

COUNCIL OF THE DISTRICT OF COLUMBIA  
**COMMITTEE ON GOVERNMENT OPERATIONS AND FACILITIES**  
ROBERT C. WHITE, JR., CHAIR

January 10, 2022

Lanaysha “L” Jackson  
Chair  
Commission on Fashion Arts and Events  
1350 Pennsylvania Avenue NW  
Washington, DC 20004

Dear Chair Jackson:

The Committee on Government Operations and Facilities has scheduled a Performance Oversight Hearing on the Commission on Fashion Arts and Events for Thursday, January 20, 2022 at 12:00 PM. The Performance Oversight Hearing will be held virtually. Log-in instructions will be provided to participants in advance of the hearing. Members of the public may sign up to testify by completing the form at <https://forms.gle/UrkJAKXjGWaPaQuD8>. The hearing will be viewable live via Youtube at <https://www.youtube.com/channel/UCPJZbHhKFbnyGeQclJxQk0g/live> for those not participating and will be rebroadcast on Channel 13 at a later date.

To ensure a productive oversight hearing, it is the Committee’s preference that you listen to any public testimony provided with respect to your Commission prior to providing your own testimony. In addition, the Committee requests that you submit your written testimony to the Committee at least 48 hours prior to the commencement of the hearing. Please limit your testimony at the hearing to approximately 10 minutes.

Finally, it is the practice of the Committee to send each Commission a series of written questions in advance of an oversight hearing. To that end, please review the attached list of questions and return your answers by the close of business, Tuesday, January 18<sup>th</sup>, 2022 to [facilities@dccouncil.us](mailto:facilities@dccouncil.us). Please provide an electronic version with text responses in a single document, with clearly marked attachments where necessary. Please do not submit any sensitive, non-public, or personally identifiable information.

If you have any questions, please feel free to contact the Committee on Government Operations and Facilities at [facilities@dccouncil.us](mailto:facilities@dccouncil.us). Thank you in advance for your timely response.

Sincerely,

Robert C. White, Jr.  
*Councilmember, At-Large*  
*Chair, Committee on Government Operations and Facilities*  
*Council of the District of Columbia*

## GENERAL QUESTIONS

### ***1. Please provide the Commission's mission statement.***

The Commission on Fashion Arts and Events is organized for the purpose of promoting the fashion and beauty industry as a viable economic resource in the nation's capital. Commissioners provide recommendations and advise the local government on initiatives that support the cultivation and growth of the industry.

The CFAE will position Washington, DC as an emerging market for the fashion and beauty industry through effective stakeholder engagement, strengthened partnerships, and growing economic vitality.

### ***2. Please list all reporting requirements in the District of Columbia Code or Municipal Regulations that the Commission is required to complete in FY 21 and FY 22, to date. For each requirement, please list the date the report was required and the date it was produced. If the Commission did not produce the report on the mandated timeline, please explain why.***

Fiscal Year Report 2021 and 2022:

October 2020: Regular monthly meeting, October 13th via Microsoft Teams

November 2020: Regular monthly meeting, November 10th via Microsoft Teams

December 2020: Regular monthly meeting, December 8th via Microsoft Teams

January 2021: Virtual Inaugural Social Fashion Event. January 23 via WebEx. The CFAE hosted an event opening the new year to Fashion and Beauty business owners and makers, executive leaders of mayoral agencies, and DMV area students. Commissioners accepted attendees' questions and served constituents as industry experts via chat feature. Event music was by DJay Freddy on-screen. RSVP count of 74.

January 2021: Regular monthly meeting, January 12th via Microsoft Teams

February 2021: Regular monthly meeting, February 9th via Microsoft Teams

March 2021: Regular monthly meeting, March 9th via Microsoft Teams

April 2021: Regular monthly meeting, April 13th via WebEx

May 2021: Regular monthly meeting, May 11th via WebEx

June -August Summer Recess

June 2021 : Annual Vote. Artbae Project: Artbae, 2020 Mayor's Arts Awards winner, produced a virtual runway fashion series featuring DC Designers and their models, and everyday customers of local fashion designers and retailers alongside Divas with Disabilities participants as models. This event was complemented by a full social media branding campaign and memorialization of the event series. [https://m.youtube.com/watch?v=\\_tWMMFNaHJU&feature=youtu.be](https://m.youtube.com/watch?v=_tWMMFNaHJU&feature=youtu.be)

September 2021: Mayors Arts Awards- Authored category, Award for Excellence in Fashion and Beauty Industries. Chair L. Jackson and Vice Chair Mariessa Terrell co-authored category description and nominee parameters. CFAE conducted digital outreach to amplify attendance and voting participation. Regular monthly meeting, September 14th via WebEx

October 2021: Regular monthly meeting, October 12th via WebEx

November 2021: Haifa Fashion Show, DC native and renowned womenswear Designer partnered with the CFAE on event live stream distribution and event communications. The

CFAE recommended local small businesses for event participation and/or employment. Regular monthly meeting, November 9th at MLK Jr. Library  
December 2021: Regular monthly meeting, December 14th via WebEx  
January 2022: Regular monthly meeting, January 11th via WebEx

Date Report Required: End of Fiscal Year (EOFY). Reports were submitted on January 19, 2022.

***3. What are the Commission's top five priorities? Please explain how the Commission expects to address these priorities in FY 22.***

- a) To effectively stabilize the Fashion and Beauty industry within the DC economic strategy in name and opportunity, fulfilling the mission to establish a space for DC's own fashion and beauty creators and retailers, to exist and thrive as a Retail Corridor and exclusive operating space. We will address this priority by reviving the Makerspace Initiative in the DC Economic Strategy. Published at <https://dceconomicstrategy.com/initiatives/maker-space/>
- b) To make the Commission accessible as a resource to the fashion and beauty community in DC, small businesses, grade school and university students, and Creatives and makers. With respect to the COVID-19 pandemic, we aim to continue to enhance DC Recovery efforts, pin-pointing fashion and beauty business needs. We aim to be the voice of our Fashion and Beauty constituency in economic recovery, grants and certifications development, retail development and operations conversations, and planning sessions.
- c) To have a fully staffed and fully functioning Commission, including Ex-Officio members, so that we can fulfill our mission both virtually and in-person. With this, to engage Ex-Officio Members, and local government and community partners for the purpose of creating, delivering, and amplifying opportunities for DC's Fashion and Beauty community through scheduled meetings, collaborative events, and testimony.
- d) Amplifying home grown businesses to ensure that they benefit from DC's acquisition of nationally and globally fashion and beauty brands, as opposed to being displaced by this growth and development. We intend to continue presenting local Creatives, makers, stylists, and artists as contractors and local experts who should be included and/or employed during events held in DC or within DC market store locations.
- f) To infuse CFAE programming with industry leading research and data on education, innovative techniques, fashion design disruptors, business trends, workforce equity, and sustainability by building out committees and advisory relationships with experienced professionals and experts. This is supported by applying for and receiving grants and other funding to fund our activities pursuant to Code 3-653.

***4. Please describe any new initiatives or programs that the Commission implemented in FY 21 and FY 22, to date, to improve the operations of the Commission. Please describe any funding utilized for these initiative or program and the results, or expected results, of each initiative.***

The Commission completed and published the Coursework Guide to our website. In 2022, we are taking the next steps with our partners (the Office of the Deputy Mayor for Education and the

Office of the Student Advocate) to advance distribution first digitally and then in print. The Commission continues to seek support on funding direction so that we can carry out the initiatives and programming necessary to fulfilling our mission.

