

10/29/14 6:30PM

District of Columbia Commission on Fashion Arts and Events

Quarterly Meeting

Dupont Business Incubator

Education Report presented by Ms. Janice Rankins

Ms. Rankins met with Kaya Henderson, the Manager of relations for DCPS after-school programs. They spoke about the Sew & Know program, which is held at the SE Tennis Learning Center and at Bennett Beauty School. They are a beauty school in Ward 5. They talked about participation in Back to School at the Convention Center.

Sew & know will be one of the programs the Fashion Commission will push. Ms. Rankins will also reach out to the Art Institute of Washington and other fashion colleges to see if they want to join CFAE.

The Pepco Art Gallery is the location for an event on Dec 17.

Christine Brooks-Cropper met with Dr. Franklin and John from DPR in August, to discuss Fashion Education in DC Rec Centers.

Other programs, including Runway Cuties and Ward 5's Jazz the Tailor were also mentioned. The idea of having some of these programs act as programmatic partners of CFAE was discussed.

1. CFAE would establish quality standards and guidelines. There are part-time recreation specialists at these programs who would act as points of contact.
2. Site managers would create ASAP profiles so various initiatives could enter these programs. They would receive \$5-10K for equipment and supplies for that Rec Center.
3. There would be reporting, evaluation, and monitoring. CFAE would have to create these and enter them in to the ASAP system. There would be "Programmatic Partner Guidelines" for fashion education.

Marketing Strategy presented by Michelle Shableski, Marcus Williams, Mariessa Tyrell

The purpose of the discussion was to establish the Vision Statement for CFAE, and to establish a CFAE strategic plan for the next two years.

The Official CFAE Vision Statement was voted upon and established:

"To develop a brain trust of fashion and beauty leaders who can support the development of the creative economy and position Washington, DC as a competitive market for the fashion and beauty industry."

The group also made the following changes to the presentation deck:

Overall:

- Add page numbers to the slides
- Not sure if Agenda is needed any longer, this draft will be circulated for feedback and finalized

Cover:

- Title should be revised to “Draft Strategic Marketing Update”

Overall Marketing Goal:

- During calendar year 2015, CFAE will position Washington, DC as an emerging market for the fashion and beauty industry through effective stakeholder engagements, strong partnerships and steady economic vitality.

Objective to Add:

- Enlighten stakeholders on the growing fashion and beauty industry, the various professional components and the impact it has on economic development and arts education.

Key Strategies:

Educational Addition

- Enhance fashion, beauty and arts education in DC

Key Tactics:

Educational Additions

- Creating fashion, beauty and arts curriculum
- Foster partnerships to Art Institute of Washington and other to solicit support and/or become committee members

Promotion Additions

- Hold plenary discussions
- Highlight national recognitions (i.e. Forbes Magazine listing DC as the #1 place to live based on culture, restaurants, etc.)
- Hold Happy Hour Mixers for stakeholders

Next Steps for Marketing Strategy

- Revise vision presentation as described above
- Create Marketing “1-pager” for CFAE members to utilize when discussing CFAE at meetings, events, and other discussions. The 1-pager will provide a very brief explanation of CFAE
- Review draft of 1-pager at next

The Commission voted on officers:

- Vice Chair: Alida Sanchez
- Secretary: Michelle Shableski
- Treasurer: Marcus Williams