

4/29/15 7:00PM

District of Columbia Commission on Fashion Arts and Events

Quarterly Meeting

Sherwood Recreation Center, 640 10th Street, NE

Meeting was called to order by at 7:30PM, 4/29

Christine Brooks-Cropper, Alida Sanche, Asha Rivers from Macy's, Jackie Hart Commissioner, Connie Boddie, Saba Fasil, Mariessa Terrell, Marcus Williams

Absent: Janice Rankins, Events DC, OSSE, Office of Planning, Arts Commission, Destination DC

Meeting Agenda was adopted by the group.

Minutes were adopted by the group.

ACTION: Michelle Shableski to forward notes from 2/4 meeting to Connie Boddie.

Chairperson's report – Christine Brooks-Cropper said she has met w/Council members and small business development. Director Harvey has indicated that she loves what we are doing and wants to go in to city council reps about this, and how to facilitate funding, or a program for creative small business w/DC Dept of Small Local Business Development. This has never happened before. First meeting is tomorrow, 4/30 10AM, with Charles Allen of Ward 6. Director Harvey has committed to going to all the meetings, also unprecedented.

Generally speaking, Christine has been talking to the new administration about what we are doing. Brian Kenner (DMPED) is supportive.

They did put \$3M in budget for **DMPED innovative creative economy fund**

Treasurer's report – CFAE has no budget at this time.

Retail Committee Report – Alida Sanchez (Retail Committee Chair) stated that she attended the Broccolifest this weekend. Takes place in Ward 8 with St Elizabeth's Gateway Project. She has spoken to Catherine Buehl (sp?), who loves the fashion truck idea. She met with some of the fashion trucks; she has attended events that the fashion trucks have participated in. She said she'd like to get the fashion trucks involved in the Gateway Project and have Town Hall meetings. The Warf project is another huge initiative, in Ward 6, SW Waterfront. She met with the contractor working on that project. The city has given them 20% unique businesses, like local wine or food shops. They'll also have kiosks and vendors stationed there. Could be a great opportunity for emerging designers. They are developing their own bid, Steve Moore who is Director of the SW bid.

Marcus Williams asked if the opportunity is for us to speak to potential retailers to get them space.

Alida said yes. It is slated to open in 2 years. There is also an outdoor stage/venue for events like fashion shows.

Marcus said 11th Street Bridge Park Transformation/Connect is building a bridge; there are piers with overlooks. They're in Phase I of the build now.

Christine said they're also doing a Small Business Incubator. Steve Moore is working on this. They want a fact sheet on the creative economy. They want this to be low rent/low cost. They want to add yoga.

Marcus said that Christine and Alida should know who they'll recommend to be involved in the Gateway project prior to requesting the meeting.

Alida introduced Asha Rivers, VP of Gov't and Public Affairs for Macy's, Inc., recently relocated from NY. She met Alida and Christine through the DC Fashion Incubator. So if there are opportunities to push the Fashion Incubator with DC government she will help.

Alida said the Fashion Trucks have faced challenges. The Gateway Pavilion has been huge about wanting the Fashion Trucks involved because they have zoning and parking permits.

Christine added that the shopping conf, ICSC (Int'l Conference of Shopping Centers) is coming up in May, Keith Sellers is director of economic partnership. May 17-20 in Las Vegas. She recommended that Alida talk to them.

Christine said she has been talking to Hines development, they're behind Center City development. She and Mariessa Terrell had a meeting with them in 2007. Now the old Convention Center site is now a Fashion Corridor. Now we should meet again to ask if there's anything we can do to support this as Fashion Corridor through legislation to designate this as a fashion corridor. 11th & H to NY Ave, to 9th St. Ferragamo, Burberry, Hermes, Hugo Boss, etc., are all there. Question is whether we can have them **rename** this as a Fashion Corridor.

Education

Christine stated that Janice Rankins, our education Committee Chair, may allow her Commission to expire. So now we have 3 vacancies. Jackie Hart will fill hopefully one of these vacancies, so we are left with two. Jackie said she hasn't heard anything back from the mayor but they are pushing the application forward. Christine is hoping to meet with Vincent Orange, and one of the items she'll bring up is the vacancies for the commission.

Christine suggested that if Jackie is brought on to the commission that we call her the head of education and workforce development.

Marcus said we have to be realistic and talk about capacity.

Jackie agreed and said for the last 25 years they've been concerned with space, for educational and workforce development.

Mariessa said they're starting to do this in Ward 8 off Benning Road. Courtney Snowden Greater Opportunity... (team didn't know the name of this initiative)

Marcus asked if we'll partner with DOES. Or we try to create these pipelines.

