters are		
19	approved.		
20	Before we begin, I'd like to say a few		
21	words before we begin reviewing the portfolios,		

that is. Over a decade ago, nearly three dozen

Native American tribes were recognized in a ceremony
in Emancipation Hall at the U.S. Capitol honoring
the dedication and valor of Native American Code

Talkers to the U.S. Armed Forces during both the
first and the second World Wars.

Of the tribes recognized, 25 were presented with their Congressional Gold Medals that day in November 2013. At the time, however, the Lower Brule Sioux Tribe was not included in the ceremony. I am, therefore, very pleased that today we will be reviewing the candidate designs for the tribe's Congressional Gold Medal, honoring the Lower Brule Sioux's Code Talkers and their contributions to the Allied victory in the First World War.

It is my pleasure as well to again welcome the liaisons for the tribe, Vice Chairman Russell and Professor Williams.

Today, we will also be reviewing the candidate designs for an entirely new numismatic and medals program celebrating that wonderfully unique

1 American art form, comic art. In many ways, this program does open a completely new chapter for the 2 3 U.S. Mint highlighting characters and storylines familiar to most all of us, even if we haven't spent 4 5 a great deal of time poring over the comics or watching the movies or TVs related to them. 6 7 Cultural touchstones such as these have immense power to unite people, something that I hope 8 9 this new program can help achieve. So the first portfolio for us to consider 10 today is the obverse and reverse candidate designs 11 12 for the Lower Brule Sioux Code Talkers Congressional Gold Medal. The Code Talkers Medal was authorized by 13 14 Public Law 110-420. 15 And April Stafford will now present the 16 candidate obverse and reverse design -- candidate 17 designs for this Congressional Gold Medal. 18 So, April, if you would, please. 19 Thank you. But first, a MS. STAFFORD: 20 little background. 21 The Code Talkers Recognition Act of 2008,

1	which, Chairman, you just cited, requires the
2	Secretary of the Treasury to strike Congressional
3	Medals in recognition of the dedication and valor of
4	Native American Code Talkers to the U.S. Armed
5	Services during World War I and World War II.
6	Code Talkers refer to those Native
7	Americans who used their tribal languages as a means
8	of secret communication during wartime. Under the
9	Act, unique gold medals are struck for each Native
10	American tribe that had a member who served as a
11	Code Talker. Silver duplicate medals are presented
12	to the specific Code Talkers, their next of kin or
13	other personal representatives.
14	In addition, bronze duplicates are
15	available for sale to the public.
16	To date, there have been 31 medals
17	honoring Native American Code Talker tribes under
18	this program, and the Navajo Nation was awarded
19	Congressional Gold medals in 2001 under Public Law
20	106-554.
21	The candidate designs that you are

	Page 16
1	considering today were developed in consultation
2	with, and reviewed by Cody Russell, Vice Chairman of
3	the Lower Brule Sioux Tribe, who provided clear
4	design direction for included elements, inscriptions
5	and composition.
6	The candidate designs were also reviewed
7	for technical and historical accuracy by Dr. William
8	Meadows, Professor of Anthropology and Native
9	American Studies at Missouri State University.
10	We are very fortunate to have both Cody
11	Russell and Dr. Meadows in attendance with us.
12	Mr. Russell, may I invite you to say a few
13	words about these Congressional Gold Medals?
14	MS. STAFFORD: All right.
15	DR. VAN ALFEN: Did we lose him?
16	MS. STAFFORD: I don't know if we lost him
17	or his mic is not working, but we will certainly
18	come back to Mr. Russell to check.
19	And in the meantime, I'll go ahead and
20	present the candidate designs.
21	The obverse candidate design seen here,

design one, depicts World War I soldiers, including

2 a Code Talker transmitting and writing information.

Behind them, a warrior holds an Eagle Staff.

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4 Inscriptions include Kul Wicasa, Sicangu Lakota,

Code Talkers, and Hecetu Yelo, a Lakota phrase that

6 can indicate the end of having delivered a speech.

The reverse candidate design seen here, reverse one, features elements of the Lower Brule Sioux Tribal Seal, and the inscriptions LOWER BRULE SIOUXS TRIBE, 2008 ACT OF CONGRESS and WORLD WAR I.

I will share with the committee that these designs were presented to the U.S. Commission of Fine Arts this past Thursday, and they had some observations for your consideration. They observed that the fonts are different from the obverse to the reverse. If we could just click back to the obverse.

They indicated a preference for the type used on the obverse, and they invited another look at that -- those inscriptions and the use of font could be brought in line.

1	They also noted on the obverse you
2	could see in the background, there is a round,
3	circular element. They inquired as to what that is.
4	That is a rough outline of the tribal seal, which,
5	again, you can see in detail on the reverse. The
6	CFA said that they will leave it to the discretion
7	of the designers; of the tribe; the input too of the
8	CCAC as to whether that element acts as a connecting
9	element and should remain in, or whether the design
10	could just as well do without it.
11	So those were the feedback that's the
12	feedback from the CFA and the candidate designs.
13	If I could go once more to Cody Russell.
14	I don't know, Jen, if you see him on.
15	MS. WARREN: No, he's not on. He dropped
16	off.
17	MS. STAFFORD: Okay. So we'll just go
18	ahead and turn it back over to you, Mr. Chairman.
19	DR. VAN ALFEN: All right. Thank you very
20	much.
21	And please do let me know if Mr. Russell

rejoins us, as I'm sure we would certainly like to
hear his comments.

In the meantime then, I will ask if there are any technical or legal questions from the committee about this program or these designs for the Lower Brule Sioux Tribe Code Talkers

Congressional Medal, before we begin our general discussion.

Mike, I see your hand is raised.

MR. MORAN: Thank you, Peter.

This is Mike Moran. I have a question for April. April, in this obverse representation, you have the image of three soldiers there, two in the foreground and one in the background. Was there a specific reason given for the presence of the third soldier in the background?

MS. STAFFORD: I think they just wanted to communicate the effort, the kind of collective effort of World War I. You're talking about the one on the far right in the background.

MR. MORAN: Yeah.

1 MS. STAFFORD: But none that I know of. 2 I'll ask the team to let me know if anything 3 specifically came up during design development. Roger Vasquez is our design manager for 4 5 this program, so Roger you're welcome to come off 6 mic or you can send me a note through --7 I'd be happy to answer that. MR. VASQUEZ: 8 MS. STAFFORD: Okay. Thank you. 9 MR. VASQUEZ: As you know, Mike, we've got 10 a pretty deep portfolio of medals that were created 11 previously, and as we were developing designs for 12 this, we looked at some of those, and the Seminole Medal was an influence on this one. The Seminole 13 14 Medal had three soldiers in the foreground and a 15 warrior in traditional regalia in the background. So 16 that's part of the reason that you see that here. 17 And I would add, our chief MS. STAFFORD: 18 engraver sent a message, Joe Menna, that in addition 19 to that, that it serves to really anchor the design, 20 carry the diagonal down through the design. 21 Joe, would you like to make any other

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- 2 MR. MENNA: Yes, this is Joseph Menna.
- 3 Thank you, April.

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- It's a deliberate design decision by the
  artist. Not only does the angle of the rifle carry
  down to the other soldier's shoulder all the way to
  the other side, you see there's another diagonal
  going from the first person, a male figure in the
- And also, there's the repetition of the rifle in the front and the rifle in the back.
- 12 All this is meant to make a organic,
  13 holistic gestalt of a design. Thanks.

back, diagonally down to the other side.