***5. Please list all pending lawsuits that name the Commission as a party. Identify which cases on the list are lawsuits that potentially expose the District to financial liability or will result in a change in Commission practices and describe the current status of the litigation. Please provide the extent of each claim, regardless of its likelihood of success.***

The Commission on Fashion Arts and Events has no known pending lawsuits or claims.

***6. Please list all settlements entered into by the Commission or by the District on behalf of the Commission in FY 21 or FY 22, to date, and provide the parties' names, the amount of the settlement, and if related to litigation, the case name and a brief description of the case. If unrelated to litigation, please describe the underlying issue or reason for the settlement (e.g. administrative complaint, etc.).***

To my knowledge, the Commission on Fashion Arts and Events has not entered into any settlements or litigation

***7. Please provide the number of FOIA requests for FY 21, and FY 22, to date, that were submitted to your Commission. Include the number granted, partially granted, denied and pending. In addition, please provide the average response time, the estimate number of FTEs required to process requests, the estimated number of hours spend responding to these requests, and the cost of compliance.***

To my knowledge, the Commission on Fashion Arts and Events has not received any FOIA requests to-date for FY 21 or 22.

***8. Please list and describe any ongoing investigations, audits, or reports on the Commission or any employee of the Commission that were completed during FY 21 and FY 22, to date.***

To my knowledge, the Commission on Fashion Arts and Events has had no ongoing investigations, audits, or reports on the agency, or any members of the agency completed to-date for FY 21 and 22.

***9. Please provide a list of all studies, research papers, reports, and analyses that the Commission prepared or funded during FY 21 and FY 22, to date. Please submit a copy to the Committee of any study, research paper, report, or analysis that is complete.***

***a.) FY 21-22 Coursework Guide, completed September 2021***

***b.) FY 21 Fashion and Beauty Economic Impact Report 2021: Forthcoming end of Q1 2022***

We look forward to reconvening with our internal partners to continue discussion on funding for standard industry data and analytics collection. We continue to receive numerous requests from DC's small business owners and student community requesting this time sensitive information.

## COMMISSION ON FASHION ARTS AND EVENTS

### ***10. Please provide a current list of all voting members of the Commission, including:***

#### **a. Their date of confirmation;**

1. Mariessa Terrell confirmed 1/25/2013
2. Brandon Andrews confirmed 12/11/2015
3. Lanaysha Jackson confirmed 4/28/2018
4. Emilia Ferrara confirmed 4/15/2019
5. George Worrell confirmed 7/15/2020
6. Maude Okrah confirmed 10/19/2021

#### **b. The date their term expires;**

1. Mariessa Terrell's term expires 4/9/2021
2. Brandon Andrews' term expires 4/15/2023
3. Lanaysha Jackson's term expires 4/15/2024
4. Emilia Ferrara's term expires 4/15/2022
5. George Worrell's term expires 4/15/2022
6. Maude Okrah's term expires 4/15/2024

#### **c. The Ward in which they reside;**

1. Mariessa Terrell Ward 5
2. Brandon Andrews Ward 5
3. Lanaysha Jackson Ward 1
4. Emilia Ferrara Ward 2
5. George Worrell Ward 2
6. Maude Okrah Ward 8

#### ***d. The number of meetings they have attended since they were confirmed***

**Dates below are reflective of accessible records, which are not predating 2020.**

1. Mariessa Terrell has attended 13 of 16
2. Brandon Andrews has attended 6 of 16
3. Lanaysha Jackson has attended 14 of 16
4. Emilia Ferrara has attended 14 of 16
5. George Worrell has attended 8 of 11 (New Commissioner as of July 2020)
6. Maude Okrah has attended 2 of 2 (New Commissioner as of October 2021)

***e. A brief description of how their experience meets the selection criteria at D.C. Code § 3–652(c)(1).***

1. Mariessa Terrell is a fashion leader in Fashion Law and youth programs.
2. Brandon Andrews is a prominent advocate of Fashion and Beauty entrepreneurship and Media Correspondent.
3. Lanaysha “L” Jackson is a fashion-art concept small business Owner and tenured luxury goods professional.
4. Emilia Ferrara is a Fashion Journalist and Educator.
5. George Worrell is a tenured fashion and style Media Correspondent and Summer youth program leader.
6. Maude Okrah is a leader in the beauty industry, owning an innovative business-to-consumer virtual brand.

***11. Please list each ex-officio, non-voting member of the Commission, including:***

***a. The ex-officio member’s role that entitles them to participation under D.C. Code § 3–652(b)(1); and***

1. Kate Mereand-Sinah, DSLBD- Program Manager, Innovation & Equitable Development
2. Laura Harding, DME- Director of Performance and Strategic Initiatives
3. Emma Keserich, DMPED- International Business Analyst

***b. The number of meetings of the Commission the ex-officio member, or their designee, has attended in FY 21 and FY 22, to date.***

1. Kate Mereand-Sinah has attended 15 of 16
2. Laura Harding has attended 7 of 16
3. Emma Keserich has attended 7 of 10 (New Member as of November 2020)
4. Ramona Yun has attended 1 of 3 (New Comms EOM appointee as of October 2021)

***12. Please list any subcommittees the Commission has created, along with who chairs each subcommittee, and the members composing each committee.***

- a) Marketing and External Communications Committee, chaired By Commissioner Brandon Andrews and overseen by Ramona Yun, communications appointee from EOM
- b) Retail Development and Innovation Committee, chaired by Commissioner Mariessa Terrell
- c) Careers and Education Committee, chaired by Commissioner Emilia Ferrara and overseen by Ex-Officio Member Laura Harding (DME)
- d) Events and Community Giving Committee, open chair position but overseen by all commissioners until more commissioners are appointed
- e) Sustainability and Ethics Committee, chaired by Commissioner Emilia Ferrara

f) Finance Committee, open chair position but overseen by all commissioners until more commissioners are appointed

***13. Please provide the dates of any Commission meetings held in FY 21 and FY 22, to date, and the dates and times of any future scheduled Commission meetings.***

***See below.***

Meetings are held monthly on the second Tuesday of the month from 5:30-7:30pm.

***14. For every meeting of the Commission in FY 21 and FY 22, to date, please provide the agenda, the minutes, a list of all voting and ex-officio members in attendance, and whether a quorum was present.***

**Jan21-Jan22\_Meeting\_Minutes 2.zip**  
(See attachment)

**Jan21-Jan22 Meeting Agendas**

**[https://outlook.office365.com/owa//service.svc/s/GetAllAttachmentsAsZip?id=AAMkAGVmMmQ1ODA2LWMxZTAtNDk5Mi04M2I4LTgyNjZkNDE0ODFhYgBGAAAAAADSJh3BRh6iRIr8WTgjOd9IBwDTG6%2F%2FYKq0SaaAD%2FXDh7QpAAAAAAEMAACrEFyvGOe6RLIUUVIph4zObAAFubdg8AAA%3D&X-OWA-CANARY=dJn\\_8lFbqEqs5W7ZVe70G0D6F9kI29kYs7Sh8tOSU1dqOJ5xSUsOX8EIU-gzjkdBINXBO1RAv3Q](https://outlook.office365.com/owa//service.svc/s/GetAllAttachmentsAsZip?id=AAMkAGVmMmQ1ODA2LWMxZTAtNDk5Mi04M2I4LTgyNjZkNDE0ODFhYgBGAAAAAADSJh3BRh6iRIr8WTgjOd9IBwDTG6%2F%2FYKq0SaaAD%2FXDh7QpAAAAAAEMAACrEFyvGOe6RLIUUVIph4zObAAFubdg8AAA%3D&X-OWA-CANARY=dJn_8lFbqEqs5W7ZVe70G0D6F9kI29kYs7Sh8tOSU1dqOJ5xSUsOX8EIU-gzjkdBINXBO1RAv3Q)**

