CFAE Meeting Minutes

June 10, 2014

Attendance: Alida Sanchez, Katherine Limon, Michelle Shableski, Marcus Williams, Mariessa Terrell, Jennifer Fisher, Janice Rankins

Absent: Connie Boddie, Michelle Wright, Jennifer Jenkins, Tori Blunt, Saba ?, Christine Brooks-Cropper, Susan Clampitt

Public Comment Period

Adoption of the Agenda

Adoption of the Minutes

Chairperson’s Report- No Report- CBC Absent- Son School Field Trip last week of school

Committees’ Report and Recommendations

1. Retail (Alida S.)
   1. Shared information about the Red Pump Project, an HIV/AIDS awareness campaign that has chosen a red heel as its symbol. Organizers reached out to DC Fashion Foundation for support and Christine Brooks Cropper suggested this could be a partnership with the Commission on Fashion Arts and Events. Organizers requested attendance at their event on June 21st and a written Proclamation in support. Alida will send additional information to the Commission.
   2. Alida and Katherine attended the “Politics of Fashion” documentary by Svelte, Inc. (Elaine Mensah). Alida suggested the Commission, informally, to talk about the film and learn how the CFAE could support Ms. Mensah’s endeavors.
   3. Meeting DCBIA (Fashion Corridor/Streetscape) and retailers – not discussed.
   4. TownHall Meeting to be scheduled- not discussed.
2. Education (Janice R.) – no report
3. Marketing/Publicity (Michelle S., Marcus W., and Mariessa T.)
   1. Committee proposes holding a “Special Meeting” with Commission to discuss brainstorm marketing plan and action steps.
   2. Develop a CFAE one-pager to start distributing and social media campaign – no update.
   3. Create that communication vehicle – no update.
4. External Affairs (Jennifer F.)
   1. Met with the Government Accountability Office and Councilmember Jack Evans office. CFAE needs to draft a letter outlining a budget and forms of support. Fisher will draft letter and send to Commission for comments.
5. Finance and Budget (Christine Brooks-Cropper) meeting with Rich Nichols (Chief of Staff, DMPED) submitted request for FY14 $100,000 and FY15 $3 million. Budget request in review process. CM Grasso Arts Task Force goal budget- sustainable funding
6. Fundraising- Katherine Limon/New Commissioner will take this position and conduct as least one fundraiser- set deadline and fundraising goals/strategy

Old Business:

* Posting of meeting notice, agenda, minutes and by-laws to DMPED website- POC Update and once Proclamation signed by Mayor post to page
* Strategic Planning Session- goals, vision and status of Report- Don Edwards to report out and work with CFAE once return to USA.

New Business:

* Request for a new meeting time and location. Alida S. will send options to the Commission for a vote.
* Project or Event to complete for FY14 - Membership Drive (Connie B) and study/data to address the profitability and viability of the commission
  + Connie Boddie will report out at next meeting
* Nominate Officers (Vice Chair, Treasurer and Secretary) - June Vote
  + Vote postponed until there is a quorum available to vote in person. Mariessa Terrell suggests referring to the Bylaws to confirm if vote must be in person.
* Commissioners Projects and Announcements
  + No announcements
* Ex-Officio nonvoting members- agency announcements that connect to CFAE
  + No reports

Adjournment – 5:45 p.m.