


Council of the District of Columbia
COMMITTEE ON BUSINESS AND ECONOMIC DEVELOPMENT
COMMITTEE REPORT
1350 Pennsylvania Avenue, N.W., Washington, D.C. 20004

To: Members of the Council of the District of Columbia

From: Councilmember Kenyan R. McDuffie 
Chairperson, Committee on Business and Economic Development

Date: December 20, 2017

Subject: Report on Proposed Resolution 22-0541, the "Commission on Fashion Arts and Events Mariessa Terrell Confirmation Resolution of 2017"

The Committee on Business and Economic Development, to which Proposed Resolution 22-0541, the "Commission on Fashion Arts and Events Mariessa Terrell Confirmation Resolution of 2017" was referred, reports favorably thereon, and recommends approval by the Council of the District of Columbia.

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STATEMENT OF PURPOSE AND EFFECT

Proposed Resolution 22-0541, the “Commission on Fashion Arts and Events Mariessa Terrell Confirmation Resolution of 2017” was introduced on October 6, 2017 by Chairman Phil Mendelson, at the request of the Mayor. This resolution would confirm the appointment of Mariessa Terrell as a public member of the Commission on Fashion Arts and Events for a term ending April 9, 2021.

I. Commission on Fashion Arts and Events

The Commission on Fashion Arts and Events (“Commission”) was established in 2008. The Commission’s purpose is to “advise the Mayor, the Council, and the public on the views and needs of the fashion and beauty communities in the District.”¹ Pursuant to D.C. Code § 3-651, the Commission is tasked with the following duties:

1. Promoting the District as a location for holding fashion and beauty events, which will enhance the District’s economic development through tourism, cultural affairs, job opportunities, entertainment, business development, and national and international exposure;
2. Providing community initiatives to benefit school-aged children living in the District, including encouraging the pursuit of career technical skills and higher education by implementing a school-based program in the fields of fashion design, merchandising, and beauty, and offering scholarships and internships to students pursuing careers in beauty and fashion industries to help students in transitioning from school to career;
3. Making recommendations on fashion retail development projects throughout the city, including researching and making recommendations for the development, construction, and implementation of a Fashion Retail Corridor that will serve as a centralized shopping destination featuring local, national, and international fashion designers and boutiques in the District; and
4. Creating partnerships between the fashion and business communities that will stimulate economic development through targeted fashion marketing, workforce development, and training and business development, and reposition the District as a fashion destination.²

The Commission consists of 15 members, 8 of whom are nominated by the Mayor and subject to the advice and consent of the Council. Appointed members must be residents of the District of Columbia and serve four year terms. Additionally, appointed members must have extensive experience in the fashion industry and an understanding of the financial and organizational structure of fashion retail houses, branding and marketing, and youth education or vocational education.³ The remaining 7 members are ex-officio, nonvoting members from various

¹ D.C. CODE § 3-651.

² D.C. CODE § 3-651.

³ D.C. CODE § 3-652.

District agencies and organizations, including the Commission on the Arts and Humanities and the Department of Small and Local Business Development.⁴

Community Representatives⁵

<i>Commissioner</i>	<i>PR Number</i>	<i>Confirmation Date</i>	<i>Term End Date</i>	<i>Ward</i>
Kristopher Johnson-Hoyle	PR21-0479	2/2/2016	4/15/2018	2
Jacqueline Rodgers-Hart	R21-0378	2/2/2016	4/15/2019	6
Brandon Andrews	PR21-0481	2/2/2016	4/15/2019	6
Jason Anthony	PR22-0053	4/4/2017	4/15/2020	6
Stephanie Spears	R22-0051	11/1/2016	4/15/2020	1
Deidre Jefferies	PR22-0472	<i>Pending</i>	4/9/2021	6
Mariessa Terrell	PR22-0541	<i>Pending</i>	4/9/2021	1

II. Nominee Qualifications

Ms. Terrell is a fashion film and TV producer and an attorney for SBC Group. Ms. Terrell, a native Washingtonian, has been practicing law for over 16 years, specializing in trademark, copyright, licensing, and contracts. Through her firm, SBC Law Group, she provides marketing, software licensing, and intellectual property law services to a variety of corporate and business development clients. In 2003, Ms. Terrell created Fashion Trademarks, a special division of SBC Law Group dedicated to addressing the unique needs of fashion designers, artists, and cosmetic companies. In 2006, she played a pivotal role in drafting legislation that created the Commission on Fashion Arts and Events. She agreed to serve on the Commission because she believes that fashion retailers and the fashion arts community are unique assets to D.C. She also believes that fashion can help improve D.C.’s economy through retail incentives, job creation, education, and tourism. Currently she serves as Chair of the Commission on Fashion Arts and Events Retail Committee.