- MR. MORAN: Okay. Thank you, April.
- DR. VAN ALFEN: All right. Art, I see your hand is raised.
- MR. BERNSTEIN: Yes. This is Arthur

  Bernstein. I have a question about the reverse, and
- 19 I raised this same issue when we talked about the
- Joseph Biden Medal, having to do with the delimiter.
- 21 In this case, it appears the delimiter is a square

- button of some sort, but I wondered why it's at the
  bottom of the semi-circle, rather than in the
  middle, looking more like a period rather than a
  delimiter.
  - MS. STAFFORD: I do not know that that was purposeful, and certainly to act as a delimiter that would need to be raised.
  - Would you concur, Joe?
- 9 MR. MENNA: I would absolutely concur.

  10 That's a perfect observation, and it should be in
- 11 the middle.

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- MS. STAFFORD: Yes. Thank you for that.
- MR. BERNSTEIN: Thank you.
- DR. VAN ALFEN: All right. Are there any
- other questions or comments from the committee?
- MR. GELBERD: Peter?
- 17 DR. VAN ALFEN: Go ahead.
- 18 MR. GELBERD: Sam Gelberd. Yeah, I just
- 19 wanted to say, based on what April had stated
- 20 earlier, based on what the CFA had recommended, I do
- 21 agree that the fonts should be consistent on both

sides of this medal. The font that's used on the 1 obverse seems very reminiscent of the font that we 2 3 see on a lot of the statehood quarters and the America the Beautiful quarters. So I think it lends 4 5 itself more to a coin, it almost looks more like an actual coin with the obverse. 6 7 So I'd almost recommend if we do go with one font over the other, I almost prefer the reverse 8 9 font only because this is a medal. And that's all I 10 just wanted to add. 11 DR. VAN ALFEN: All right. Thank you, 12 Sam, you're certainly welcome to make that motion when the time comes, if you'd like. 13 14 All right. Any other questions or 15 comments? 16 (No Response.) 17 DR. VAN ALFEN: Well, then, hearing none, 18 let's begin our consideration. And as always, I'd 19 like to remind the members to please try to keep

your comments to five minutes or less, and to

identify yourself prior to speaking for the record.

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So let's begin with Art Bernstein, if you would, please.

MR. BERNSTEIN: This is Arthur Bernstein, and I'm quite satisfied with the obverse and the reverse, and I have no further comments other than I would suggest that in the motion to approve, we reference the delimiter that I raised earlier. Thank you.

DR. VAN ALFEN: Thank you, Art.

Dr. Christopher Capozzola, if you would please.

MR. CAPOZZOLA: Hi, this is Chris
Capozzola, like Art, I have no extensive comments on
these. I think it's an important addition to the
program and recognizes the history.

Just to address one of the things raised by the CFA, I find in the obverse, the -- I hadn't actually paid attention to the circular element in the middle that's a replication of the Lower Brule Sioux Tribe insignia, and I actually think -- stylistically, I think it's quite valuable. It kind

- of completes a kind of nesting of circles in the obverse, so I would recommend we keep it.
- 3 Otherwise, I have no additional
- information, and look forward to another bit of

  World War I history getting out in the world. Thank
- 6 you very much.
- 7 DR. VAN ALFEN: Wonderful. Thank you, 8 Chris.
- 9 Dr. Harcourt Fuller, if you would, please.
- 10 MR. FULLER: Thank you, Mr. Chairman.
- 11 This is Harcourt Fuller. I just have one comment
- 12 that April raised with regard to the CFA's comments
- 13 about the circular element. I kind of saw that
- 14 somehow as a mountain or, you know, something like
- 15 | that. That's kind of how I read it. But I -- besides
- that, I don't necessarily have an issue with that.
- 17 It's a very beautiful coin -- I'm sorry -- medal,
- 18 the obverse and reverse and -- yeah. Thank you.
- DR. VAN ALFEN: All right. Thank you very
- 20 much.
- 21 Sam Gelberd, if you would, please.

1	MR. GELBERD: Thank you, Peter. This is			
2	Sam Gelberd. As I stated previously, the fonts,			
3	based on what the CFA had said, I do think that the			
4	font on the reverse should be also used for the			
5	lettering on the obverse of this medal. I do like			
6	both designs. I think they both work very well.			
7	Based on what Joseph stated earlier, the way the			
8	diagonal goes with the rifles also looks more in			
9	line with the feathers as well on the staff. So I			
10	think it is a really nice design, nice organic flow.			
11	We can discuss the delimiter as well. I'd			
12	be open to hearing what everyone else had to say			
13	about that as well. But, yeah, in general, I do like			
14	the designs, they both work, obverse and reverse.			
15	Thank you.			
16	DR. VAN ALFEN: All right. Thank you very			
17	much, Sam.			
18	Kellen Hoard, if you would, please.			
19	MR. HOARD: Thank you. Really, no more			
20	comments than anyone else has said. I'm satisfied			
21	with these designs. I think we should go the			

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1	direction of adopting the obverse font on the
2	reverse for consistency in line with the CFA, and
3	move the delimiter up to the center, as that seems
4	to be the consensus. And that's it for me. Thank
5	you.
6	DR. VAN ALFEN: Thank you very much.
7	Mike Moran, if you would, please.
8	MR. MORAN: This is Mike Moran. I'm good
9	with this. I think it will make a fine addition to
10	the Code Talker portfolio.
11	DR. VAN ALFEN: Thank you very much, Mike.
12	Donald Scarinci, if you would, please.
13	MR. SCARINCI: I have no comments other
14	than that this is long overdue as an addition to the
15	Code Talker Medal Program.
16	DR. VAN ALFEN: Thank you very much.
17	Jeanne Stevens-Sollman, please.
18	MS. WARREN: Jeanne, you're muted. There
19	you go, you're unmuted.
20	MS. STEVENS-SOLLMAN: Okay. Thank you.
21	DR. VAN ALFEN: Jeanne, we're having

Page 28 difficulty hearing you. 1 2 MS. STEVENS-SOLLMAN: Oh, yeah. 3 DR. VAN ALFEN: Can you try again? MS. STEVENS-SOLLMAN: Can you hear me now? 4 5 DR. VAN ALFEN: Yes. Yes. 6 MS. STEVENS-SOLLMAN: Can you hear me now? 7 DR. VAN ALFEN: Yes. Okay. I need to be 8 MS. STEVENS-SOLLMAN: 9 on top of this. I agree with the comments about the 10 fonts being consistent and I believe we should 11 continue with the reverse font, as Sam Gelberd 12 mentioned, and also to move the delimiter up into 13 the center. 14 I'm going to probably throw a wrench here. 15 I would -- I think it's important to have the tribal 16 logo in the back of the warrior, however, it's a 17 very --18 DR. VAN ALFEN: Jeanne, you're still 19 cutting in and out, so perhaps you can move your 20 mouth closer to the microphone. 21 MS. STEVENS-SOLLMAN: Okay.

