



June 15, 2018

Mayor Ron Nirenberg  
City of San Antonio  
City Hall, 4th Floor  
100 Military Plaza  
San Antonio, TX 78205

Dear Mayor,

I am pleased to let you know that the Witte Museum has achieved the Capital Campaign goal of \$100 million for what we have been calling the New Witte and that we have received coveted re-accreditation from the American Alliance of Museums for the next 10 years. We so appreciate the City of San Antonio's generous and sustained support to ensure this success. With that stated, there is more to do; indeed, in the Witte Museum's 2016-2020 Strategic Plan, once the "New Witte" Capital Campaign and re-accreditation goals are achieved, Witte leadership will trigger the "Witte Forever" campaign, which includes an endowment goal of \$100 million by the 100th anniversary of the Witte Museum in 2026.

With all of that in mind, I must resign as one of the Tri-Chairs of the Alamo Advisory Committee to focus all my energy on Witte Forever campaign, to be launched in the next several months.

I am honored to have served and proud to have worked shoulder to shoulder with the outstanding Alamo Advisory Committee since 2014 to formalize the Vision and Guiding Principles that continue to frame the transformation of the Alamo area experience. I appreciate the leadership of Tri-Chairs Councilman Roberto Treviño and Sue Ann Pemberton and know their guidance will continue to line the future of the center of San Antonio with the potent stories of the Alamo, past and present.

I have confidence that the Vision and Guiding Principles will continue to provide foundational goals, including to: "Engage local residents and visitors ... to personally connect to the Alamo experience" and "Battle of the Alamo", "to include and interpret diverse cultures", "to embrace the continuum of history to foster...healing" and to "enhance connectivity" to all of San Antonio, with the assumption of an open (interpreted) historic Alamo Plaza.

The Witte Museum team is always available for content advisement and research as the interpretive strategy is refined and developed.

Sincerely,

Marise McDermott  
President and CEO

cc: Councilman Roberto Treviño, Tri-Chair  
Sue Ann Pemberton, Tri-Chair  
JJ Feik, Chair of Board of Trustees

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