In 2015, Ms. Terrell assumed the role of Adjunct Professor at Howard University School of Law and Supervising Attorney of the law school’s Intellectual Property Law Clinic. She also produces and hosts an episodic television series featuring her alter ego, Simone Butterfly Fabulous Freelance Fashion Investigator. She is a Ward 1 resident and obtained a Bachelor of Political

⁴ D.C. CODE § 3-652.

⁵ The community representatives listed were nominated by the Mayor.

Science from Pace University and a Juris Doctor from Howard University School of Law. Ms. Terrell is a member of the Washington Area Lawyers for the Arts and the Maryland Bar Association. She is also a board member of the High Tea Society.

III. Committee's Recommendation

The Committee recommends approval of the nomination of Mariessa Terrell as a public member of the Commission on Fashion Arts and Events. The nominee's extensive experience in the fashion industry and teaching, demonstrates her qualifications to serve on the Commission.

LEGISLATIVE HISTORY

October 6, 2017	Introduced by Chairman Mendelson at the request of the Mayor.
October 17, 2017	PR22-0541 is referred to the Committee on Business and Economic Development.
October 20, 2017	Notice of Intent to Act on PR22-0541 is published in the <i>District of Columbia Register</i> .
December 20, 2017	Consideration and vote on PR22-0541 by the Committee on Business and Economic Development.

POSITION OF THE EXECUTIVE

Mariessa Terrell is the Mayor's nominee for the position of a public member to the Commission on Fashion Arts and Events. The Mayor's comments in the attached October 6, 2017 letter, requesting confirmation of the nominee are hereby incorporated by reference.

ADVISORY NEIGHBORHOOD COMMISSION COMMENTS

The Committee did not receive any comments from Advisory Neighborhood Commissions.

WITNESS LIST AND HEARING RECORD

The Committee did not hold a hearing on the proposed resolution.

IMPACT ON EXISTING LAW

Members to the Commission on Fashion Arts and Events are appointed by the Mayor with the advice and consent of the Council pursuant to the "Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 1-523.01) (2014 Repl. and 2016 Supp.).

FISCAL IMPACT

The approval of PR22-0541 will not have a fiscal impact.

SECTION-BY-SECTION ANALYSIS

- Section 1** States the short title of the legislation.
- Section 2** Confirms the appointment of Mariessa Terrell Confirmation Resolution of 2017.
- Section 3** Requires that a copy of the resolution, upon adoption, be transmitted to the appointee and the Mayor.
- Section 4** Provides that the resolution shall take effect immediately.

COMMITTEE ACTION

On December 20, 2017, the Committee on Business and Economic Development held a markup to consider Proposed Resolution 22-0541, the “Commission on Fashion Arts and Events Mariessa Terrell Confirmation Resolution of 2017.” The markup was called to order at 10:13 a.m. Chairperson McDuffie recognized quorum consisting of himself and Councilmembers Gray, Allen, and Evans. Chairperson McDuffie, without objection, moved the Committee Report and Print for Proposed Resolution 22-0541 en bloc, with leave for staff to make technical and conforming changes. After an opportunity for discussion, the Committee voted 4-0 to approve the Committee Report and Print with the members voting as follows:

YES: Chairperson McDuffie and Councilmembers Allen, Evans, and Gray.

NO: None

PRESENT: None

ABSENT: Councilmember Bonds

ATTACHMENTS

- (A) Proposed Resolution 22-0541, as introduced
- (B) Nominee’s Responses to Committee Pre-Markup Questions
- (C) Legal Sufficiency Determination
- (D) Committee Print of Proposed Resolution 22-0541

ATTACHMENT A



RECEIVED
MAY 14 10
OFFICE OF THE
MAYOR

MURIEL BOWSER
MAYOR

OCT 6 2017

The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
John A. Wilson Building
1350 Pennsylvania Avenue, NW, Suite 504
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to the Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651), I am pleased to nominate the following person:

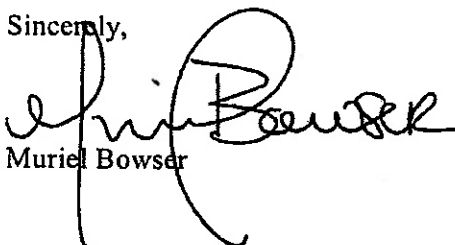
Ms. Mariessa Terrell
3422 Brown Street NW
Washington, DC 20010
(Ward 1)


for reappointment as a public member of the Commission on Fashion Arts and Events, for a term to end April 09, 2021.

Enclosed you will find biographical information detailing the experience of Ms. Terrell, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of these nominations for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments should the Council require additional information.

Sincerely,


Muriel Bowser


Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

Chairman Phil Mendelson, at the request of the Mayor, introduced the following resolution,
which was referred to the Committee on _____.

To confirm the reappointment of Ms. Mariessa Terrell to the Commission on Fashion Arts and
Events.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this
resolution may be cited as the "Commission on Fashion Arts and Events Mariessa Terrell
Confirmation Resolution of 2017".