1 MR. BERNSTEIN: Your voice is clearer when 2 you're facing the camera directly. 3 MS. STEVENS-SOLLMAN: Okay. All right. 4 Can you hear me now? 5 DR. VAN ALFEN: Yes. 6 MS. STEVENS-SOLLMAN: Can you hear me now? 7 Hello? 8 MR. BERNSTEIN: Yes. 9 DR. VAN ALFEN: Yes. 10 Okay. So what I MS. STEVENS-SOLLMAN: 11 would recommend is that we remove the logo behind he 12 warrior because I believe it just would be a more simple -- more dynamic obverse. I love everything 13 14 about it except I think that makes it a little 15 congested. That's my comments. Thank you. 16 DR. VAN ALFEN: All right. Thank you very 17 much, Jeanne. 18 And I don't really have much further to 19 add to the comments already offered by the other 20 committee members, so with that, I will ask the 21 committee if there are any questions or motions --

Well, actually before we get to that, I	
	1
do want to ask if Cody Russell has rejoined us.	2
MS. WARREN: I do not see him. Sorry.	3
s is Jennifer Warren. I do not see him back on	4
call, sir.	5
DR. VAN ALFEN: Okay. All right. Well,	6
nk you very much.	7
All right. So are there any questions or	8
ons from the members at this time?	9
Sam, I see your hand up.	10
MR. GELBERD: Yeah, this is Sam Gelberd.	11
like to move that we make a decision on the	12
2. Again, I prefer the font on the reverse be	13
throughout, use it with the obverse as well. I	14
dn't be hurt if we use the obverse font on the	15
erse, but I do think it needs to be consistent,	16
ine with what the CFA recommended as well.	17
But that being said, I'd like to move that	18
reverse font be the overriding design that is	19
for both sides of this medal.	20
DR. VAN ALFEN: All right. Thank you very	21

- 1 much. Is there a second for a --
- 2 MR. FULLER: Mr. Chairman, may I ask a
- 3 | question? This is Harcourt Fuller.
- 4 DR. VAN ALFEN: Yes, please go ahead.
- 5 MR. FULLER: I'd like to ask Kellen to
- 6 make an argument for the use of the font on the
- 7 obverse.
- 8 DR. VAN ALFEN: All right. That could
- 9 certainly be part of our discussion once we have a
- 10 | second for this motion on the table.
- MR. FULLER: Okay.
- 12 DR. VAN ALFEN: So I will ask at this time
- 13 | if there is a second for Sam's motion to have a
- 14 preference for the reverse font instead of the
- 15 obverse font.
- 16 Is there a second on that motion?
- 17 MR. BERNSTEIN: Mr. Chairman, this is
- 18 | Arthur Bernstein. I'm happy to second the motion. I
- 19 | think we should clarify that the motion is to
- 20 approve the obverse and the reverse designs with
- 21 | Sam's suggestion that we use the font from the

Page 32 1 reverse. 2 DR. VAN ALFEN: I agree that is correct, 3 yes. And it is correct to 4 MR. BERNSTEIN: 5 recommend the designs? DR. VAN ALFEN: 6 Yeah. 7 All right. So we do have a second on this Is there any further discussion? 8 motion. 9 And, Harcourt, you certainly did raise a 10 question which we can now address. So I believe the question was directed to Mr. Hoard to make a case 11 12 for the obverse font over the reverse font, if 13 that's correct? 14 MR. FULLER: Yes. 15 DR. VAN ALFEN: Kellen, would you like to 16 make that argument? 17 MR. HOARD: Yeah, just to clarify, so the 18 motion, as Sam has made it, is to have the reverse 19 be the font across the obverse and reverse? 20 That is correct, yes. DR. VAN ALFEN: 21 Okay. Understood. My -- I MR. HOARD:

- 1 really have, unfortunately, no strong argument,
- 2 except that I think it looks better. And that's the
- 3 | full extent of it so --
- 4 DR. VAN ALFEN: That's a fair argument.
- 5 All right. Any other comments or
- 6 discussion on this motion?
- 7 Sam, your hand is raised.
- 8 MR. GELBERD: Hi, Peter. Yeah, this is
- 9 | Sam Gelberd again. The only reason why I prefer the
- 10 reverse font to the obverse is, again, because that
- obverse font has been used on so many recent U.S.
- 12 coins when it comes to the America the Beautiful
- 13 Quarter Series. So only because the spirit of the
- 14 | program is a Congressional Gold Medal, that's the
- only -- that's the impetus for my suggestion.
- So again, I could live with either one,
- 17 but it does need to be consistent on both sides.
- 18 | That's the overriding factor there.
- DR. VAN ALFEN: I think there is agreement
- 20 on that.
- 21 Art, your hand is raised. You're muted.

1 MR. BERNSTEIN: This is Arthur Bernstein. Mr. Chairman, I'm wondering if Sam would accept a 2 3 friendly amendment to his motion to also suggest to include in our recommendation that the delimiter be 4 5 centered on the reverse. 6 DR. VAN ALFEN: Sam, are you willing to 7 accept that friendly amendment to your motion? MR. GELBERD: This is Sam Gelberd. I'd be 8 9 okay with that. I'd have to see how that would be 10 laid out, only because would that then push the --11 the inscription with the year and Act of Congress --12 I just want to make sure that it still looks aesthetically pleasing based on --13 14 So, Art, you're saying put the delimeter 15 exactly at the 6:00 position? MR. BERNSTEIN: No, I'm -- this is Arthur 16 17 Bernstein. I'm suggesting we move it up a slight 18 amount, slightly between -- it stays between the S 19 and the W, it just -- it's not at the bottom of the circle, it's --20 21 MR. GELBERD: Oh, okay. Yeah, this is Sam

Page 35 1 Gelberd again. Yeah, I see exactly what you're referring to Art. Yes, I'd be in favor of including 2 3 that as part of this motion with the overall lettering and font if the delimeter was moved a 4 5 little further up. I'd be okay with that. DR. VAN ALFEN: All right. Wonderful. 6 7 Thank you, Sam. And thank you, Art. Are there any other comments or discussion 8 9 on this motion? 10 All right. Well, hearing none, let's then vote on this motion. 11 12 So all of those in favor of adopting the reverse font as the font for both the obverse and 13 14 the reverse, as well as moving the delimiter so it 15 is closer to the center of the letter S on the 16 reverse, signify your approval by saying, aye. 17 MR. BERNSTEIN: Aye. 18 DR. VAN ALFEN: Aye. 19 (Several Ayes.) 20 DR. VAN ALFEN: Are there any objections

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to this motion?

Page 36 1 (No Response.) DR. VAN ALFEN: All right. Well, hearing 2 3 none, I believe the motion passed. So we have, as I understand it, then 4 5 adopted both the obverse and reverse designs as our recommendations to the Secretary, with the 6 7 suggestions that the reverse font then appear on the obverse and reverse, and the delimiter be moved then 8 9 to the center of the S. 10 Are there any other additional motions or clarifications on this matter? 11 12 MR. FULLER: Mr. Chairman, this is 13 Harcourt Fuller. 14 DR. VAN ALFEN: Please, go ahead, 15 Harcourt. 16 MR. FULLER: Can we go back to the 17 obverse, the circular motif in the background? What 18 are we deciding about that? I know Jeanne brought 19 it up as well. 20 DR. VAN ALFEN: Right. There's been no 21 discussion so far about that. We could potentially

- have another motion, if there is enough support to
  either -- well, we have already adopted that, but we
  could have a motion to remove it, if there is enough
- DR. MEADOWS: Mr. Chairman, could I weigh in here?

support for that.