January 2021 Quorum  
February 2021 No Quorum  
March 2021 Quorum  
April 2021 No Quorum  
May 2021 No Quorum  
September 2021 No Quorum  
October 2021 No Quorum  
November 2021 No Quorum  
December 2021 No Quorum  
January 2022 Quorum

***15. Please provide any rules of procedure that have been adopted by the Commission, if applicable.***

**Meeting Agenda Update:**

Article VIII. Order of Business

1. Call to Order and Attendance
2. Adoption of the Agenda
3. Approval of the Minutes
4. Agenda Overview
5. Executive Reports and Notices
6. Public Comment Period by Special Guests

7. Committee Presentations
8. Ex-Officio Presentations
8. Unfinished Business
9. Brief Public Comment Period
10. Adjournment

***16. How did the Commission provide community initiatives to benefit school-aged children living in the District in FY 21 and FY 22, to date?***

**1. Coursework Guide Development: Whole Commission, EOM, and OSA.**

This item serves as a living guide for students grades 8-12 and young adult learners seeking secondary education, internships and apprenticeships, and skills training for fashion and beauty industry workforce preparedness or entrepreneurship. The Commission completed and published the Coursework Guide to our website. In 2022, we are taking the next steps with our partners (the Office of the Deputy Mayor for Education and the Office of the Student Advocate) to advance distribution first digitally and then in print.

**2. From High School to Here Social Media Student Campaign:**

A campaign in collaboration with the Office of the Student Advocate- More to come in 2022.

In partnership with the Office of the Student Advocate, the CFAE authored and created the Coursework Guide for students aspiring towards careers in Fashion and Beauty. As a complementary exercise, Commissioners recorded From High School to Here social media soundbites recounting their academic and extracurricular path to their current career in the fashion and beauty industry, to be posted by OSA and CFAE to social media outlets.

***17. What recommendations did the Commission make on fashion retail development projects in FY 21 and FY 22, to date?***

The Commission continued our efforts to reignite conversations around the implementation of a Makerspace located in the District. We look forward to continuing to advance this initiative and garner more support in 2022.

***18. What partnerships did the Commission create between the fashion and business communities in FY 21 and FY 22, to date?***

- a) The Commission focused providing support to the industry regarding Care for Creatives and government funding opportunities. This support largely included disseminating which government initiatives would be applicable to the industry that we serve and



ensuring that notices of these announcements were relayed to the industry via our listserv in a timely manner. Other efforts deferred to 2022 due COVID-19.

b) FY 21 Artbae, 2020 Mayor's Arts Awards winner, produced a virtual runway fashion series featuring DC Designers and their models, and everyday customers of local fashion designers and retailers alongside Divas with Disabilities participants as models. This event was complemented by a full social media branding campaign, CFAE Chair hosting, and memorialization of the event series.

<https://m.youtube.com/watch?v=tWMMFNaHJU&feature=youtu.be>

2.

***19. Please provide the Commission's 2021, and 2022 annual plan prepared pursuant to D.C. Code § 3-653(a)(4). If an annual plan is not available, when does the Commission expect to submit its annual plan to the Council? Please note any events in the 2021 plan presented last year that did not occur and why.***

- ☐ Meet Your Commissioners social media engagement
  - ☐ From High School to Here social media release
  - ☐ Earth Day Initiative: Upcycling
  - ☐ Virtual Masterclass: Fashion and Beauty Insights
  - ☐ Retail Hackathon
  - ☐ OCTFME DC Designer Project (Cont. from pre-COVID 2020)
  - ☐ Annual Coursework Guide Campaign and Ed Fest Participation
- 202 Creates Participation- Beauty Industry focus

***20. Please provide any policy recommendations made by the Commission on legislation, regulations, policies, and programs in FY 21, or FY 22, to date.***

FY21: Developed recommendations: Compiled Commissioner research, and DC Beauty Industry professionals and workforce members of color, applicable to the B23-970 Creating a Respectful and Open World for Natural Hair CROWN Act of 2020. Please note that community outreach efforts were impacted by COVID-19. These efforts continue into FY22.

FY22: Forthcoming recommendations in support of the Great Streets program, by way of fashion and beauty trade market analysis.

FY22: Continued pursuit of DMPED-sanctioned fashion and beauty grant funding and/or grant inclusion.

***21. Please describe any challenges that are impacting the Commission's ability to meet its goals.***

**See remedies below:**

*a.)* Future FY budget inclusion, and the recommended account type for safeguarding private gifts and donations pursuant to Code 3-653 Powers of the Commission, and The Commission on Fashion Arts and Events Bylaws. Reimbursement of Commissioner expenses for events and the execution of programming is an example of the importance of resolve on this item.

*b.)* Fashion and Beauty Industry Specific Programming support, with a clear path forward for fashion and beauty specific retailers; a sector requiring emancipation from food and beverage focused retail strategy, and general marketplace consumer goods retail projects.

*c.)* Tangible means of supporting fashion and beauty businesses, makers, and creatives through CFAE grant funding oversight and inclusion in district wide retail development/construction discussions.

*d.)* Full quorum of active Commissioners and full Ex-Officio agency representation and collaboration pursuant to Code 3-652.

*e.)* Regular access to a designated operating space conducive to conducting meetings, hosting summer interns, and providing a workspace for CFAE projects.

*f.)* Representation. A presence in conversations on recovery efforts, retail planning, tourism, and other interagency strategy sessions. Fashion and Beauty may directly contribute to the economic upturn of tourism, retail construction plans, corporation expansion to DC, certainly the service and retail economy agenda, and the many subsectors of the district's economic strategy. In this way, resources for our constituents actually satisfy their small business and technical needs in language, requirements, and process.

## **CFAE MEETING MINUTES/Notes**

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Tuesday, January 22, 2022

5:30 to 7:30 pm

Virtual Meeting Via WebEx

**CALL TO ORDER.** 5:35

**ROLL CALL.** L. Jackson – Chairwoman, Vice Chair

**PRESENT:**

L. Jackson – Chairwoman

Mariessa Terrell – Vice Chair

Brandon Andrews – Commissioner

Emilia Ferrara<sup>[11]</sup><sub>SEP</sub> – Commissioner

Emma Keserich – DMPED, Coordinator

Maude Okrah – Commissioner

George Worrell – Commissioner

Secretary -- Kate Mereand - DSLBD Ex Officio

**ABSENT:**

Laura Harding – DME Ex Officio

Ramona Yun – DC Government

**UNFILLED POSTIONS:**

2 unfilled positions

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**APPROVAL OF MINUTES FROM MAY, SEPTEMBER, OCTOBER, AND DECEMBER 2021 AND JANUARY 2022** *will occur in the next Commission meeting with quorum.*

**Executive Updates.**

- Report from Chairwoman, we are recognizing the limitations happening during the public health emergency with a government focus on health and housing. Activities will remain virtual, and therefore looking at asking to have industry leaders join regularly as special guests. Questions arose regarding social media engagement.
- *No other reports.*