Sec. 2. The Council of the District of Columbia confirms the reappointment of:

Ms. Mariessa Terrell
3422 Brown Street NW
Washington, DC 20010
(Ward 1)

as a public member of the Commission on Fashion Arts and Events, in accordance with the
Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008
(D.C. Law 17-148; D.C. Official Code § 3-651), and section 2 of the Confirmation Act of 1978,
effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), for a term to end
April 09, 2021.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution,
upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

Mariessa R. Terrell

SimoneButterfly.com | FashionTrademarks.oiz

Detail oriented fashion filmmaker, writer, blogger, columnist, marketer, educator, lawyer seeks unique FASHION opportunities.

FASHION FILM/TV CREATOR & PRODUCER

Simone Butterfly Fabulous Freelance Fashion Investigator TV

Washington, DC, 2015-present

Station Producer, Writer, Talent for Non Fiction Television and Web Series (<https://youtu.be/qR7KfoD1Jc>)

- Write script, selected featured innovators, retailers, artists, etc.
- Design set, selected props
- Develop animation concepts
- Select wardrobe, coordinated styling
- Produce episodic television show described as *Fashion & Intellectual Property Attorney, Mariessa Terrell and her quixotic, animated, alter ego, Simone Butterfly, profile American innovators in the fields of fashion, culinary arts and design and advise on ways to protect their creativity using intellectual property law.*

Capital Catwalk Salon Short Films

Washington, DC, 2004-2009

Producer/Writer/Talent (<http://www.simonebutterfly.com/sb-tv.html> (TIM GUNN top left))

- Developed concept for the Capital Catwalk Short Film Series highlighting fashion leaders recognized at annual Capital Catwalk Fashion event benefitting the High Tea Society mentoring program for girls | www.highteasociety.org
- Produced Capital Catwalk events that premiered short films - See invitations | <http://www.simonebutterfly.com/events.html>
- Identified Talent (Honorees) and Devised a strategy to ensure participation of the following: Tim Gunn-Project Runway, Andre Leon Talley-Vogue, Bethann Hardison, Stephen Burrows, Dr. Dorothy Height, Byron Lars, Ann Hand
- Obtained funding for project through grants, donors and event ticket sales
- Hired and Managed crew: Executive Producer (Angela Heath) Videographer, Editor and Sound Technicians
- Obtained Talent Releases
- Worked with Talent and their staff to schedule interviews and arrange for transportation to the event
- Selected interview locations
- Assisted in editing of footage
- Wrote/Researched Interview Questions
- Traveled to New York City and conducted interviews with Talent: Andre Leon Talley, Tim Gunn, Bethann Hardison, Stephen Burrows, Byron Lars

FASHION WRITER/BLOGGER

YooHooDarling.com

Washington, DC

Fashion LifeStyle Blogger

2006-present
Write a whimsical and *laugh out loud* fashion blog under pseudonym, Simone Butterfly Fabulous Freelance Fashion Investigator highlighting the joys of living and working in Washington, DC along with the best local boutiques, designers, album releases, fashion events in the District. See archives here: <http://www.fashion-out-loud.com/blog.html>

MidCity DC

Washington, DC

Fashion/Style Columnist

December 2012 to Present
Write column appearing in print and on web entitled *Retail Therapy* highlighting DC local retailers. See archives: <http://fashion-out-loud.com/print.html>

Raine Magazine

New York

Columnist

July 2012 to Present

Write a column appearing in print and on web highlighting intellectual property issues affecting the fashion industry (artists, musicians, nail technicians, hair stylists, beauty professionals, artists, innovators). See issues here: <http://fashiontrademarks.blogspot.com> and <http://fashion-out-loud.com/print.html>

Fashion Law Review

Washington, DC

Fashion Law Review Founder & Editor

February 2012 to Present

Edit fashion law newsletter entitled, Fashion Law Review featuring legal articles on intellectual matters affecting the fashion industry

Social Sightings

Fashion/Social Events Columnist

Washington, DC

January 2011 to February 2012

• Write a column entitled Yoo Hoo Darling *Simone Butterfly: Freelance Fashion Investigator* discussing fashion trends and social events in DC. See "Yoo Hoo Darling" issues here: <http://fashion-out-loud.com/print.html>

Global Village (www.texdc.com)

Washington, DC

Chief Writer for *BEST of DC* Washington tabletop book project (Published March 2009)

• Interviewed DC leaders: Tim Gunn, Robin Givhan, Howard Kurtz for Marjorie Merriweather Post)

• Researched and wrote 300-600 words for each leader

• Assisted CEO with branding and marketing publication to DC market

See issues here: <http://fashion-out-loud.com/foj2013/print/best-of-dc.pdf>

Fox 5 WTTG (www.MyVoiceDC.com)

Entertainment Writer

Washington, DC

October 2007 to Present

Selected by WTTG Fox 5 to cover fashion, arts, music, entertainment events, personalities in Washington, DC Metropolitan area