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- 7 DR. VAN ALFEN: Greg, I believe your hand 8 was raised.
- 9 MR. WEINMAN: I was going to just
  10 recommend on this motion, you may want to at least
  11 give the chief engraver an opportunity to talk about
  12 the aesthetic qualities of design.
- DR. VAN ALFEN: Sure. Certainly. There
  was a question from somebody -- I'm not sure who it
  was -- before --
- MS. STAFFORD: That's Dr. Meadows,

  Chairman, I believe. Dr. Meadows -- and I wanted to

  say, Dr. Meadows, thank you so much for joining us.
  - DR. MEADOWS: Oh, my pleasure.
- MS. STAFFORD: As you know, Chairman,

  Dr. Meadows was our subject matter expert, so not

- 1 our liaison to the program, unfortunately, I don't
- 2 | think -- Jen, we still don't have Cody Russell
- 3 | joining us -- but Dr. Meadows was available for
- 4 accuracy and appropriateness questions so --
- 5 DR. VAN ALFEN: All right.
- 6 | MS. STAFFORD: I believe it was
- 7 Dr. Meadows.
- B DR. VAN ALFEN: All right. Dr. Meadows, do
- 9 | you have a comment or question?
- DR. MEADOWS: Yes, I'd just like to make a
- 11 comment on that the circular design on the obverse.
- 12 | I personally would leave it, it's the four symbols,
- four directions, four stages of life. It's a very
- 14 pervasive design in all the Lakota cultures, and so
- 15 I think it's very fitting that it's in there,
- 16 | actually. And I don't think it detracts from the
- central figures, but it has great symbolism to the
- 18 Lakotas.
- DR. VAN ALFEN: Thank you, Dr. Meadows.
- 20 So, Harcourt, were you wanting then to
- 21 make a motion to remove that symbol, or did you want

- to have further discussion about that before making
  motion?
- MR. FULLER: This is Harcourt Fuller.
- 4 Based on the -- you know, the recommendations of the
- 5 Doctor, I think I'm fine with it now. Thank you.
- 6 DR. VAN ALFEN: All right. Thank you very
- 7 much.
- 8 All right. Are there any other further
- 9 motions or comments on this portfolio?
- 10 (No Response.)
- DR. VAN ALFEN: Okay. Well, thank you very much.
- 13 Again. I would certainly like to thank
- 14 Dr. Meadows for his presence today, and I'm rather
- 15 sad that, unfortunately, Cody Russell was not able
- 16 | to participate in this discussion. I'm sure he would
- 17 | have had some very insightful and useful comments,
- 18 observations for the committee. So hopefully at
- 19 | some future date, we will be able to have his
- 20 comments.
- 21 We are rather ahead of schedule. I am

certainly open to taking a very short break if there is need to do so, but I am also more than happy to push on to our next portfolio.

So if there is a need from any of the committee members to take a short break, please let me know now, otherwise, we will certainly push on to our next portfolio.

All right then. Hearing none, our next order of business is to consider the obverse and reverse of the 2025 Superman Comic Hero -- or Comic Art Superhero Coin and Medals. This program is a numismatic program under the Secretary's authority, and April Stafford will walk us now through this portfolio.

So, April, if you would please.

MS. STAFFORD: Thank you so much.

So some background on the program, the
United States Mint will issue gold coins and silver
and clad medals that celebrate comic art as a
uniquely American art form, launching this effort in
2025 with Warner Brothers Discovery Global Consumer

Products. The coins and medals for the first year of this program will feature DC superheroes on the obverse, designed by the Mint's Chief Engraver,

Joseph Menna.

The reverse, designed by Mint medallic artist, will depict themes that connect the character and character story to American values and culture.

The comic art product line will include half ounce, 24 karat gold \$50 coins, and two and a half and one ounce silver medals, and 1.2 inch clad medals, all in a proof finish. For each of the three years in the program, three comic art character designs will be struck in gold and silver with matching clad medals struck the following year.

As planned, a total of nine DC characters will be featured.

Joseph Menna, the Chief Engraver of the
United States Mint, observes, Jerry Siegel and Joe
Shuster's creation of Superman combined their
personal interests, experiences and aspirations with

the broader cultural and social context of 1930s

America. Superman's enduring popularity is a

testament to the character's ability to resonate

with audiences and adapt to changing societal norms
and issues over the decades.

Just as the yellow sun of Earth nurtured the Kansas farmlands he grew up on, it allowed Clark Kent's Kryptonian heritage to blossom, bestowing upon him powers beyond measure. Although there's no limit to what he could have accomplished with his superpowers alone, it was the values, moral compass, and basic human decency instilled in him by his adoptive parents, Jonathan and Martha Kent, that led him on the path to his destiny as Superman.

He felt an overwhelming sense to help those in need, and to strive to make the country, the world, and the universe better. As Superman, he wears the crest of the House of El on his chest, which coincidentally resembles the letter S, but in fact, is a Kryptonian symbol meaning hope.

Also known as the Superman S shield, it is

a beloved, globally-recognized symbol across pop culture.

The obverse features a unique depiction of Superman, while the reverse explores how growing up as Clark Kent laid the foundation for his courage, compassion, and sense of responsibility, thus making him the ultimate superhero.

Gold Coin inscriptions are LIBERTY, IN GOD WE TRUST, and the date 2025 on the obverse. And on the reverse, the UNITED STATES OF AMERICA,

E PLURIBUS UNUM, \$50, and ONE HALF OUNCE .9999 FINE GOLD.

In addition to the gold coin, the two and a half ounce silver medal obverse will also feature the year 2025.

The United States Mint worked closely with the teams at Warner Brothers Discovery and DC during the design development process.

Today at this CCAC meeting, we have with us representing Warner Brothers Discovery, Preston Kevin Lewis, Head of Consumer Product and Retail

1 | Strategy for the Americas.

So welcome, Mr. Lewis.

MR. LEWIS: Thank you.

MS. STAFFORD: These designs that we're presenting to you today, the obverse one and reverse one, are the preferred obverse and reverse designs respectively. It was during an iterative stakeholder review process that other draft designs were removed from consideration due to concerns about the appropriate depiction of the character.

For example, it was found that including elements such as the U.S. Capitol and Statue of Liberty did not obviously place Superman in situations that reflect his particular story as a superhero.

And in addition, some other drafts were set aside because they did not adequately meet the mandate for this program thematically, that is to create designs that not only present the iconography of comic art, but at the same time, convey a connection between the character and character story

1	to	America,	American	values	and	culture.

So the obverse and reverse designs presented today emerged from an intensive design development effort, and formed the pairing that appropriately represent the iconic character of Superman, while uniquely answering the assignment for this new United States coin and medal program.

So with that, we will present the designs.

And of course, we have our Chief Engraver and

Mr. Lewis available if you have any questions.

MS. WARREN: Excuse me. Sorry. Sorry,
April. this is Jennifer Warren. I just wanted to
let you know Cody Russell just jumped on. I don't
know if we just wanted to hear from him real quick
and then go back to this?

MS. STAFFORD: Mr. Chairman?

DR. VAN ALFEN: Yes, I would welcome that, since Mr. Russell missed the earlier portfolio.

So sorry to interrupt this presentation,

April, but since we have Mr. Russell on the line,

perhaps we can then welcome Mr. Russell to make some

comments.

Mr. Russell, thank you for joining us. As you probably know, we finished our review of the portfolio just moments ago, and we did approve the designs -- the obverse and reverse designs for recommendation to The Secretary with two slight modifications, one of which is to adopt the reverse font for both the obverse and the reverse, and to move the small delimiter on the reverse up slightly.

So with that, I would certainly welcome any comments that you might have.

