



October 27, 2022

Secretary Lonnie G. Bunch III  
Board of Regents  
The Smithsonian Institution  
1000 Jefferson Drive, SW  
Room 205  
Washington, DC 20560

Dear Secretary Bunch and Board of Regents:

We reach out to you today as artists and professional storytellers to commend you for narrowing your focus and prioritizing the South Monument site and Tidal Basin site as the potential future homes of the National Museum of the American Latino and the Smithsonian American Women's History Museum. Today's announcement is a clear statement on the significance of these museums to our American history, and highlights the importance of placing them front and center, shoulder-to-shoulder with all of the other iconic museums on the National Mall.

While we agree that these sites are optimal and have the greatest potential, we acknowledge the legislative hurdles that need to be addressed to ensure the two sites—which are located within the Reserve—are made available. As you know, in 2003, Congress erroneously determined that the Mall was a “completed work of civic art” and established an area known as “the Reserve,” in which no new memorials would be placed in addition to those already authorized. This contradicted the [McMillan Plan](#). Thankfully, several museums have been successful in challenging the limitations of “the Reserve”, including the National Museum of African American History and Culture, the World War II Memorial, among others. Congress has exercised its legislative prerogative to make exceptions to the prohibition on new memorials and museums, or visitor centers in the Reserve and we are confident that it can do the same for the new museums.

The undersigned, working with the Friends of the American Latino Museum, remain committed in our support of the Smithsonian and to working with Congress to determine the best legislative path forward to ensure these two great sites are made available. These museums will not only expand, but improve the understanding of our shared American story for millions around the country and the world.

We thank you for the amazing work and progress you have made to establish both museums and look forward to continuing to work with you.

Sincerely,

Estuardo Rodriguez  
President & CEO  
Friends of the American Latino Museum

Lili Gil Valletta  
Chairwoman  
Friends of the American Latino Museum



1. Cris Abrego, Executive
2. Monica Aguilera, MACRO
3. Mariana Atencio, Television Host, Author and Motivational Speaker
4. Kyle Bowles, Creative Executive, MACRO
5. Tracy Brennan, Talent Agent at CAA
6. Crystal Caicedo, Agent
7. Brenda Victoria Castillo, President and CEO, National Hispanic Media Coalition
8. Monica Castillo, Associate Curator, Paley Center for Media
9. Michael Cimino, Actor and Singer
10. Danette Chavez, Editor-in-Chief at Primetimer.com
11. Clifton Collins Jr
12. Pete Corona, Director, Drama Series, Netflix
13. Araceli Cruz, Journalist/The Copper Courier
14. Claudia Romo Edelman, Founder and CEO
15. Emilio Estefan, Musician and Producer
16. Gloria Estefan, Singer, Actor and businesswoman
17. Greta Talia Fuentes, Producer at Macro
18. Melissa Fumero, Actor
19. Omar E. Garcia, Talent Agent
20. Ruben Garcia, Executive and Cohead Cultural Business Strategy CAA
21. Cristina Garza, SVP of TV Development and Production
22. Natalie Guerrero, MACRO
23. Jairo C Gutierrez, Business Owner
24. Nico Greetham, Actor
25. Poppy Hanks, EVP, Macro
26. Cristina Hernandez, Director, Inclusion Strategy - Netflix
27. Carla Jimenez
28. Jelani Johnson, EVP Film and Production (MACRO)
29. Khalid Jordan, Director of Development
30. Samantha Joseph, Executive Assistant
31. María Alfonso-Karroum, Director, Human Resources Business Partner at Netflix
32. Charles D. King, CEO, MACRO
33. Gloria Calderon Kellett, Showrunner and Producer
34. John Leguizamo, Actor
35. Marvin Lemus, Writer, Director, and Showrunner
36. Karla Pita Loor, Executive
37. James Lopez, President of Macro Studios
38. Al Madrigal, Actor, Writer, Producer
39. Constance Marie, Actor



40. Benito Martinez, Actor and Producer
41. Leslie Grace Martinez
42. Yara Martinez, Actor
43. Yesenia Martinez, Agent
44. Kristen McGuinness, MACRO/UNCMMN
45. Gabriel Mena, Partner at M88
46. Flavio Morales, EVP Endemol Shine North America
47. Natalie Moran, Talent Agent CAA
48. Stephanie Moy, Talent Manager
49. Brigitte Munoz-Liebowitz, Showrunner, Sony Pictures Television
50. Rudy Lopez Negrete, Agent
51. Ana Ortiz, Actor
52. Paul M. Perez, Producer
53. Daniel Pino, Actor and Director
54. Asia Pye, Executive Assistant (M88)
55. Francia Raisa, Artist
56. Monica Ramirez, The Latinx House
57. Danny Ramirez, Actor, Writer, and Producer
58. Anthony Ramos, Actor/ Recording Artist
59. Alejandra Reyes, Agent
60. Diana Maria Riva, Actor
61. Erika Lucia Rodriguez, Coordinator, Alt. Programming, MACRO
62. Lee Rodriguez, Actor
63. Oz Rodríguez, Film Director
64. Gabrielle Ruiz, Actor and Producer
65. Gisselle Ruiz, Head of People and Culture
66. Olga Segura, Actor
67. Julianne Escobedo Shepherd, Author
68. Karla Souza, Actor
69. Phillip Sun, Co-Founder/President/Managing Partner - M88
70. James Swoope, Supporter
71. Andie Tenoso, MACRO
72. Erik Toral, Talent Representative
73. Emeraude Toubia, Actor, Director and Producer
74. Curly Velasquez, Actor and Writer
75. Lisa Vidal, Actor and Producer
76. Monica Villareal, Talent Manager and Producer
77. Alexa Whittington, Talent Manager
78. Harrison Yue, Executive Assistant