• Create, write and edit content dedicated to celebrating the achievements of the WDC Fashion, Music, Arts Communities

Unique Places in DC (Guide published by Crown Guides-launch date December 13, 2006)

Writer

Washington, DC

August 2006 to November 2006

• Selected by DC Office of Economic Development to identify 25 unique retailers in Washington, DC to be featured in *Guide*

• Interviewed Washington DC Fashion Retailers

• Wrote 75 word copy for each DC fashion boutique listed in *Guide*

Washington's Finest

Washington, DC

Fashion/Style Columnist

March 2006 to September 2006

• Wrote bi-monthly column entitled *Simone's Butterfly: Style Matters* discussing fashion, beauty trends and entertainment events in DC Metropolitan Area

Fashion Group International Newsletter and Washington Informer

Washington, DC

Freelance Journalist/Photographer

September 2003 to March 2006

• Wrote various articles and photograph celebrities and fashion shows

• Covered fashion designers, namely, Stephen Burrows, B. Michael, Diane von Furstenberg; fashion models Claudia Shiffer, Naomi Campbell; unique boutiques located in Washington, DC; Mercedes Benz/Olympus sponsored New York City's Fashion Week -Bryant Park

FASHION IP LAWYER & LEGAL WRITER

Howard University School of Law (IP Law Clinic)

Washington, DC

Adjunct Professor and Supervising Attorney

August 2015 to Present

• Work independently to manage, direct and oversee the HUSL Intellectual Property Law Clinic trademark portfolio

• Develop curriculum and instruct students on US Patent and Trademark Office (USPTO) trademark prosecutorial processes

• Provide periodic reports of trademark activity, including metrics to USPTO

SBC Law Group / Fashion Trademarks (Intellectual Property Law Firm)

CEO and Founder

Washington, DC

November 2002 to Present

• Provide trademark, copyright and contract services to defense contractors, technical startups, engineers, graphic designers, etc.

- Created fashion division in 2003 to provide intellectual property services to fashion designers, publishers & creative entrepreneurs.
- Provide branding services for a variety of creative clients including developing market strategies, marketing materials and promoting client services

United States Patent and Trademark Office
Trademark Examining Attorney

Arlington, Virginia
 June 2000 to September 2002

- Effectively managed a complex docket of federal trademark applications for logos, packaging and slogans filed by and International cosmetic and apparel industry leaders including, L'Oreal, Estee Lauder, Revlon, Avon, Chanel.
- Successfully researched over 5000 national and international cosmetic and beauty related goods (11 a day) to determine whether the brand name sought violated Trademark Law regulations
- Drafted office actions, memoranda and appeal briefs on statutory refusals and procedural requirements based on current Trademark Law

LEGAL PUBLICATIONS

The Renaissance of Function and Its Impact on Inspired Copying Part 1, *Intellectual Property & Technology Law Journal*, Volume 25 November 11 (November 2013), p 3-9 Kanika Corley and Mariessa Terrell

The Renaissance of Function and its Impact on Inspired Copying Part 2, *Intellectual Property & Technology Law Journal*, Volume 25 November 11 (December 2013), p 17-21 Kanika Corley and Mariessa Terrell

Aesthetic Functionality Ensures a Balance Between Patent and Trademark Law, *Navigating Fashion Law: Leading Lawyers on Developing Client Brands in a Changing Market and Monitoring Key Legal Developments*, 2015 Edition (2014), pg 85-104, Mariessa Terrell.

DC FASHION ADVOCATE

Washington, DC Commission on Fashion Arts and Events (September 2006 to April 2008)
 Fashion Commissioner (Appointed by Mayor Vincent Gray to serve in 2013).

- Galvanized support from the DC fashion community, including designers, developers, educators, youth advocates and government leaders
- Drafted Washington, DC Bill 17-173 (now Law No L-17-0248) establishing a Fashion Commission on Arts and Events
- Testified in support of the Bill at June 15, 2007 hearing before full DC City Council & March 13, 2013 hearing before Committee on Small and local Development Business
- appointed by Mayor Vincent Gray to serve four year term as Commissioner in 2013

Washington Area Lawyers for the Arts
 President, *Board of Directors*

Washington, DC
 June 2012-June 2014

- Develop programs designed to educate creatives about funding, education and programmatic opportunities in DC
- Serve as liaison between art membership and DC art leaders, namely, galleries, government funders, non profits
- Coordinate seminars to educate creatives about intellectual property, tax, real estate issues

FASHION EDUCATOR

Howard University School of Law
 Attorney Advisor, *Speaker*

Washington, DC
 March 2011-Present

- Recruited to assist students in developing and marketing Fashion Law Week at Howard University School of Law

University of the District of Columbia | Community College of DC
 Adjunct Professor