MR. RUSSELL: Yeah. Thank you for having me. My name is Cody Russell. I am from the Lower Brule Sioux Tribe. This is in regard to a gentleman by the name of Moses Elkhorn, who was a Code Talker in World War I. I have his relatives -- I've been visiting with them. As I understand, we are going to -- once we get this -- these coin, or coins given to us, we were going to have some kind of a ceremony. And I don't know if one of you guys wanted to be included in that, to present a coin

like at our annual powwow in August or something
like that, but if not, you know, we still could work

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it out.

awarded to us.

- But I thank -- I'm also a Vietnam veteran,

  that's part of my interest here, and we have to

  apologize for being -- I think we're the last of the

  nine tribes of South Dakota to get this medal
  - So once again, I want to thank you guys for all your efforts and thank you for having me today.
  - DR. VAN ALFEN: Well, Mr. Russell, thank you for your presence and for your comments. And thank you as well for your invitation. Hopefully, one of us will be able to attend the powwow.
  - April, if we could then return to the review of the candidate designs for the 2025 Comic Arts Superman Medal.
  - MS. STAFFORD: Absolutely.
- DR. VAN ALFEN: Thank you.
- MS. STAFFORD: And I'll just say,

Mr. Russell, from the Mint's Design Management Team, thank you so much for your help. It was really -- you were instrumental in moving this forward, and our design manager Roger will be reaching out to you to discuss next steps.

MR. RUSSELL: Thank you.

MS. STAFFORD: Thank you.

Okay. So apologies. I'll just repeat that last bit. The obverse and reverse designs presented today for the Comic Art Superman coin and medals emerged from an intensive design development effort, and formed the pairing that appropriately represent the iconic character of Superman, while uniquely answering the assignment for this new United States coin and medal program.

And again, available today if you have any questions -- the committee members have any questions, we have Mr. Lewis, Head of Consumer Products and Retail Strategy for the Americas with Warner Brothers Discovery, and, of course, our very own Chief Engraver, Joe Menna.

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So we'll look first at the obverse candidate designs. We have gold one -- obverse one, silver obverse one, and clad obverse one, which all depict Superman flying over his family farm. In this design, the sun not only nurtures the farmland where a young Clark Kent was raised by his adoptive parents, but it's also the primary source that fuels Superman's incredible powers.

Even so, it is the love, values, and inner

Even so, it is the love, values, and inner strength instilled in him by Jonathan and Martha Kent that ultimately make him a superhero.

And on to the reverse. We have the coin reverse, and the medal reverse. These designs explore the duality of identity inherent in the story of Superman and the concept of the hero within. These designs feature Clark Kent as a young adult deep in thought as he watches a plane fly overhead, while his father, Pa Kent, looks on in the distance.

Although still young, Clark is mature enough to be aware of his capabilities and to

- contemplate what is possible. Pa Kent is also aware
  that it's only a matter of time before Clark leaves
  home to fulfill his destiny.
  - And that concludes the information about this program, Mr. Chairman.
- DR. VAN ALFEN: All right. Thank you.

  Wonderful, April.

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This morning before our meeting began,

Dr. Christopher Capozzola shared some comments with

me that raised some concerns that he has, and I

think that this would then be the appropriate moment

for Chris to raise these questions and concerns that

he has.

So, Chris, if you would please, share your comments with us.

MR. CAPOZZOLA: Sure thing. Thank you,
Mr. Chairman. This is Chris Capozzola, and I
address these comments to the CCAC, to our
representative, and to the Mint staff to reflect on,
and as they have done, you know, piecemeal as this
program has developed, but I would love some of

these issues to be addressed sort of coherently and comprehensively for the record.

So I welcome this new initiative to recognize comic art as a uniquely American art form in this newly-launched program of coins and medals. I also wish to observe that this program represents a shift in practice, and a new direction in American numismatic history by collaborating directly with and depicting the creative assets of a publicly-traded company. It is thus not without risk.

American traditions of comic art are multifocal, and include independent, alternative, open access and underground comic publication practices, alongside the corporate superheroes with whom most Americans are familiar.

As the Mint launches this new program by acting in its first instance, in collaboration with America's best known and largest superhero creator, I'd like here to bring three observations to the surface, and invite fellow CCAC members and Mint

staffers, who have thought about this already, to address and reflect publicly on these.

First, there is a risk that the Mint may find itself inadvertently participating in branding and marketing strategy, and branding and marketing competition between rival corporations.

Second, I note that this is specifically designated as a program to depict a, quote, uniquely American art form, and thus seek guidance on the definition of that term, on how the Mint thinks about the outer boundaries of such partnerships it would or would not pursue with the creators of other uniquely American creative forms, everything from pickup trucks to peanut butter, which I would wonder if we might or might not expect them to be depicted in future portfolios developed in partnership with other for-profit entities.

Third, and finally, I seek assurance that Mint creative staff were not constrained in their artistic practice by any limitations imposed by private company partners to any degree greater than

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1	in past collaborations with our non-profit entities.				
2	And again, I offer these in great sympathy				
3	for the effort to depict comic art as a unique art				
4	form. I know these have been considered, but I would				
5	love to hear the responses from other CCAC members				
6	and the staff. Thank you.				
7	DR. VAN ALFEN: Thank you very much,				
8	Chris.				
9	I would welcome comments from Mint staff				
10	first. And I see, Greg, that your hand is raised.				
11	MR. WEINMAN: Actually, I was going to				
12	defer to Kirk Gillis, who is our Acting Associate				
13	Director of Associate Director for Sales and				
14	Marketing.				
15	Kirk, are you on the call?				
16	MR. GILLIS: Yes, I am. Hey, Greg.				
17	Good afternoon, everybody. This				
18	program there's three points you've made, the				
19	branding point, the where the guardrails are and				
20	where we might take it, and then the any				
21	constraints on the creativity. So I'll try to touch				

1 on all three of those.

On the first one, a branding competition, it's important to note that we approached Warner Brothers, not the other way around, and we approached them because they were the first comic art company, the oldest, they were sort of the beginning of this.

We have also had conversations with Marvel, and we hope to do a similar program with Marvel under the same program name, Comic Art, those conversations are ongoing.

In terms of a rival between the two, we are very, very -- in our -- in our analysis of this program, we are very, very, very hesitant to do anything that positions us as promoting a commercial product. What we are doing is we are using their IP, we are benefiting from their IP, and we are leveraging their IP to modernize -- create some products that create a more modern reflection of American values and American history.

And this is very intentional on behalf of

the Mint. This is part of an effort to create more appeal to a much broader and more diverse customer segment. Over the last 20 years, our numismatic revenue has increased in many ways, but our customer base has been declining significantly and getting more and more and more homogenous.

So this is part of a larger effort to reach out and to find opportunities to have more modern reflections of American culture and American history that help tell that American story, and to make that happen.

So we're very careful about aligning with that. We'll be approaching other companies in the future under the same moniker of Comic Art. We could, at some point, be doing something related to, you know, comics in the newspapers, not just superheroes and other areas.

On the second point, on the pickup truck or in -- I mean, I can't say -- it's hard to put guardrails on it until it's being proposed, right, like, I can't imagine a situation where peanut

butter would be a great, you know, thing to do, but it is possible that we could do a line at some point in time on American cars, if it's deemed that they have provided something.

And then, you know, how that program might take shape would depend on how that program takes shape, right. I mean, we'd see where that goes, and we'd deal with that from there.