## Public Comment Period by Special Guests

### A. 2022 Calendar Items

- Virtual Inaugural Event/Meeting: ALL
  - Discussion of how to use the communications about the events to push folks to the website to find the recordings and remind folks in the newsletter to find the recordings on the website. The Chair will speak with Nakeia considering the best placement of the recordings.
- Meet Your Commissioners social media campaign: led by Marketing Committee
  - Looking to place headshots of Commissioners on Instagram. Commissioner Okrah and Ramona Yun will determine a schedule for how to roll that out. That would be releasing a Commissioner a week.
- *From High School to Here* social media project: ALL
  - Releasing in tandem with the coursework guide. Will do videos with current Commissioners. Instead of recapping the high school experience, pick a core subject in school per Commissioner to discuss. Preparing this campaign for Instagram. If Commissioners had a previous video, that may have been lost, but if you have the video you can work with that video. Determining if releasing a Commissioner a month.
- Earth Day project: led by Sustainability Committee
  - Considering an Earth Week engagement that includes social media campaign about upcycling, with daily updates with several businesses highlighted. DSLBD has offered to support a campaign with outreach to businesses and share additional ideas.
- Virtual Masterclass featuring CFAE Commissioners: ALL
  - Need a space to record but pending OFCTME. The show might be postponed to the fall, but the Commissioners can layout the program to prep for studio time.
- Retail Hackathon: led by Retail Committee
  - Will circle back as we understand what gathering means. May need to push back to after summer. The Vice Chair had joined women in tech. May occur in the fall pending public health

advisories for gathering. Focusing on 5 tech experts and 5 creatives.

- OCTFME DC Designer Project (Cont. from pre-COVID 2020): TBD
  - 7 or 8 designers had a grouping of the collection and dressed two of the hosts of a OCTFME shows to be filmed in the apparel, and then they were interviewed. But waiting to see when
- Annual Coursework Guide Campaign and Ed Fest Participation: led by Education Committee
  - Will watch the Mayor's calendar for when this event happens.
- 202 Creates Participation- Beauty Industry focus: ALL, led by Comm Okrah (committee unassigned)
  - Will continue
- Great Streets CFAE Trade Analysis added to 2022 Mayors Report: Exec Committee
  - For future discussion to track mood and movement in areas. Consider where long standing

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## **B. Outstanding Projects and Immediate Next Steps**

- C.R.O.W.N. Act: Transition project from Comm Worrell to Comm Okrah. Provide Act update and project update December 14th. Provide outreach and testimony plan Jan-Feb 2022
- Coursework Guide: Comm Ferrara to host final OSA call finalizing print of guide and social media partnership. Ramona Yun to present and distribute marketing collateral.
  - Will be better to not coordinate outreach between offices, but for all partners to outreach on their timelines to ensure that promotion can be more efficient and effective. Promote it to the constituency and set the example to partners about how to best utilize language and terminology to engage the CFAE constituency. Other partners may have another focus that will best fit their constituency. Further encouraging that the guide be promoted digitally before printed copy is produced for the 2<sup>nd</sup> or 3<sup>rd</sup> edition.
- Hackathon: Vice Chair Terrell to set new 2022 date and enlist Comms and tech industry support on staffing and execution.
- 2021 Mayors Report: Finalization and submission January-February 2022 (COVID delay)

- Grant Ideation: Chair L. Jackson to upload workflow for whole commission
- Community Ambassadors: Commissioners to create application with Emma Keserich
  - Will do an email out to Commissioners regarding the applications.
- 2022 Meeting Presentations: Invitation completed. January 2022, conduct outreach
- 2022 BID Contacts List: whole commission input requested

### **C. Vision by Commissioners**

Ideas:

- Hearing from businesses directly: what are their needs, and how can CFAE help. Commissioner Worrell
- Seeing the Commission's role less about original programming and more about translating government programs and projects to help participants feel like they have a shot at receiving that support. If each one of us adopt an agency and get to know the communications coming from agencies of note. How to translate into a fashion post. Vice Chair Terrell.
- Ensure that we consider self-care, how to support the business owner separate from the business, even if that includes exit planning. Multiple commissioners.
- Big breaks and funding. What are giant fashion happenings that can happen in DC. What is massive, history making fashion makers. Incorporate DC into these big fashion events. Maybe work with EventsDC, the BIDs, or other local orgs. Looking at the intersection of fashion and politics, for thinking about how to offset the belief that DC is not fashionable but is essentially a center for fashion. Commissioner Ferrara.

### **D. Empowered and Engaged 2022: Discussion**

The Chair will have individual meetings with each Commissioner to think about how to support each Commissioner in meeting their goals and mission through the Commission. Thus ensuring that the Commissioner has the resources to move forward.

### **Brief Public Comment Period and Questions**

**Adjournment at 7:15 PM**

# CFAE MEETING MINUTES

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Tuesday, January 12, 2020

5:30 to 6:30 pm

Virtual Meeting Via Microsoft Team

**CALL TO ORDER.** Chairwoman, Lanaysha Jackson, L. at 5:35 pm

**ROLL CALL.** Chairwoman, Lanaysha Jackson, L.

**APPROVAL OF MINUTES FROM DECEMBER 8, 2020 MEETING**

PRESENT:

**L. Jackson – Chairwoman**

**Jason Anthony**

**– Commissioner**

**Emilia Ferrara**

**– Commissioner**

**Deidre Jefferies – Commissioner**

**Emma Keserich – DMPED, Coordinator**

**George Worrell -- Commissioner**

**Interim Secretary Kate Mereand - DSLBD Ex Officio**

ABSENT:

Brandon Andrews – Commissioner

Legreg Harrison – Commissioner

Lauren Carpenter – DC Gov

Laura Harding – Ex Officio

Mariessa Terrell – Commissioner

- **Report from the Commission Chair**

- **ArtBae Fashion Show:** The partnership to promote and film DC Designers and Boutique of apparel to be part of a virtual fashion week in early March to coincide with Paris Fashion Week. The Chair will provide an official invitation to participate in filming in February. Designers will need 3-5 models, and will be provided one model from Divas with Disabilities.



- **Executive Update:** Vice Chair and Secretary vote, there is an interest in having a special vote in February to finalize these roles. May call a special session to ensure quorum.
- **Committee Updates (Presentations & Engagement Opportunities)**
  - Committee Chairs:
    - **Retail and E-commerce**, Mariessa Terrell, Chair; L Jackson, Co-Chair: *We provided updates on the DC Retail Grants and Federal Paycheck Protection Program. We also discussed a George Mason Retail program and potential partnership as they are working with a DC business.*
    - **Events/Community Giving**, Jason Anthony, Chair; Legreg Harrison: *2020 Virtual Holiday Party Update: Now January 23rd*
    - **Marketing and Communications**, Brandon Andrews, Chair; Lauren Carpenter, DMPED Liaison: *No updates, items on hold until Lauren Carpenter returns.*
    - **Careers and Education**, Emilia Ferrara; Chair; Laura Harding; Deidre Jefferies:
      - *The Coursework Guide is continuing to move forward and substantial progress has been made on the draft. There is working being done on the introductions and conclusions. The Team will also follow up with the DCPS contact, and looking to finalize the draft by the end of January.*
- **Unfinished Business**
  - **GOV Email Addresses:** *Mandatory, for new commissioners they will receive instructions*
  - **Newsletter:** *Still awaiting a few committees for input, updates to be sent to Lauren Carpenter*
  - **Building your committee:** *Discussion. 3-5 members each.*
  - **Intern 2021:** *Q1, looking at a potential start date for an interested candidate*
  - **Sustainability Committee proposition:** *Continued consideration, Commissioners with interest will develop a value prop.*
  - **Budget and Fundraising 2021:** *Determining what final legal parameters are, and the conversation is moving forward well*
- **Adjournment at 6:30**