Washington, DC
 January 2011-Present

- Taught Fashion Merchandising/Marketing and Fashion Trend Forecasting with an emphasis on Washington, DC markets
- Created Service Learning Component for student enrichment

University of the District of Columbia | Community College of DC
 Consultant

Washington, DC
 August 2010- December 2011

- Recruited to draft fashion merchandising/marketing curriculum/proposal to create Merchandising Program at UDC
- Proposal was successfully presented to the UDC Board of Directors in February 2009

Arts Institute of Washington, DC (AI)

Arlington, VA

Consultant

August 2007 to 2009

- Recruited by Department Chair, Dr. Lisa Amans to be a member of the Program Advisory Committee tasked with helping improve AI Fashion & Retail Management curriculum.
- Taught a seminar on the importance of intellectual property to protect fashion goods and services (October 2008)

Howard University School of Fine Arts

Washington, DC

Lecturer

Fall 2007

- Lectured Fashion Merchandising students on 1) the use of trademarks to distinguish fashion goods and services; and 2) using contracts to protect creativity

Southeastern University

Wash-

ington, DC

Adjunct Marketing Professor

June 2006 to September 2007

- Taught Advanced Marketing Management Course for Graduate Students in MBA program emphasizing traditional marketing management concepts and the importance of trademarks to distinguish brands in a global marketplace.

FASHION LAW LECTURER

Howard University Law School, Washington, DC

Continuing Legal Education Facilitator: Trademark Ethics, March 4, 2016

The Knowledge Group, Washington, DC

IP Issues in the Fashion and Beauty Industries, February 22, 2016

US Patent & Trademark Office / WISE Science of Fashion and Beauty Event, Washington, DC

Keynote speaker, March 27, 2014

John Marshall Law School Fashion and Design Symposium, Chicago

Panelist, "Advertising Fashion-Designers and Lawyers Perspective," April 12, 2013

Howard University Law School, Washington, DC

Continuing Legal Education Facilitator: Recent Developments in Fashion Law, March 23, 2013

MSHOP Legal Aspects of Starting Your Fashion Company, New York City

Training Facilitator, March 16, 2013

UC Hastings College of Law San Francisco, California January 17, 2013

Panelist, Fashion Law Panel with Attorney Staci Riordan, Esq. and fashion designer Bryan Scheyer (GrDano), January 17, 2013

DC Women's Business Center, Washington, DC

Facilitator, Importance of Trademarks, October, 2012

Smithsonian: Anacostia Community Museum, Washington, DC

Facilitator, The Growth of DC Fashion, August 21, 2012

Automatic Gallery, Washington, DC

Panelist, WALA Trademark Law for Artists, Fashion Designers and Creatives, June 21, 2012

Howard University, Washington, DC

Panelist, Art, Design, and Fashion Industry, May 11, 2012

Catholic University School of Law, Washington, DC

Facilitator "Analysis of Innovative Design Protection & Piracy Prevention Act" with CFDA lobbyist, Alyssa Gowens, April 12, 2012

Howard University School of Law

Panelist and Eventor Advisor, Fashion Law Week, February 28, 2012

Howard University School of Law

Facilitator, Discussion on *C. Louboutin vs. Yves Saint Laurent*, February 6, 2012

EDUCATION & ADMISSIONS

Member of Maryland Bar Association

Howard University School of Law

Juris Doctor, May 1998

Honors in Copyright/Trademark Law (Prof. Carolyn Martin-Attorney, Gannett Corp)

Washington, DC

The Pace University

New York, New York

Bachelor of Arts, May 1995

Magna Cum Laude, Political Science Major

The Johns Hopkins University (JHU)

Baltimore, MD

Transferred to Pace U. during junior year, Fall 1991 to Spring 1993

Received grant from JHU to study English Literature in London, England, August-September 1993

CURRENT AFFILIATIONS

MidCityDC, Former Retail Therapy Columnist

YooHooDarling.com, Blogger

Washington Area Lawyers for the Arts, Former President of Board of Directors

High Tea Society (mentoring program for girls), Board Member

Howard University School of Law, Fashion Law Week Advisor

Fashion Group International, Member

National Women's Democratic Club, Member

Cosmetic Executive Women Organization, Member



Executive Office of the Mayor - Office of Talent and Appointments
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

Mariessa Terrell



Mariessa Terrell, a current member of the Commission on Fashion Arts and Events, is a fashion film and TV producer and an attorney for SBC Law Group.

Ms. Terrell, a native Washingtonian, has been practicing law for over 16 years, specializing in trademark, copyright, licensing and contracts. Through her firm, SBC Law Group, she provides marketing, software licensing, and intellectual property law services to a variety of corporate and business development clients. In 2003, Ms. Terrell created Fashion Trademarks, a special division of SBC Law Group dedicated to addressing the unique needs of fashion designers, artists, and cosmetic companies. In 2015 Ms. Terrell assumed the role of Adjunct Professor at Howard Law School and Supervising Attorney of the Howard University School of Law Intellectual Property Law Clinic. In addition to practicing law, Ms. Terrell serves as the Executive Director of the High Tea Society, a mentoring program for girls. She also produces and hosts an episodic television series featuring her alter ego, Simone Butterfly Fabulous Freelance Fashion Investigator.