But again, it would be designed to -- the primary purpose is to reach new, younger, more diverse audiences and get them involved in numismatics. Our intent is to bring people into the Mint -- the fold of the United States Mint, get them engaged, and then hopefully get them collecting our more core products; annual sets, American Eagles, et cetera.

And then lastly on the creative, I don't want to speak necessarily on behalf of the creative team, but what I can say is that in some ways, it was a bit more constrained, but only because it's intellectual property. There are certain things that

we have to be compliant with in order to utilize that intellectual property. And in that process, that is a constraining factor, it has to be consistent with the brand as part of the agreement.

But outside of that, the designs are unique. This is not us taking clip art or art from them and putting it on a coin as some other private -- other mints have done. Each one of these designs will be completely and totally unique.

I would say it's very important to keep in mind that high art is a brand value for the United States Mint. It will always be a brand value for the United States Mint. And we would not pursue any coin or medal program that does not really focus on that part of what it reflects in terms of the U.S. Mint brand.

So I'll stop there. I see Greg has his hand up as well.

DR. VAN ALFEN: Greg, go ahead.

MR. WEINMAN: Thank you. Yes, on point number three -- and I do want to defer and throw it

1 to April because I think it's more appropriate that the Design Office comment on this point, but 2 legally, there was -- no, the art staff was not 3 constrained in their artistic practice by any 4 5 limitations more than any licensing agreement that we enter into. 6 7 While this is certainly unique for the reasons -- in no small part that you've laid out, 8 9 the Mint, of course, has a long history of engaging in licenses to use intellectual property on its 10 Congressional Gold Medals, its coins. And, no, there 11 12 was -- we were not constrained in any unusual way. But with that more specifically, I'd 13 14 rather defer to April. 15 Agreed. That is correct. MS. STAFFORD: Our process in developing candidate designs really 16 mirrored our other United States coin and medal 17 18 programs, in that we work very closely with any 19 identified liaisons or stakeholders, we analyze the 20 program requirements, whether outlined in 21 legislation or through The Secretary's

authorization, and then we set about identifying what the objectives of the program are, the thematic messaging, the assignment, if you will, articulate that as clearly as we can to the artists and give them as much latitude as we can.

In the event that any committee member is considering the question of if artists were constrained, because we are really bringing a single obverse and reverse today for consideration, I would echo what we shared in a CCAC administrative meeting, and that is that this, while it's an incredibly exciting new program, we do -- are wanting to be very careful with how we roll it out. And this first instance, the very first time we're bringing this idea forward, we labored quite intently.

A lot of really amazing efforts, but they didn't all really meet the mark. And whether it was through appropriateness or accuracy concerns, they were set aside. The wonderful news is that the two designs that ended up working, form a very strong

1 pairing.

I don't want to speak on behalf of Mr. Lewis, but form a very strong pairing, not only for the character, but for the program, and really, we hope will serve as a blueprint for us to then come back to the committee with Batman, Wonder Woman candidate designs that you'll see, hopefully a broader portfolio.

I will also note, just to add slightly to something that Kirk was saying about, you know, whenever we develop coin and medal programs, you know, of course, as the United States Mint, we have 232 years of stewardship over our nation's coinage, and we do not take that lightly. We know that whatever we create now or in the future has to work within that framework. It would simply be another chapter of our national story.

And so that is why we are being -- we are very carefully stepping through these kind of very exciting new opportunities, if that helps.

DR. VAN ALFEN: Thank you very much. Are

Page 61 1 there any other further -- any additional comments 2 or questions? 3 MR. CAPOZZOLA: Mr. Chairman, this is Chris Capozzola. If I can just respond to say thank 4 5 you for those responses, and just appreciate those being put into the record for the public, as they 6 7 encounter something that I think will be very new to them, and knowing that this has been thought 8 9 through, addressed, and again, and that that 10 232-year history is being stewarded, I think is 11 something I wanted to make sure was on the record. 12 So thank you. 13 DR. VAN ALFEN: Thank you very much. 14 Okay. If there are no further comments or 15 questions -- there is a raised hand, although I 16 cannot see whose hand it is. 17 MS. WARREN: Jeanne's. This is Jennifer. 18 Yes, please, Jeanne. DR. VAN ALFEN: 19 MS. STEVENS-SOLLMAN: Can you hear me? 20 DR. VAN ALFEN: Yes.

MS. STEVENS-SOLLMAN:

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1	DR. VAN ALFEN: Can't hear you now.
2	We're hearing some reverberation.
3	MS. STEVENS-SOLLMAN: I don't know why.
4	My question is why we have and I understand from
5	what April has said, is that we have only one
6	candidate design, and I think the CCAC, as we have
7	always done in the past in the past, to have been
8	able to choose, and this time we don't have that
9	chance. So I'm
10	MS. SULLIVAN: May I respond,
11	Mr. Chairman?
12	DR. VAN ALFEN: Yes, please.
13	MS. SULLIVAN: So in keeping with our
14	standard and established design development
15	processes, once we move through the life cycle with
16	any of our coin and medal programs, we come to a set
17	of internal and external reviews, and part of those
18	reviews are in analyzing the historical and
19	technical accuracy, and the appropriateness of the
20	designs, as well as weighing the thematic messaging.
21	And while certainly, Jeanne, you know our

- 1 | typical posture is to bring forward a portfolio.
- 2 | Sometimes we're hearing committee members saying,
- 3 | well, there's a lot here. You know, our goal is to
- 4 bring forward all of the designs that make it
- 5 through that process.
- And as you'll note from the last program

  that the committee reviewed, the Lower Brule Sioux

  Code Talker, that also only had a single obverse and
- 9 reverse design for the very same reason.
- 10 So while it's not typical, it does happen
- 11 | from time to time, and it really can be traced to
- 12 that process of ensuring that the designs that move
- 13 | forward meet those marks, so that the aesthetics of
- 14 the designs can be fully considered by both federal
- 15 | advisory committees.
- 16 DR. VAN ALFEN: All right. Thank you,
- 17 | April.
- 18 Any other questions or comments before we
- 19 | begin our review?
- 20 All right. And let us begin our
- 21 consideration. And again, I would like to remind the

- 1 | members of the committee to please keep your
- 2 comments to five minutes or less, and to identify
- 3 | yourself prior to speaking.
- 4 Let's begin with Dr. Christopher
- 5 | Capozzola, if you would, please.
- 6 MR. CAPOZZOLA: All right. Thank you,
- 7 Mr. Chairman, I actually think I have made my
- 8 comments, and I will cede the remainder of my time,
- 9 but I have -- the designs I think succeed at both
- 10 depicting comics as a uniquely American art form,
- 11 and on the reverse, conveying American values and
- 12 | culture. And thank you very much.
- DR. VAN ALFEN: All right. Thank you very
- 14 much.
- And, Jeanne Stevens-Sollman, if you would,
- 16 please.
- 17 MS. STEVENS-SOLLMAN: Thank you,
- 18 Mr. Chairman. I don't have anything further to say.
- 19 | Thank you.
- 20 DR. VAN ALFEN: All right. Thank you.
- 21 Donald Scarinci, if you would, please?

MR. SCARINCI: I just want to be sure the numismatic press understands that, you know, the decision to proceed with a program like this has -- is not -- is not a decision that the CCAC makes. We don't decide what the United States Mint does. We simply review designs and opine on the designs that we are presented with.

