

CFAE MEETING MINUTES

Tuesday, October 13, 2020

5:30 to 6:30 pm

Virtual Meeting Via Microsoft Team

CALL TO ORDER. Interim Chairwoman, Lanaysha Jackson, L. at 5:40 pm

ROLL CALL. Interim Chairwoman, Lanaysha Jackson, L.

APPROVAL OF MINUTES FROM SEPTEMBER 8, 2020 MEETING. Interim Secretary Kate Mereand

PRESENT:

L. Jackson – Chairwomen, Brandon Andrews – Commissioner, Lauren Carpenter – DC Gov, Jason Anthony – Commissioner, Interim Secretary Kate Mereand - DSLBD Ex Officio

ABSENT:

Deidre Jefferies, Legreg Harrison,, Kate Hartig – Liaison, DMPED, Laura Harding – Ex Officio, Mariessa Terrell – Commissioner, Emilia Ferrara – Commissioner,

- **Correspondence/Notification(s)**
- **Report from the Commission Chair**
 - **Executive Committee Updates:**
The Downtown BID did not move District of Fashion forward in September. The Chair will explore options for a virtual event for the holidays.
 - **Project Overview:**
Coursework Guide and Virtual Toolkit master classes by CFAE Commissioners, Whole Commission.
Work continues on the coursework guide, and will be made available digitally. There is exploration of whether there will be budget available to provide a hard copy version.
 - **Announcements:**

- **Intern Opportunity.** *The Commission may offer an internship opportunity to provide assistance with building out a database on businesses, and pitching stories for local fashion beauty businesses.*
 - **Trend Report.** *The Commission received about trends in Fashion, and it will be circulated this month.*
- **Updates from the Deputy Mayor for Planning & Economic Development (DMPED) Office, Kate Hartig and Lauren Carpenter:**
 - CFAE 2020 Virtual Projects: Update on From High School to Here
 - *Collecting videos from Commissioners.*
 - Mayoral Focus: Back to School
 - *Some of the programs with barbering & cosmetology programs like Ballou Stay & McKinley Tech are reopened, more high schools are scheduled to reopen in January.*
- **Committee Updates**
 - Committee Chairs
 - **Retail and E-commerce**, Mariessa Terrell, Chair; L Jackson, Co-Chair; Brandon Andrews: *No Updates*
 - **Events/Community Giving**, Jason Anthony, Chair; Legreg Harrison: *No Updates*
 - **Marketing and Communications**, Lauren Carpenter, DMPED; Kate Hartig, DMPED; (Commissioner vacancy): *Social media engagement is going really well, and a lot of great feedback on the motivational posts. DSLBD will meet with the DMPED team to provide information for additional business highlights.*
 - **Careers and Education**, Emilia Ferrara; Chair; Laura Harding; Deidre Jefferies: *The High School to Here project continues, and Emilia sent out some research from the Office of Student Advocacy that looked for existing programs in middle and high school to see which schools had programs on fashion.*
- **Unfinished Business**
 - **GOV Email Addresses:** Mandatory
 - **Newsletter:** Entries per Committee, Due Date in the New Year.
 - **Building Committees:** *Each committee should be 3-5 members in addition to the Commissioners.*
- **New Business**

- **Commissioner + Member commitment/ CFAE Development:**
Commissioners are encouraged to contact the Chair with any concerns. One of our main goals is to demonstrate the viability and importance of fashion and beauty businesses, and our work is critical in 2021, because our community needs support.
 - **External & Government Affairs Committee X Marketing & Communications:**
This was a previous committee, and has been rolled under Marketing and Communications. Brandon Andrews will now Chair the Marketing and Communications committee.
 - **Virtual Holiday Event:**
Considering a January or December virtual event, a garment donation, and/or Hopeful Fashion Stories distributed via video
- **Adjournment at 6:43.**