A Ward 1 resident, Ms. Terrell obtained a Bachelor of Political Science from Pace University and a Juris Doctor from Howard University School of Law.



GOVERNMENT OF THE DISTRICT OF COLUMBIA
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

To: Lolita Alston, Steve Walker
From: Betsy Cavendish
Date: March 21, 2017
Subject: Legal sufficiency review of Resolution reappointing Mariessa Terrell to the Commission on Fashion Arts and Events

This is to Certify that this office has reviewed the above-referenced Resolution and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'.

Elizabeth Cavendish

ATTACHMENT B

MARIESSA TERRELL RESPONSE TO QUERIES

Personal Information

1. Full Name (including other names used):

Mariessa Rebecca Terrell
Mariessa Rebecca Terrell White

2. Position to which you are nominated:
Commissioner, Commission on Fashion Arts and Events

3. Date of nomination:

First Appointment April 2013
Reappointment March 20, 2017

4. Address (List all residences in which you have resided in the last five years):

609 Girard Street NE
Washington, DC 20017

3422 Brown Street, NW, Unit 202
Washington, DC 20010

5. Date and place of birth: April 24, 1973

6. Please provide the name of each business entity transacting any business with the District Government (including consulting) in which you have a beneficial interest valued in excess of \$5,000, including publicly-traded stock.

Simone's Butterfly Corp (dba SBC Law Group)

7. Please provide the name of each business entity transacting any business (including consulting) with the District Government from which you or your immediate family have received (or are receiving) income in excess of \$1,000 for services rendered during the past five years

High Tea Society Mentoring Program for girls
Simone's Butterfly Co (dba SBC Law Group)

Please provide the name of each business entity transacting business with the District Government in which you or any member of your immediate family serves as an officer, director, partner, or agent. Also list the position(s) held, a brief description of the entity, and any other pertinent details.

Simone Butterfly Corp (Mariessa Terrell, President)

This company was founded in 2002 to provide branding, marketing, software licensing and intellectual property law services to a variety of creatives, corporations and business development clients. A special division of the company was created in 2003 dedicated to addressing the unique needs of fashion designers, artists and cosmetic companies. Through a partnership with Office of Cable Television, In 2015, we began producing a tv show, Simone Butterfly Fashion Investigator, to profile creatives and educate on ways to

protect creative works and brand identifiers with intellectual property law. The show airs on DCN Channel 16.

8. Please list the location of all real property located in the District of Columbia in which you have an interest with a fair market value in excess of \$5,000.

609 Girard Street NE
Washington, DC 20017

9. Do you have any outstanding liability for taxes, fees, or other payments to the District, federal, or other state or local governments, either contested or uncontested?

No

10. Do you or does any member of your immediate family have any interest, financial or otherwise, that may directly or indirectly pose a conflict of interest for you in performance of your duties as a member of the Commission?

No

11. To your knowledge, have you ever been investigated, arrested, charged, or convicted (including pleas of guilty or nolo contendere) by any federal, state, or other law enforcement authority for violation of any federal, state, county, or municipal law, other than a minor traffic offense? If so, please explain.

No

12. Have you ever been investigated, disciplined, or cited for a breach of ethics for unprofessional conduct by, or been the subject of a complaint to any court, administrative agency, professional association, disciplinary committee, or other professional group? If so, please explain.

No

13. Have you or any business in which you are or were an officer, director, partner, or owner, ever been involved as a party in interest in any administrative agency proceeding or civil litigation? If so, please provide details and explain the reasons and any disposition.

No

14. Please list all gifts, donations, and meals, by source and amount, received or made to any District employee over the last ten years; and, if employed by the District now or in the past, list all gifts (including meals) received in your official capacity over the last ten years while employed by the District of Columbia.

N/A

Professional Background

15. Please list all professional and occupational licenses you hold or have held in the past five years.
MD bar license

16. Please list any professional organizations of which you are currently a member or have been a member in the past five years.

Washington Area Lawyers for the Arts
Maryland Bar Association

17. Please list all boards and commissions connected with the District government of which you are or have been a member, and include the term of service for each.

Commission on Fashion Arts and Events, appointed to serve a 4 year term in 2013

Commn on Fashion Arts and Events, appointed to serve a second 4 year term in 2017 (to end 2021)

18. Please list any other boards (e.g. Boards of Directors of a non-profit) of which you are a member.

High Tea Society

Washington Area Lawyers for the Arts

19. Please state the reason you left any employment position, including whether you have ever been fired, involuntarily discharged, terminated with cause, or left a position under unfavorable circumstances.

