

CFAE MEETING MINUTES

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.*
- **Bylaws:** *Update and review coming soon.*
- **BEGA:** *Refresher on BEGA guidelines and compliance.*
- **General Matters:** *Guest speakers and presenters are submitted to the Commission prior to the meeting. Provided there are no objections or conflicts, the special guest will be permitted a place in the agenda.*

Executive Update

- **Results of Special Vote:** *On February 2, 2021, the Commission held a special vote. The Commission voted Commissioner Terrell as the new Vice Chair and Interim Secretary Kate Mereand to Secretary. Additionally, it was determined that #FashionForwardDC would be the Commission's new hashtag.*

Committee Presentations (Presentations & Engagement Opportunities)

- Committee Chairs:
 - **Marketing and External Communications (Commissioner Brandon Andrews, Commissioner George Worrell, Lauren Carpenter, Emma Keserich):** Commissioner Worrell and is in the process of reviewing the CROWN Act legislation and will discuss further with Commissioner Andrews. Also further discussed the Facebook Masterclass: Virtual Toolkit initiative, planning for first webinar in March. Lauren Carpenter 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 (Commissioner Mariessa Terrell):** Further discussed the George Mason Center for Innovation -Retail Innovation Center. Commissioner Jackson & Commissioner Terrell also discussed the "Hackathon" event in September.
 - **Careers and Education (Commissioner Emilia Ferrara, Commissioner Deidre Jeffries, and Laura Harding):** Commissioner Ferrara reported that the Coursework Guide is nearing completion. The committee will begin outlining social media outreach with the Office of the Student Advocate and Marketing and External Communications.
 - **Events and Community Giving (Commissioner Jason Anthony, Commissioner Legreg Harrison):** Discussed the Inaugurating 2021 In Style virtual party. Communicating #FashionForwardDC in our events.
 - **Sustainability and Ethics: (pending):** 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.
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Unfinished Business

- **Newsletter:** Each committee will submit column 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. Compliance
- **Building Committees:** Each Committee must produce their Committee Member list in the March meeting.
- **Artbae Update:** Recommendations forthcoming
- **Facebook Masterclass Calendar Dates:** In process of finalizing calendar dates.
- **#FashionForwardDC:** Strategized how we will use it wisely to best market the community and Commission programming.

Adjournment at 7:50 PM