So the discussion about whether this is -you know, whether this is worthy of the United

States of America or not, is a decision that I'm

sure is going to be debated, you know, for the next

year after the articles are written about this.

You know, we don't take, you know, any position on that debate, or we could as people, as individuals, if we choose to, but not as a CCAC. As a CCAC, that is not our job to opine on the merits of a program.

It is only our job to make sure that whatever the Mint or Congress directs us to do, that we provide the best possible and -- you know, the best possible artistic design to achieve the best

- 1 possible result for the American people, and that's
- 2 our job. Our job is not to initiate programs. Our
- 3 | job is to pick the best designs possible.
- So I just want to say that. I really
- 5 | don't have any comments about the design itself
- 6 or -- you know, and I will have no public comments
- 7 | about the program itself.
- DR. VAN ALFEN: All right. Donald, thank
- 9 you very much.
- 10 Mike Moran, if you would, please.
- 11 MR. MORAN: Thank you, Peter. This is
- 12 Mike Moran. I have no comments.
- DR. VAN ALFEN: All right. Mike, thank
- 14 you.
- 15 Kellen, if you would, please.
- 16 MR. HOARD: Thank you. Really, I think
- 17 | everything's already been said that I would say,
- 18 | with the one exception that on the reverse, to me,
- 19 Clark Kent doesn't really look like Clark Kent. It
- 20 looks to me just to be a little bit different. I
- 21 understand he's younger there, but it just -- I

didn't recognize the face.

So if anything could be done just to make that look more like Clark Kent, to me at least, that would be it. But other than that, I have no comments. Thank you.

DR. VAN ALFEN: Thank you, Kellen.

Sam Gelberd, if you would, please.

MR. GELBERD: Thank you, Peter. This is
Sam Gelberd. I like both designs, obverse and
reverse. Aesthetically, I think they work. I really
think Joseph, knocked it out of the park. Really
great design. What I have to bring up, I guess, is
more of a SAM -- sales and marketing issue. Maybe
this is more for Kirk. I understand as far as the
different finishes that we said we're going to be
doing, I believe the gold coin is going to be both
uncirculated and proof, but the silver and clad are
only going to be in proof.

The only issue I want to bring up is with other collectors of special premium or limited edition releases, something I refer to as SPOLERs in

the collectibles world, at the Mint, we specialize with SPOLER Ramps, special premium or limited edition releases in Mint packaging.

So it's a story we can have another time, but I think it's important that if we're really trying to appeal to collectors of comic books, and maybe even sports cards as well, because there are many overlapping, you know, collectibles, I really -- I'm not sure if we've explored options when it comes to different finishes that the Mint may be able to produce, perhaps enhanced and circulated or reverse proof finishes.

Again, collectors love their variants, and they love their limited releases.

So that's something I'm just really curious to know about. We can address that now,

Kirk, if you like. I'm not sure if you want to weigh in on that now or after some of the other members have had a chance to speak.

But I also understand we discussed the idea of serialized COAs, or certificates of

authenticity. If we could just speak to that as well, I'd be interested.

But overall, I do like both designs. I think they both work. I will vote to approve both as they are. But just think we need to explore the idea of different finishes. And something else I thought of as well, sets. Are they going to be -- are all of the medals and the coin going to be available in just one overall set, and what are the numbers, as far as limited that we may be looking at, limitations on mintage. Thank you very much.

DR. VAN ALFEN: All right.

MS. SULLIVAN: Before Kirk responds, I just want to clarify, because it was -- I think in our materials -- we had it wrong in the initial materials we sent to the committee. You'll notice when I was reading the program background, we specified that the coins and the medals for this program will all be offered in proof finish. I believe that's correct, Kirk. So I just wanted to make sure I communicated that accurately.

I think in the materials we sent you, we may have mentioned uncirculated, but it is, in fact, all proof.

Kirk?

MR. GILLIS: Thanks, April. Yes, they are all proof finishes. They are all intended to be proof finishes. Typically, when we change finishes, in some of our more traditional sets, we produced multiple finishes in a year. Moving forward with these coin the medal programs, if we did finish changes, it would be between years, right, or between sets, because we're trying to get to a little bit more of a standardization, and, you know, it's a production and capacity issue.

So we'll do them all proof. In future years, we may do other products in other finishes, or even in this line, to maintain interest from the collectibility.

You are correct, they will be serialized.

The gold and the two-and-a-half-ounce silver will

both have mintage limits, so we'll produce them one

year and one year only. And that's why you see the date on the designs, even though they're not a coin.

We've gone through to try and appeal to both coin collectors and comic collectors, we're making these silver medals as close to a coin as we can make it without it being a coin, putting the year on it, and, you know, making that a little more -- maybe giving it a mintage limit, we'll only make it in the one year, so everybody will know exactly what the universe of production quantity is.

On the one ounce and the clad ones, there will not be a mintage limit, that will become part of our portfolio. We could be selling Superman for as long as we maintain the agreement with Warner Brothers, we could be selling these same silver medals and clad medals in 10 years to Superman fans that haven't been born yet, right. So, so long as we maintain that, we want to be able to maintain that touch point and that engagement point on those two.

The serialized only applies to the gold

- 1 and the two and a half ounce again, and those COAs will be serialized. That will not be the case for 2 3 the one ounce or the clad. And the clad, in terms of set, that is the only set is the clad where you 4 5 will not be able to get a clad individual of an individual character, you have to buy them three at 6 a time with a set, and that just has to do with our 7 costing and being able to do these effectively and 8 9 efficiently.
- So I hope that answers all your questions.

  I think I got them all.
- MR. GELBERD: Yeah, this is Sam Gelberd.

  Kirk, thank you very much. I appreciate the

  clarification on that very much. Thank you.
- DR. VAN ALFEN: All right. Thank you, Sam and thank you, Kirk.
- 17 All right. Dr. Harcourt Fuller, your 18 comments, please.
- MR. FULLER: Thank you, Mr. Chairman. I really love seeing the image of Superman next to

  LIBERTY. I just think, you know, it works well. I

- think the obverse is absolutely stunning, and I
- 2 think that this will be a very successful product.
- 3 | So I absolutely love the obverse.

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- Can we go to the reverse, please? Thank you.
- I do have to say that my initial -- my
  initial thoughts about the reverse, I wasn't quite
  sure what I was looking at, you know, art -- you
  know, art is interpretive, right, everybody sees
  something different.
  - The moment I saw the airplane, I was thinking that there's an airplane that's about to crash and Superman's going to save it, right. I was looking at the clouds and thinking it looks like, well, it's ominous weather, and, you know, that explains the plane crash, and Superman is going to save it.
  - I'm thinking Superman's going to fly down and help, I guess his father, fix, you know, the pickup.
- 21 So my mind was already going into Superman

the hero saving the day. And to understand that 1 that's not what it depicts, but that those are just 2 3 my interpretations. I think -- and full disclosure, I've been a Superman fan, like probably like most 4 5 people, since I was born, I guess, but I wasn't really sure how to interpret the reverse. 6 7 But nonetheless, I think I'm good with both designs, but I just wanted to sort of express 8 9 that. I don't know if that'll lead to any further 10 comments on that. I've already heard the 11 interpretation of young Superman looking up, 12 essentially to his future, et cetera, et cetera, 13 right, so -- but those are my comments. Thank you. 14 DR. VAN ALFEN: All right. Harcourt, 15 thank you very much. Joe, would you like to address any of the 16 issues that Harcourt raised? 17 18 MR. MENNA: Thank you, Mr. Chairman. 19 I would. Dr Fuller, the very particular environment 20 of the Kent Farm and the classic truck that's been 21 used in many iterations of its history, also the

fact that sometimes, you know, it's a 90-year-old character's powers manifest differently at different times, and his father also wanted him to hide his powers until he was ready.