Laid off from US Patent and Trademark Office in 2002

20. Have you ever received a written warning, been officially reprimanded, suspended or disciplined for misconduct in the workplace? Have you ever received a written warning, been officially reprimanded, suspended or disciplined for violating a security rule or policy?

No

Political Affiliation and Activities

21. Please list your party affiliation. Democrat

22. Please list all offices within a political party, positions you have held on any partisan or non-partisan campaign, or any public office for which you have been a candidate.

None

23. Please list any services rendered to any candidates, political parties, political committees, political actions committees, or similar entities (performed either for a fee or as a volunteer) in the past ten years.

assisted in passing our literature in Ward 1 for Mayor Vincent Gray (2010)

galvanized support from the DC fashion community, including designers, developers, educators, youth advocates and government leaders to gain support of creation of fashion Commission drafted Washington, DC Bill 17-173 (now Law No L-17-0248) establishing a Fashion Commission on Arts and Events

testified in support of the Bill at June 15, 2007 hearing before full DC City Council & March 13, 2013 hearing before Committee on Small and local Development Business appointed by Mayor Vincent Gray to serve four year term as Commissioner in 2013

24. Please itemize all political contributions to any candidate, political party, political committee, political action committee, or similar entity of \$25 or more in the past ten years.

\$100 to support former CM Kwame Brown

\$100 to support CM Muriel Bowser

\$100 to support CM Brandon Todd

25. Please list all political fundraisers or events you have either hosted or co-hosted in the past ten years, including the name of the candidate, the date of the event, and where the event was held.

N/A

26. Are you registered to lobby any local, state, or the federal government? If so, list the jurisdiction(s) in which you are registered, the date(s) of your registration, and the clients on whose behalf you have lobbied.

No

Commission on Fashion Arts and Events Experience

27. Please describe how you came to be nominated for this position.

In 2006 I drafted legislation to create the Commission on Fashion Arts and Events.

From 2006 to 2008, in an effort to galvanize support for an initiative to create a Commission on Fashion Arts and Events (Bill 17-173 and Law 17-0248), in 2006 and 2007, I researched best practices for the creation of similar entities in Chicago, Detroit and Toronto and subsequently drafted legislation to create a Commission on Fashion Arts and Events (Fashion Commission). Additionally, I co-hosted focus groups and roundtable discussions to gauge support for the legislation throughout WDC. On June 15, 2007, I testified before the DC City Council Committee on Economic Development in support of the legislation. On June 22, 2007, a round table discussion was held at Washington Gas Rodunda featuring, Council Member Harry Thomas, Jr., Lisa Emans, Director of the Advertising and Fashion and retail Merchandizing Program at the Arts Institute, Phyllis Love, Program Manger of the Restore DC Programs and local retailers. The Fashion Commission legislation was signed into law in April 2008.

28. What do you believe is the role and mission of the Commission on Fashion Arts and Events, and why have you agreed to serve?

The Fashion Commission has four main objectives, including,

1. promoting DC as a location for quality fashion events;
2. providing programs for school aged children;
3. making recommendations to create a retail corridor; and
4. creating partnerships with DC local businesses to stimulate economic development in the District.

I believe that unique fashion retailers and the fashion arts community are a unique DC asset. I believe FASHION can help improve DC's economy through retail incentives, job creation, education, tourism.

At present, I currently serve as Chair of the CFAE Retail Committee.

29. What do you understand the time commitment involved in serving on the Commission on Fashion Arts and Events to be?

Once being appointed to serve as a Fashion Commissioner, I volunteer about 20-30 hours a month, sometime more if we are planning an event.

30. Please describe your qualifications, including background and experience, relevant to serving as a member of the Commission on Fashion Arts and Events. Specifically, what particular knowledge, training, or experience do you possess in financial and organizational structure of fashion retail houses, branding and marketing, and youth education or vocational education, and the fashion industry?

As a native Washingtonian and the only DC Commissioner with institutional memory about the formation of the Commission, I believe that I bring a unique perspective to CFAE. Specifically, because I drafted the legislation to create the CFAE and worked with the original Commissioners to draft the CFAE Bylaws, I understand the policy underlying the original language of these documents. My work to draft the initial legislation and the CFAE Bylaws also In addition, as a practicing attorney, I believe that my arbitration skills and knowledge of Professional Responsibility, Roberts Rules of Order and Ethics will be beneficial to the overall operation of the group.

Qualifications:

Fashion Attorney/ Intellectual Property Attorney

From 2000 to 2003, I worked at the US Patent and Trademark Office as a Trademark Attorney, specializing in protecting the brand names of leaders in the beauty, fashion and magazine industries, including Estee Lauder, Balenciaga, Revlon, Dooney & Burke, Warner Brothers, Toys R Us, Dove, Johnson and Johnson, Newsweek and many others.

In 2003, I also founded SBC Law Group, a DC based intellectual law firm. I created www.FashionTrademarks.biz, a special division of SBC to provide discounted intellectual property law services to fashion designers, artists and creatives.

