

Commission on Fashion Arts and Events
Meeting Minutes- June 11, 2013 4:30pm
John A Wilson Building Room 301

Present:

Christine Brooks-Cropper
Janice Rankins
Rosalynn Hughey- Office of Planning
Alida Sanchez
Mariessa Terrell
Katherine Limon
Michelle Shabliski
Jennifer Jenkins c/o Erik Moses- Events DC

Absent:

Patricia Elam
Susan Clampitt- Arts Commission
Jose Alvarez- OSSE
Cristian Amoruso- DSLBD
Latoyia Hampton-DMPED
Michelle Wright-POC

Old Business:

Vacant slot: Darryl Gorman, Director of Boards and Commission passed out application and asked that we have people submit applications if they are interested. It's for a 3-yr term. Please follow up

Presentation was sent out on commissions
Christine attended mayor's chairperson mtg.

Action: Go to Boards & Commissions website to review and see if we want to form partnerships with any or introduce CFAE.

Action: read 5-yr plan, creative economy plan and one DC action plan.

New Business:

FY 14 budget around corner; already in planning
Improve quality of life
\$250,000 fund for creative economy strategy
Fashion Advocacy Day was in March
CFAE is under Vincent Orange committee- City Council- Business and Regulatory Committee
Using Creative Econ Action Agenda
Focus on creative areas that haven't received support in past. Items not included in
creative economy report.

Mariessa: what will differentiate us?
We don't want funds we raise to go in to a general fund
Fashion is included in mandate of Arts Commission.

What do we want to focus on?
Youth development and work force development
Support of small businesses

Supporting cultural tourism
Supporting a retail corridor
How to start a business, social marketing
Need more funding; right now it's all through grants
Identify topics: retail corridor; education programs; crowd shopping;
publicizing
programs; establishing fashion constituency.

Website?
DMPED's website? Who populates it?
Have our own website for CFAE? How would it be planned, designed, managed...
\$25,000-30,000
to develop a site?

By-laws - do we need them? Yes. Develop own rules of procedure. We must
draft them.- Commissioners can only hold position
Chair- Christine Brooks-Cropper
Vice-chair
Treasurer
Secretary

What committee do we need?
Based on our areas of focus- Commissioners and Ex-officio can act as chairs
Education
Retail
Workforce development
Marketing, branding, events (including website)
Fundraising
External Affairs/Policy/Outreach (including regulatory)

Can also form task force or nominate special advisors to serve on Committee.
Task Force composed of Commission members, special advisors and others
interested in serving.

Also Educate govt agencies about who we are
We are going to have to talk to tax and revenue.
Our name is a little misleading
Jennifer said we need to get an account open. An acct that can roll over and
doesn't
go in to general fund at fiscal year end.
Rosalyn said maybe we should link to DMPED's by-laws/ mandate
Cluster agencies (funded through tax dollars)

The Commission can apply for and receive grants to fund program activities.
Should meet with Arts Commission to discuss this and get a designated Fashion
Grant because they are the grants management organization for creative
economy

Can recommend to the Mayor and the Council applications for Federal grants-
in-aid to projects or productions- who do we talk to about this and what the
process would be to start this. Which agency would the funding go to DMPED,
Arts Commission or do we set up a management arm of CFAE- Need to talk to
Policy- Janene Jackson

Commission can accept gifts and donations to carry out the purpose- need to
talk to Policy and CFO and Ethics to understand and where do funds go into

what account. Need to set up account. Who request funds once set up
Commission or POC at DMPED. Need to figure out all details

Historic preservation board's by-laws similar to what we want to develop.
Rosalyn will send copy to all.

Name CFAE might be a problem.
Branding committee can focus on whether to change the name of CFAE

Educating DC agencies and commissions, and our own constituents.
Commission itself as the subject of one committee.

Items that may require a hearing:
Accounting
Technical changes to mandate

We may also need a meeting w/policy office to get advice: Janene Jackson to
get copy or learn process for submitting policy agenda

Assistance with changes to the By-laws will come from Darryl Gorman, Director
of Boards and Commission

Outreach is under External Affairs, separate from education
Marketing and branding, to all audiences: B to B and B to C.

2 strategic points in 5-yr plan
Destination of choice. B to C
Retail leakage

Must create a PowerPoint.

Action: Christine will send out David Zipper's presentation for Retail
Development Strategy.

Quarterly policy agenda meeting.
Janene Jackson has a format

We should also think about whether something could be missing.
Tax incentives?
Something about creative economy so we'll be included at the table whenever
that is
discussed?

Comments from Commissioner Michelle S-
1 - \$25,000 - \$30,000 is a very low budget for a whole website. Need
to look at what we need the site to do for us, functionally. If that
budget range covered site development for another commission, then we
should get in touch with them and find out who developed it for them at
such a low cost and consider using that vendor if we are in agreement that
that commission's site is in alignment, functionally, with what we want
ours to do.
2 - IMO, we should come up with an "elevator speech" (aka soundbite), and
talking points for a 5-min speech, 10-min speech, etc. on what it is the
commission is doing/wants to do.

What projects are everyone working on to start to include each other and
build upon?

What is each Commission Expectations? Or area of interest or want to accomplish in the first year. One project

June 29: mayor's Ward 7 economic development summit @ hd Woodson high school- 9am. Panel discussion.

Meet again in 2 weeks to review by-laws. 6/26 at 4:30 Conf call. Dial in 218.339.4300 code: 536264#

Next in-person Public meeting, 2nd Tues in July 9th 4:30pm John A Wilson Building room 301

Meeting Adjourned- 6:35 pm