## CFAE MEETING MINUTES

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Tuesday, February 9, 2021  
5:30 PM to 7:50 PM/EST  
Virtual Meeting Via Microsoft Teams

**CALL TO ORDER.** Chairwoman, Lanaysha Jackson, L. at 5:41 PM.

**ROLL CALL.** Chairwoman, Lanaysha Jackson, L.

(Approval of minutes from January and February 2021 meetings will take place in March 2021 meeting)

### **PRESENT:**

**L. Jackson -- Chairwoman**  
**Emilia Ferrara -- Commissioner**  
**George Worrell -- Commissioner**  
**Mariessa Tarrell -- Commissioner**  
**Laura Harding -- Ex Officio**  
**Emma Keserich -- Coordinator, DMPED**  
**Lauren Carpenter -- DC Gov**

### **ABSENT:**

**Jason Anthony -- Commissioner**  
**Deidre Jeffries -- Commissioner**  
**Brandon Andrews -- Commissioner**  
**Legreg Harrison -- Commissioner**  
**Interim Secretary Kate Mereand -- DSLBD Ex Officio**

### **Executive Reports and Notices**

#### **Report from the Commission Chair**

- **2021 Oversight Hearing:** *Full summary on the 2021 CFAE Oversight Hearing. Reported on the biggest takeaways, which are ensuring full attendance participation of Commission during the monthly meetings and strengthening coordination as we plan for upcoming events and initiatives for 2021.*
- **Bylaws:** *As we progress in the year, we will review the Commission Bylaws as a group.*
- **BEGA:** *Ensuring that we maintain ethical conduct during Commission time and in public forums. We must not discuss personal business matters and successes, not only in accordance to the BEGA guidelines, but also out of respect for the small business community in which the Commission supports.*
- **General Matters:** *Moving forward with public meetings, if any Commissioner or member has any ideas for inviting special guests, it is required that they must share this idea with the Commission as a whole before moving forward. If the Commission does not have any feedback, objections, or questions, the special guest will be permitted.*

#### **Executive Update**

- **Results of Special Vote:** *On February 2, 2021, the Commission held a special vote to elect the new Vice Chairperson and Secretary for the Commission, as well as a new*

hashtag. The Commission unanimously voted Commissioner Tarrell to become the new Vice Chair and Interim Secretary Kate Mereand to become the Secretary. Additionally, it was determined that #FashionForwardDC would become the Commission's new hashtag (3/7 votes in favor of the hashtag, which was the highest number received for each hashtag submitted).

### **Committee Presentations (Presentations & Engagement Opportunities)**

- Committee Chairs:
  - **Marketing and External Communications (Brandon Andrews, George Worrell, Lauren Carpenter, Emma Keserich):** George is in process of reviewing the CROWN Act legislation and will discuss further with Brandon; began brainstorming how we can potentially move forward after the Council officially makes a stand (i.e. utilizing anecdotal testimonies from leaders in the industries). Also further discussed the Facebook Masterclass: Virtual Toolkit initiative, planning for first webinar in March and would like to announce this two weeks prior. George is in process of setting up draft and potential announcement and launch dates. Lauren is continuing to work on the 'From High School to Here' initiative, also strategizing how the Commission can further highlight Black-owned businesses during Black History Month as well as highlighting minority-owned businesses throughout the year. Also added a "Link in Bio" feature on all social media platforms for easier access to the Commission.
  - **Retail Development and Innovation (Mariessa Tarrell):** Further discussed the George Mason Center for Innovation and pursuing a partnership; she met with the founder to discuss collaboration and also reached out to the Retail Innovation Center. She also suggested doing a series that will highlight some of the topics that are important to retailers in the area, such as technology, pivoting, etc. L & Mariessa also discussed a "Hackathon" event in September, in which five technology professionals will pair with five small business owners whose operations have been hampered by technology issues, etc. They will work with the technology specialists to figure out how to best pivot and resolve any issues they have been facing. Suggested that George Mason University could partner in this and provide remarks on retail transformation and also help connect us with technology specialists. Also discussed logistics, such as having a wide variety of businesses from legacy businesses to start-ups, as well as having businesses apply in order for us to better understand the broader needs of small businesses in this industry in the District.
  - **Careers and Education (Emilia Ferrara, Deidre Jeffries, and Laura Harding):** Emilia reported that the Coursework Guide is nearly finished and now they need to gather more information on what DCPS classes are available for students who want to get involved in the fashion economy. Emilia and Deidre will be working together to tie up loose ends and then once finalized, they will begin outreach on social media and the Office of the Student Advocate.
  - **Events and Community Giving (Jason Anthony, Legreg Harrison):** Discussed the Inaugurating 2021 In Style virtual party; understand the need for following BEGA guidelines more strictly, better organization in advance to ensure larger lead time with marketing, larger attendance, and better coordination of event schedule. In strengthening these actions, we will be able to better advertise

*CFAE to the small business community, as well as advertise the small businesses within the industry in the community. Want to be able to provide a space where we can do this marketing, as well as communicating #FashionForwardDC and answering questions of what will come next for the Commission and advertise public meetings.*

- **Sustainability and Ethics (pending):** *Emilia drafted a value proposition on why this committee is important and what it will cover. L will review and provide feedback. This committee will be first committee in the Commission devoted to a theme instead of a function. Discussed the importance of collaborating with other committees to further enhance the initiatives of each committee.*
- **Finance:** *This committee will cover grant funds applicable to the small businesses in this industry. The Treasurer will have a role in the committee, if not chairing it.*

### **Unfinished Business**

- **Newsletter:** *Each committee will submit something for the Commission's newsletter to Lauren by February 15, 2021.*
- **Agenda Items, Email:** *Commissioners who do not have DC Government emails need to lean on other Commissioners who do have DC Government emails*
- **Building Committees:** *Each Committee must produce their Committee Member list in the March meeting.*
- **Artbae Update:** *By the end of the week, we will have an internal survey to fill out for designers and boutiques to be present during the event.*
- **Facebook Masterclass Calendar Dates:** *George offered his house for filming and suggested having film students film the classes. In process of finalizing calendar dates.*
- **#FashionForwardDC:** *Determined this will be our hashtag. Strategized how we will use it wisely to best market the Commission, show off the work we are doing in our role, grant opportunities, etc.*

**Adjournment at 7:50 PM**

# CFAE MEETING MINUTES

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Tuesday, March 9, 2021

5:30 to 7:30 pm

Virtual Meeting Via Microsoft Team

**CALL TO ORDER.** Chairwoman, Lanaysha Jackson, L. at 5:35 pm

**ROLL CALL.** Chairwoman, Lanaysha Jackson, L.

## **APPROVAL OF MINUTES FROM JANUARY AND FEBRUARY 2021 MEETINGS**

### **PRESENT:**

L. Jackson – Chairwoman  
Mariessa Terrell – Vice Chair  
Brandon Andrews – Commissioner  
Lauren Carpenter – DC Government  
Emilia Ferrara– Commissioner  
Emma Keserich – DMPED, Coordinator  
George Worrell -- Commissioner  
Interim Secretary -- Kate Mereand - DSLBD Ex Officio

### **ABSENT:**

Deidre Jefferies – Commissioner  
Laura Harding – Ex Officio

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## **Executive Reports and Notices**

- **Artbae.** Received our recommendations. Production moved to June. Update of final participants soon.
- **Newsletter was released.** Received positive feedback. Next issues for April and July.
- **Oversight process.** Full process is complete. Written responses to questions have been released.