Christine said she'll try to meet with Courtney Snowden.

Jackie said the issue is connecting with businesses that can provide the work, the monitoring, the jobs, etc. Even partnering with DOES would also require training.

Marketing

Michelle Shableski described the one-pager and its purpose: not intended as a leave-behind but for the CFAE members to use for background information during discussions. She said they'll add stats on the

fashion industry in DC if we can get them from the DMPED office. **Connie Boddie took the ACTION to look for this information and provide it to Michelle.**

Michelle said Phase II of the one-pager will be to have it designed professionally, for use as a leave-behind (flyer), but this will have to follow after a brand has been established for CFAE, including a logo, look and feel, and brand attributes, using the information we gathered during the meeting with Don in early 2014.

Marcus said we should start to pull together information through research via a survey. He distributed sample questions to gather insights in to the needs of the fashion & beauty industry in DC

Marcus reviewed the questions as an overview.

Alida asked how we'll get our list/how it will be sent out.

Marcus said we can hand them out at events.

Alida and Christine suggested that we gather a list from the Commission members.

Marcus said anyone from the fashion & beauty industry could answer this survey.

Connie Boddie said we previously mentioned that we'd invite members from MD and VA to join the Commission. Christine clarified that they can join committees, but actual Commissioners must be DC residents.

Team agreed to add MD, VA, and other (with a blank) to both questions 2 & 3 as options.

Michelle said question #1 is really 2 questions. Question 1 is what type of business are you involved with, Question 2 is What do you want in terms of support from CFAE.

Jackie asked, how are you going to deal with the outcomes?

Michelle said we should keep it as an online survey via Survey Monkey.

Marcus said we need to get the survey questions finalized first. Do we want a general one or specific, then look at the survey and give broad feedback.

Christine suggested we email survey questions out to the group, and get feedback against a tight deadline, so that the survey can go out.

The group agreed that the survey makes sense and approved moving forward with it.

ACTION: Marketing Committee will email the Commission requesting feedback on the survey, and ask for distro lists.

External Affairs Committee

Christine met with interim director of Arts Commission to talk about Innovate DC Grants (15 total) . They were targeting Fashion, Graphic design, Film, Digital Animation and Culinary Arts. Merger is happening with Film, TV, and Entertainment. Arts Commission will be the Entertainment piece. Christine will be testifying tomorrow to ask for budget. They'll ask for \$22M total and Christine will ask how much of this will be for Fashion.

On 4/23 we requested a budget of \$200K. We need to be able to ask for what we're doing, not just meeting. Phil Mendelson asked how it will be set up. Christine made it clear the money would not go to consultants, but to a graphic designer, printers, events, etc.

Deputy Mayor Kenner meeting on 4/2 was positive. He was excited that CFAE is still at it and that individually, the Commissioners have accomplished things over the past 8 years. We'll continue following up with him.

New Deputy Mayor for Greater Economic Opportunity and others, were presenting this past Sat on a panel re: NY Ave Gateway Corridor from 50 in to DC to FL Ave to be an Arts & Entertainment District. MD has 22 Arts and Entertainment Districts. Courtney Snowden has requested partnerships; she'll focus on underserved communities. This is a great opportunity to form a partnership with her, partner to help women return from shelters, to help veterans, etc.

Old Business – we need to get everything posted to website. Get bios to Connie. Marketing materials to be sent to Connie.

The Commission should continue pushing for new commissioners to fill the vacancies.

Our next meeting is going to be in July.

Ex-Officio Members

Saba Facil said there are various committees that support retail. As of now that there's nothing that CFAE can get plugged in with, but in the near future we'll identify opportunities. Director Anna Harvey.

Christine asked her about the CEO academy in construction. Is that something that we can work with her to create a CEO academy for Fashion, etc.

Saba said they're currently training business CEOs.

Connie posted the CFAE Vision deck to the website.

Connie also stated that there's a Hospitality initiative via DMPED. She will get in touch w/Nicole Sims.

Saba said Export DC (Jonathan Brady is the representative) is an initiative for businesses interested in int'l export of services or products. She will investigate whether CFAE can work with them. Christine suggested that Saba send this information to all the commissioners, to send the jpeg or the flyer. There is a trade mission to S Africa.

Alida introduced Claudia Matus. Claudia said she wants to get involved, and loves fundraising. Michelle invited her to join the marketing committee and work on fundraising.

Next Meeting

Marcus put out a motion to go to bimonthly meetings. Everyone agreed.

June 10 7-9Pm will be next meeting. **ACTION: Michelle to send meeting invites.**

Meeting was called to a close at 9:01PM.