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So here his powers haven't fully manifested, and he's looking up at that plane dreaming of flying. He's feeling it in him. But I think all of this narrative -- and I'm -- this is my read having worked -- you know, being part of the team -- when this is dimensional and sculpted, and Clark pops out more, and the clouds recede back a little more, and Pa Kent, Jonathan Kent, and the truck are more sculptured and articulate, I think -you know, we are so used to looking at things two dimensionally as people looking at designs, but remember -- I'm not trying to sound pedantic to you, you're, you know, a Ph.D. professor, way out of my league, but, you know, we also think -- if you think about the dimensional language, when you see this dimensionally, it'll make more sense. If that makes sense. I apologize if that was pedantic --sorry --

- 1 patronizing.
- 2 DR. VAN ALFEN: All right, Joe. Thank you
- 3 | very much.
- 4 All right. Moving on. Art Bernstein, if
- 5 you would, please.
- 6 MR. BERNSTEIN: This is Arthur Bernstein.
- 7 | I, too, am a Superman fan, and I have to admit that
- 8 | I never knew the story about the Superman S and the
- 9 historical background of the crest. It's always a
- 10 pleasure to learn more stuff being a member of this
- 11 committee.
- 12 I find the concept of this program to be
- 13 thrilling. I think the renditions are thrilling and
- 14 thoughtful, and I'll be one of the first to line up
- 15 to buy a set of these coins and medals.
- DR. VAN ALFEN: All right. Wonderful.
- 17 | Thank you, Art.
- 18 As for my own comments, I do want to
- 19 commend Joe on a wonderful set of designs. But I do
- 20 have a question about the reverse, and that touches
- 21 on our earlier discussion of pickup trucks and

- 1 | intellectual property. As the former owner of a 1952
- 2 | Chevrolet Half Ton Advanced Design Truck, I
- 3 | immediately recognized the Chevrolet Advanced Design
- 4 Truck on reverse here. This was a series of trucks
- 5 produced between 1947 and 1954.
- 6 So the question that I have here for the
- 7 | Mint staff, should this be more of an anonymous type
- 8 of truck, or is it possible to stick with this,
- 9 | clearly, early 50s Chevy Pickup Truck?
- 10 MS. STAFFORD: Greg, do you mind taking
- 11 | that? This is a change we will be making, Peter,
- 12 yes. Great eyes.
- 13 MR. WEINMAN: This is something that we've
- 14 discussed internally. I believe, yeah, it is our
- 15 objective to anonymize or genericize the truck. And
- 16 so we -- that's something that we are, in fact,
- 17 | still working on, and we will be taking -- so just
- 18 hearing your comments now and your observation, we
- 19 | will take that to heart. And it not our intent to
- 20 | feature a particular brand of truck.
- 21 So yeah, thank you for that. It's

- something that we have spoken about internally, and
  we're always tweaking to make sure that we achieve
  that objective.
- DR. VAN ALFEN: All right, thank you.
- All right. Are there any other questions or comments from members of the committee at this time?
- 8 (No Response.)
- DR. VAN ALFEN: Do we have any motions?
- MR. WEINMAN: Peter, do you want to just
- 11 | ask if our guest Mr. Lewis has anything?
- DR. VAN ALFEN: Oh, yes. Yes. Sorry.
- 13 | Yes.
- Mr. Preston, if you would, please. If you
- 15 have any observations or comments.
- MR. LEWIS: Well, I think that first of
- 17 | all, this has been amazing just being here. We are
- 18 | so incredibly honored to have our Superman program
- 19 | in consideration. I would also just like to say that
- 20 we obviously work with people all over the world,
- 21 and partners all over the world, and to really look

- at the very thoughtful way that April and the team

  has worked with our teams through this process, has
- So that's my only comments. I think everything else has been said.

been absolutely outstanding.

- If there are any questions for me, I'm happy to answer them, but I think that all the questions that have been asked today have been absolutely answered in the right way.
- So thank you. And again, we're so honored to be part of this process.
- DR. VAN ALFEN: Thank you again,
- Mr. Lewis, for your comments and your presence today.
- 15 Art, do you have a question?
- MR. BERNSTEIN: I didn't have a question.
- 17 I'm prepared to make a motion, Mr. Chairman, if
- 18 you'd like.

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- DR. VAN ALFEN: Very good.
- MR. BERNSTEIN: I move that we recommend
- 21 approval of the obverse and reverse designs for the

	Page 80
1	Superman program as they've been submitted.
2	DR. VAN ALFEN: Do I have a second on
3	Art's motion?
4	MR. FULLER: Harcourt Fuller seconds.
5	DR. VAN ALFEN: Wonderful. Any discussion
6	on this motion?
7	Well then, hearing none, let's move to
8	vote on this motion that we adopt or recommend the
9	obverse and reverse candidate designs as presented
10	to us.
11	All those in favor of this motion, please
12	signify by saying, aye.
13	MR. BERNSTEIN: Aye.
14	MR. FULLER: Aye.
15	(Several Ayes.)
16	DR. VAN ALFEN: Any objections or
17	abstaining from this motion?
18	(No Response.)
19	DR. VAN ALFEN: All right. Well, the
20	motion carries then.
21	And if all discussion on this has been

1	concluded	on this	portfolio	I would	like to	thank
2	again Mr	Lewis f	or ioinina us	today		

And also congratulate Joe on this portfolio. I know that this is something that you and the rest of the design team at the Mint have been working very hard on, so I'm very much looking forward to this program as well.

And I would, of course, like to just thank all of those attending today, and just remind people that our next upcoming meeting will be announced in Federal Register, but we are scheduled for a meeting a little less than a month from now on October 15th and 16th, which will be held live in Washington, D.C., at Mint Headquarters.

So I now entertain a motion to adjourn.

Anyone?

MR. FULLER: We're having so much fun.

DR. VAN ALFEN: Yeah.

MR. BERNSTEIN: This is Arthur Bernstein.

I move that we adjourn.

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DR. VAN ALFEN: All right. Thank you,

		Wiceting September 24, 2024
		Page 82
1	Art.	
2		Is there a second?
3		MR. FULLER: Harcourt Fuller seconds.
4		Lovely. All in favor, say aye.
5		MR. BERNSTEIN: Aye.
6		MR. FULLER: Aye.
7		(Several Ayes.)
8		DR. VAN ALFEN: All right. The motion
9	carries.	This meeting stands adjourned.
10		(Meeting concluded at 2:23 p.m.)
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1	State of Maryland, to wit:
2	
3	I, Jean M. Townsend, a Notary Public of
4	the County of Montgomery, do hereby certify that the
5	within-named witness, personally appeared before me
6	at the time and place herein set out, and after
7	having been duly sworn by me, according to law, was
8	examined by counsel.
9	I further certify that the examination was
10	recorded stenographically by me and this transcript
11	is a true record of the proceedings.
12	I further certify that I am not of counsel
13	to any of the parties, nor in any way interested in
14	the outcome of this action.
15	As witness my hand this 24th day of
16	September, 2024.
17	Jun 1 Housens
18	Jean M. Townsend
19	Notary Public

20 My Commission expires:

21 October 8, 2025

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