## Executive Committee Updates

- Vice Chair  
--no updates
- Secretary  
--no updates
- Treasurer  
--no updates
- DMPED Coordinator- DC LEAF Infographic released.

## Public Comment Period by Special Guests

- None

## Committee Presentations

- Marketing and External Communications
  - *Commissioner Brandon Andrews, Committee Chair*
  - *Commissioner, George Worrell*
  - *Lauren Carpenter, DMPED*
  - *Emma Keserich, DMPED*
  - Updates:
    - Masterclass recordings are underway.
    - CROWN Act: collecting data to contribute.
    - From High School to Here Video: Finalizing for release.
- Retail Development and Innovation
  - *Commissioner Mariessa Terrell, Chair*
  - Updates:
    - Hackathon: Continued ideation development and planning. Continued pursuit of potential partners.
    - Considering a Summer Youth Employment Program (SYEP) intern to support the committee.
- Careers and Education- Coursework Guide
  - *Commissioner Emilia Ferrara, Chair*

- *Commissioner Deidre Jefferies*
- *Laura Harding, DME*
- Updates:
  - Recently released CFAE Coursework Guide. OSA follow-up conversation requested by CFAE Chair.
  - Beta CFAE projects now in Microsoft Teams.
- Events and Community Giving Committee
  - *Open*
- Sustainability and Ethics (Pending)
  - *Open*
  - Committee proposition presented.
- Finance Committee
  - *Open*

### **Ex-Officio Presentations**

- None

### **Unfinished Business**

- Commissioner Email Addresses- pending with MOTA
- Grants and Funding Development: Task Force recommendation
- Round Table, Makers and Owners: Task Force recommendation
- Podcast Proposals: Commissioners to develop content and flow
- #FashionForwardDC

### **Brief Public Comment Period and Questions**

### **Adjournment at 6:43**

# **CFAE MEETING MINUTES**

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Tuesday, April 13, 2021  
5:30 to 7:30 pm  
Virtual Meeting Via WebEx

**CALL TO ORDER.** Chairwoman, Mariessa Terrell at 5:35 pm

**ROLL CALL.** Vice Chairwoman, Mariessa Terrell.

## **TENTATIVE APPROVAL OF MINUTES FROM MARCH 2021 MEETINGS**

### **PRESENT:**

Mariessa Terrell – Vice Chair  
Emma Keserich – DMPED, Coordinator  
Laura Harding – Ex Officio  
Kate Mereand - Secretary, DSLBD Ex Officio

### **ABSENT:**

L. Jackson, Chairwoman  
Brandon Andrews, Commissioner  
Lauren Carpenter, DMPED  
Emilia Ferrara, Commissioner  
George Worrell, Commissioner

## **Executive Reports and Notices**

- **Chair Updates Postponed**

## **Executive Committee Updates**

- Vice Chair: Reading of CFAE Mission
  - 1) Promote fashion industry and brand city as a fashion destination
  - 2) Introduce youth training
  - 3) Explore viability of fashion industry locally
- Secretary: No updates
- Treasurer: No updates



- DMPED Coordinator: Budget submitted to DMPED. Awaiting DMPED budget hearing-May 21

## **Public Comment Period by Special Guests**

- None

## **Committee Presentations**

- Marketing and External Communications
  - *Commissioner Brandon Andrews, Committee Chair*
  - *Commissioner, George Worrell*
  - *Lauren Carpenter, DMPED*
  - *Emma Keserich, DMPED*
  - Updates:
    - Anticipate an update from Commissioner George Worrell on research on the Crown Act next meeting
- Retail Development and Innovation
  - *Commissioner Mariessa Terrell, Chair*
  - Updates:
    - Working on a request that committees reflect Wards of the District
      - Seeking committee members who donate to Smithsonian, those working with embassies, and working with businesses with creative ideas on marketing
    - Open house for summer youth is this week, seeking an SYEP intern to support projects
- Careers and Education- Coursework Guide
  - *Commissioner Emilia Ferrara, Chair*
  - *Laura Harding, DME*
  - Updates:
    - No updates
- Events and Community Giving Committee
  - *Open*
  - Updates:

- No updates
- Sustainability and Ethics
  - *Pending*
- Finance Committee
  - *Pending*

### **Ex-Officio Presentations**

- None

### **Unfinished Business**

- Commissioner Email Addresses (backlog with MOTA and OCTO)
- Bylaws: Final Stage of Review
- Forthcoming Report for the Mayor: “Fashion and Beauty Economic Impact Report Vol 1.” Due November 2021. By Whole Commission.
- Podcast: Ideation (Commissioners Worrell, Terrell, and Ferrara)
- #FashionForwardDC:

### **Brief Public Comment Period and Questions**

### **Adjournment at 5:59**

# CFAE MEETING MINUTES

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Tuesday, May 11, 2021  
5:30 to 7:30 pm  
Virtual Meeting Via WebEx

**CALL TO ORDER.** Chairwoman, L Jackson at 5:38 pm

**ROLL CALL.** Chairwoman, L Jackson.

## **APPROVAL OF MINUTES FROM MARCH AND APRIL 2021 MEETINGS**

### **PRESENT:**

L. Jackson – Chairwoman  
Mariessa Terrell – Vice Chair  
Emma Keserich – DMPED, Coordinator  
Emilia Ferrara<sup>[11]</sup><sub>SEP</sub> – Commissioner  
Laura Harding – Ex Officio  
George Worrell – Commissioner  
Interim Secretary -- Kate Mereand - DSLBD Ex Officio

### **ABSENT:**

Brandon Andrews – Commissioner  
Lauren Carpenter – DC Government

### **UNFILLED POSTIONS:**

3 unfilled positions

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## **Executive Committee Updates**

Report from the Chairwoman-Quarterly Review Executive Committee Updates

- **Quarterly Review**—Update on ByLaws, with MOTA Director Walker for final edits
- **Budget**—there are efforts to create budgets for activities, but awaiting the May 27 budget hearing for the Deputy Mayor for Planning and Economic

Development. Seeking monetary support for research on this economic segment for those seeking statistical information.

- **Interviews for New Commissioners**—many questions about projects, research on the segment. Focus on the business aspect of beauty and fashion.
- **Fundraising as a Commission**—research on understanding this landscape supported by DMPED Coordinator

Vice Chair- CFAE Mission and Objectives

Secretary<sup>[SEP]</sup> Treasurer<sup>[SEP]</sup>--DSLBD is launching a Kiva Hub for funding for small businesses, as well as holding a Made in DC mixer in May.

DMPED Coordinator

### **Public Comment Period by Special Guests**

- None

### **New Business**

- CFAE Grant Ideation<sup>[SEP]</sup>
- Mayor's Annual Report: "Fashion and Beauty Economic Impact Report Vol. 1" (November 2021)
- Summer Recess. Sessions resume September 2021<sup>[SEP]</sup>
- June 8th, 2021: Annual Vote Meeting and Summer contributions<sup>[SEP]</sup>
- Small August Event<sup>[SEP]</sup>--the commission is exploring what would be safe and equitable with current health guidance

### **\*Unfinished Business: Some items Due June 1<sup>[SEP]</sup>**

- Bylaws
- Artbae<sup>[SEP]</sup>
- Mayors Awards<sup>[SEP]</sup>--missed this year's
- September Hackathon --committee reports
- Masterclass, Facebook --committee reports
- From High School to Here --committee reports
- Coursework Guide

### **Committee Presentations**

- Marketing and External Communications

- *Commissioner Brandon Andrews, Committee Chair*
- *Commissioner, George Worrell*
- *Lauren Carpenter, DMPED*
- *Emma Keserich, DMPED*
- Updates:
  - The Crown Act continues on the National Level, but in DC would need to be reintroduced. The Commission discussed different ways to engage the community on how to continue interest in seeing legal protection for natural hair. The committee will continue to investigate and engage community, and may consider developing a pledge of community members who will support the Crown Act principles whether or not a law is passed.
  - High School to Here, the series should be ready midMay, and ready to post shortly with the work by Lauren Carpenter from DMPED.
  - Facebook Master Class, had outreach with OFCTME Director Gates to inquire about using studio space for recording. Anticipate more updates soon, as more information comes forward on reopening of OFCTME.
- Retail Development and Innovation
  - *Commissioner Mariessa Terrell, Chair*
  - Updates:
    - September Hackathon
      - Interested in being at the WDCEP for a space.
      - Many resources available, Commissioners are focusing in on how to ensure that there are enough designers to support helping some businesses update their websites with some upgrades that would be costly.
- Careers and Education- Coursework Guide
  - *Commissioner Emilia Ferrara, Chair*
  - *Laura Harding, DME*
  - Updates:
    - Coursework Guide, engaged with the agency on what resources the Office of the Student Advocate has for promoting the coursework guide, looking for an answer before June 1
- Events and Community Giving Committee

- *Open*
- Updates:
  - Previous Commissioner terms recently ended. Anticipate likely new chair after new commissioners are appointed. Will look at new partnerships for donations moving forward, which requires a partnership with a non-profit and allowance by government health guidelines.
- Sustainability and Ethics (Pending)
  - *Open*
  - Updates:
    - Have a new committee description, will be voted on in June vote.
- Finance Committee
  - *Open*

### **Ex-Officio Presentations**

- DSLBD is seeking Commission connection on supporting Aspire businesses. DSLBD will share a survey of how folks can volunteer.
- There are interesting retail opportun

### **Brief Public Comment Period and Questions**

**Adjournment at 7:41**

# CFAE MEETING MINUTES/Notes

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Tuesday, September 13, 2021

5:30 to 7:30 pm

Virtual Meeting Via WebEx

**CALL TO ORDER.** 5:38 PM

**ROLL CALL.** Chairwoman, L Jackson.

**PRESENT:**

L. Jackson – Chairwoman

Mariessa Terrell – Vice Chair

Brandon Andrews – Commissioner

Emilia Ferrara<sup>[11]</sup><sub>SEP</sub> – Commissioner

Laura Harding – DME Ex Officio

Secretary -- Kate Mereand - DSLBD Ex Officio

**ABSENT:**

Lauren Carpenter – DC Government

Emma Keserich – DMPED, Coordinator

George Worrell – Commissioner

**UNFILLED POSTIONS:**

3 unfilled positions

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**APPROVAL OF MINUTES FROM MAY 2021** *will occur in the next Commission meeting.*

**Executive Updates.**

- Looking to keep Commission business in session until approved for release to the public.
- Partnership reports. We will not have a bank account, but a treasurer will speak to how we are using sponsorships and partnership that are being underwritten by an agency.
- Tiffany Thacker from the Deputy Mayor for Planning and Economic

Development's Office will look to join future meetings, October 2021/

- There are links that were distributed to Commissioner's today:
  - One on the coursework guide, and that will continue to roll out.
  - One is on the BAE fashion show YouTube Link
- The Crown Act is expected to return to the legislative agenda for DC Council this fall. We will consider ways to continue to increase DC awareness.
- Considering a December/January virtual event that is a virtual award for a fashion or beauty business, but due to the Delta variant considering something small scale or partnering with an org that is already collecting donations for a giving drive. May contact MOCA or the Salvation Army as they have wanted to partner previously. Laura Harding will follow up with Faith from MOCA.

## **Unfinished Business**

- CFAE Grant Ideation. This would be one in fashion and one in beauty, and will come together soon to draw this up. CFAE would not operate the grant, but would look at how it comes together.
- Mayor's annual report will be an all hands exercise and needs to be done by the end of the year. This is a report CFAE is responsible for completing, and will be focused on the fashion and beauty industry in DC. CFAE will be able to talk about community needs and the value of this economic segment.
- Community Liaison Taskforce, tabled for when the new commissioners are added to the commission. Will consider whether it will be one member per Ward, and will lay out what the roles and rules are.

## **Committee Presentations**

- Marketing and External Communications
  - *Commissioner Brandon Andrews, Committee Chair*
  - *Commissioner, George Worrell*
  - *Ramona*
  - *Emma Keserich, DMPED*
  - Updates:



- Commission will add TikTok Account, and Facebook and Twitter will activate as well.
  - September 23 Commissioner Andrews will moderate a panel for the DC Capital Connector on supporting beauty businesses.
- Retail Development and Innovation
  - *Commissioner Mariessa Terrell, Chair*
  - Updates:
    - October Hackathon
      - Will hold an event for 10 entrepreneurs, 10-4 at MLK Library where they will hold session throughout the day to help the businesses work one-on-one with an expert on working through needs and issues with their business related to tech.
      - The date and location are being shared to DMPED to update the graphics.
      - For Phase 2, you may be able to include the larger platforms like Google Digital Coaches, Etsy representations, Amazon Handmade.
      - Will look for additional phase how to partner with DSLBD Inno.ED on how to partner for an industry TA day at the MLK library on a Wednesday, including a lunch and learn.
- Careers and Education- Coursework Guide
  - *Commissioner Emilia Ferrara, Outgoing Committee Chair*
  - *Laura Harding, DME*
  - Updates:
    - Coursework Guide has a strong presence and a timeless quality, and look at how to make increasing updates to it over time. Emilia will be working with real time feedback from users to update the guide.
    - Looking at how to distribute the printed guide through the schools and to outside groups. Will have an update call with the schools contact.
- Events and Community Giving Committee
  - *Open*
  - Updates:
    - No updates

- Finance Committee
  - *Open*
  - Updates:
    - No updates
- Sustainability and Ethics (Pending)
  - *Commissioner Emilia Ferrara, Chair*
  - Updates:
    - Considering a podcast to reduce production burden and would still be accessible. By November 1 Chair would submit a list of people to interview with 2-week timeline for feedback, and then will submit a production schedule. Should be able to complete the production schedule by December.
    - Considering making it CFAE wide to have more information across the board. Commissioner Ferrara and Vice Chair Terrell will further workshop the idea and schedule.

### **Ex-Officio Presentations**

- DSLBD offered to support content and panel discussions for information to business owners at any time, and offered to provide information on equitable grant making practices.

### **Brief Public Comment Period and Questions**

### **Adjournment at 7:07 PM**

# CFAE MEETING MINUTES/Notes

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Tuesday, October 12, 2021

5:30 to 7:30 pm

Virtual Meeting Via WebEx

**CALL TO ORDER.** 5:33

**ROLL CALL.** Chairwoman, L Jackson.

**PRESENT:**

Mariessa Terrell – Vice Chair

Emilia Ferrara<sup>[L]</sup><sub>[SEP]</sub> – Commissioner

Emma Keserich – DMPED, Coordinator

George Worrell – Commissioner

Secretary -- Kate Mereand - DSLBD Ex Officio

**ABSENT:**

L. Jackson – Chairwoman

Brandon Andrews – Commissioner

Laura Harding – DME Ex Officio

Ramona Yun – DC Government

**UNFILLED POSTIONS:**

3 unfilled positions

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**APPROVAL OF MINUTES FROM MAY AND SEPTEMBER 2021** *will occur in the next Commission meeting.*

**Executive Updates.**

- Report from Chairwoman, postponed.
- Report from Vice Chair, executive committee update to help remember central goals per the by laws. Overall, about promoting fashion and beauty as a viable economic resource. To advice local government on initiatives that support the industry. Will ask Commissioners to take an active role.
- Secretary, no updates.

- DMPED, was able to publish the coursework guide to the public website. Still awaiting a status update on the marketing materials from DMPED. Interest in additional DMPED staff and Council staff attending future meetings; attendance is important.

## Unfinished Business

- CFAE Grant Ideation and CFAE Community Ambassadors<sup>[1]</sup><sub>SEP</sub>.
  - Set a Commissioner planning call for planning both, October 28<sup>th</sup> at 6 pm.
  - Community ambassadors to help spread the word about events.
- Mayor's Annual Report: "Fashion and Beauty Economic Segment Report Vol. 1" (November- December 2021)
  1. Funding Opportunities for Fashion and Beauty in 2021 (successful funding, where it should head. Looking at needs and projections).
  2. New Fashion Beauty Business and Makers (what is the landscape with so many changes) *Emilia Ferrara would be happy to support this. This may be a collective effort with Vice Chair Terrell.*
  3. Coursework guide and trainings in DC (highlight sewing groups, and similar trainings, and business trainings) *Emilia Ferrara will work on this.*
  4. Retail issue highlights (what issues are they facing, like space, staffing, etc.) *George Worrell will work on this.*
  5. Path to setting up a DC based business in fashion. Will highlight *Mariessa Terrell will lead this.*
- Commissioner Ward Analysis
  - Ward-based education, fashion businesses, support organization, pulled together by December 2022. George is Ward 2, Mariessa is Ward 5.
  - Question from Commissioners, can the Commissioner receive business cards? If not, ways to demonstrate that Commissioners are part of CFAE.
- Need additional support in getting Commissioner emails.

## Committee Presentations

- Marketing and External Communications
  - *Commissioner Brandon Andrews, Committee Chair*
  - *Commissioner, George Worrell*
  - *Ramona Yun*

- *Emma Keserich, DMPED*
- Updates:
  - Brandon Andrews podcast from September was moved to October.
  - George Worrell is seeking new contacts regarding the Crown Act.
- Retail Development and Innovation
  - *Commissioner Mariessa Terrell, Chair*
  - Updates:
    - October Hackathon
      - Did not get very many responses, but did not have enough experts available to support the businesses.
      - The event was postponed seeking time to bring forward additional experts.
- Careers and Education- Coursework Guide
  - *Commissioner Emilia Ferrara, Outgoing Committee Chair*
  - *Laura Harding, DME*
  - Updates:
    - Coursework Guide has follow up on graphics. Asking Commissioner Ferrara for a follow up call with OSA to promote the guide.
- Events and Community Giving Committee
  - *Open*
  - Updates:
    - No updates.
- Finance Committee
  - *Open*
  - Updates:
    - No updates
- Sustainability and Ethics (Pending)
  - *Commissioner Emilia Ferrara, Chair*
  - Updates:

- Continued conversation about the interest in a podcast with cohesive branding to have a format and guidelines for how everyone contributes.
- Commissioner Ferrara, Commissioner Worrell, and Vice Chair Terrell will follow up.

### **Ex-Officio Presentations**

- DSLBD highlighted upcoming events.

### **Brief Public Comment Period and Questions**

### **Adjournment at 6:45 PM**

# **CFAE MEETING MINUTES/Notes**

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Tuesday, December 14, 2021

5:30 to 7:30 pm

Virtual Meeting Via WebEx

**CALL TO ORDER.** 5:39 –no official quorum

**ROLL CALL.** Mariessa Terrell, Vice Chair

**PRESENT:**

Mariessa Terrell – Vice Chair

Emilia Ferrara<sup>[L]</sup><sub>[SEP]</sub> – Commissioner

Secretary -- Kate Mereand - DSLBD Ex Officio

Ramona Yun – DC Government

**ABSENT:**

L. Jackson – Chairwoman

Emma Keserich – DMPED, Coordinator

Brandon Andrews – Commissioner

Laura Harding – DME Ex Officio

George Worrell – Commissioner

**UNFILLED POSTIONS:**

3 unfilled positions—one new Commissioner is being added

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**APPROVAL OF MINUTES FROM MAY, SEPTEMBER, AND OCTOBER 2021**

*will occur in the next Commission meeting with quorum. November 2021 meeting was cancelled.*

**Executive Updates.**

- Report from Chairwoman, postponed.
- Report from Vice Chair, general reminder to stay engaged and motivated.
- Secretary, update to share that DMPED has organized grants at <https://www.obviouslydc.com/fy22-business-funding-opportunities>.
- DMPED

## Committee Presentations

- Marketing and External Communications
  - *Commissioner Brandon Andrews, Committee Chair*
  - *Commissioner, George Worrell*
  - *Ramona Yun, EOM*
  - *Emma Keserich, DMPED*
  - Updates:
    - Coursework Guide: Update from Ramona Yu. Updating the social media plan. Looking at how to weekly push out information and amplify messages across Instagram, Facebook, and Twitter starting in January when students are back from winter break. Provided a demonstration of proposed content. Also created a QR code to the guide. Possibility of using Tik Tok in the future too. Requested support from all and specifically Commissioner Ferrara, to think about finding stakeholders on social media. Also, looking at monthly newsletters and finding a way to share the coursework guide through OSA newsletters as well. Commissioner Ferrara recommended adding a call out for updates and that the guide would be updated regularly. Will work to roll out to core partners a social media kit, as a consolidated meeting with the four core outreach partners has not yet been possible. Topic of printing a physical guide requires more coordination with OSA, but there is a pending determination of who the target audience is. Would develop a more developed target market list and updated version after 4-6 months of digital promotion. Will have the Chair review the recommendations. Hoping to do so by this Thursday, or next Tuesday.
    - Send general posts for the Commission social media to Ramona.
    - Proposal of a collage of the Commissioners to send out as a holiday message. Commissioner Terrell will propose to the Chair.
- Retail Development and Innovation
  - *Commissioner Mariessa Terrell, Chair*
  - Updates:



- October Hackathon
    - Seeking additional connections to tech experts. Potentially connect with the DMPED led Innovation Technology Inclusion Council.
- Careers and Education- Coursework Guide
  - *Commissioner Emilia Ferrara, Outgoing Committee Chair*
  - *Laura Harding, DME*
  - Updates:
    - Possibility that the incoming Commissioner may take the role of chairing this committee. Commissioner Ferrara may reach out to share some of what is great about that committee. Commissioner Ferrara noted that she is less connected in the education sphere than previously.
- Events and Community Giving Committee
  - *Open*
  - Updates:
    - No updates.
- Finance Committee
  - *Open*
  - Updates:
    - No updates
- Sustainability and Ethics (Pending)
  - *Commissioner Emilia Ferrara, Chair*
  - Updates:
    - Podcast: will be seeking an intern to support development of some elements. May need to outsource some tasks on production.
      - Commissioner Ferrara is looking for an accountability check in to send a one pager to Commissioner Worrell, Vice-Chair Terrell, and the Chair by the end of January to start to structure this all out, with a check in on the February Commission meeting. In the meantime, Commissioners will share notes and discuss via email.

- Commissioner Ferrara will reconnect with DSBLD team member Caroline Howe regarding connecting to DOEE's Sustainability office.

### **Ex-Officio Presentations**

- No updates.

### **Brief Public Comment Period and Questions**

**Adjournment at 6:31 PM**