In 2017 I was hired by Delta Sigma Theta Sorority, Inc. to serve as Intellectual Property Attorney, helping to enforce and manage their national IP rights.

Fashion Writer

From 2012 to 2015, I wrote a fashion column, Simone Butterfly Fashion Investigator for MidCity DC. From 2006-2012, I worked as a freelance fashion journalist for a variety of publications, namely, Washington Life, the Afro American Newspaper, the The Washington Informer, Washington's Finest, the Fox 5 website, www.myvoicedc.com.

From 2002 to the present, I have provided freelance fashion writing services to a variety of publications including Washington Life, the Afro American Newspaper, The Washington Informer, Washington's Finest, The Washington Observer, Social Sightings and most recently on the WTTG Fox 5 website, www.myvoicedc.com.

In 2003, I assisted Mr. Neil Albert (former Deputy Mayor Planning and Economic Development) and his office with the creation of Unique Places, a shopping guide highlighting the

top fashion boutiques in the District. The Unique Places shopping guide was published in 2006 by the WDC Economic Partnership under the leadership of Steve Moore.

In 2009, I submitted and received a Neighborhood Investment Fund grant from the Deputy Mayor's Office of Planning and Economic Development to assist in the development of 9 x 12 coffee table book entitled, the Best of DC published by Global Villages. The book celebrated fashion leaders like Robin Givhan, Tim Gunn and Marjorie Merriweather Post and highlighted the District government's efforts to recapture shopping dollars spent outside of the city limits.

I am also a published legal writer whose work on fashion law has been featured in the IP and Technology Law Journal and the book Navigating Fashion Law.

Fashion Educator

In 2015 I assumed the role of Adjunct Professor at Howard Law School and Supervising Attorney of the Howard University School of Law IP Law Clinic. In this capacity I teach a trademark law course and assist creative entrepreneurs in protecting their brandname, slogans and design trademarks.

In 2009 I was retained by former Tommy Hilfiger designer and Founder of the UDC Fashion Merchandising Program, Stephany Greene, to research the need for creating a Fashion Merchandising Program at UDC. The Fashion Merchandising Program in the Community College for the District of Columbia was approved and launched in September 2010.

From 2010 to the present, I served as a Fashion Instructor for the Fashion Merchandising Program at the Community College. I have taught Fashion Trend Forecasting and Fashion Merchandising.

Prior to teaching at the Community College, from 2006 to 2007, I taught Advanced Marketing in the MBA Program at Southeastern University.

Fashion Event Coordinator

In addition to practicing law Mariessa serves as the Executive Director of the High Tea Society, a mentoring program for girls. www.highteasociety.org

From 2004 to 2009, I launched the Capital Catwalk Salon fashion presentation (www.capitalcatwalk.com) for the High Tea Society, a mentoring program for WDC girls. Over the years the Capital Catwalk Salon has been held at the Four Seasons Hotel, The Omni Shoreham and the Andrew Mellon Auditorium. The Catwalk helped to set a new standard of excellence for high fashion in the District. The Capital Catwalk recognizing the achievements of super style stars, including, Andre Leon Talley (Editor of Vogue), Tim Gunn (celebrity judge of Project Runway), Bethann Hardison (model agency founder credited with discovery Tyson Beckford), Stephen Burrows (international fashion designer), B. Michael (international fashion designer), Maureed Dowd (New York Times Writer); Rachel Roy (international designer) and others. Capital Catwalk also recognized the achievements of WDC local fashion leaders including Toddre

and Bill Monier, owners of Wild Women Wear Red (a boutique located on U Street, NW); Ann Hand, a jewelry designer who designs pins for WDC politicians and many others.

Fashion Law Week Advisor

From 2010 to 2012, I served as Advisor to the students of Howard University School of Law. In this capacity, I helped them to create a Fashion Law Week in Washington, DC, the first one of its kind in the nation. Fashion Law Week programs introduce participants to the substantive issues surrounding intellectual property (IP) in the fashion industry; provide an open forum for discussion on these issues with leaders that are shaping fashion IP law, and bring together IP attorneys, academics, entrepreneurs, policymakers, and fashion aficionados for networking opportunities.

Fashion Camp Coordinator

In the summers of 2007, 2008, 2009, 2010 and 2011, as Executive Director of High Tea Society, we were awarded contracts to provide Charming By Design, a fashion camp for DC girls aged 14 and 15. The High Tea Society Charming By Design summer program exposed the student attendees to career opportunities in fashion arts. For five hours a day 5 days a week, students took classes in makeup, fashion design, charm/etiquette and rhetoric/diction.

As Camp Director, I identified and managed over 20 contractors including interns and instructors in the field of sewing, theater arts, nail design, makeup application, fashion design, literacy, speech therapy, nutrition, first aid, modeling and lunch coordinators, administrative staff, evaluators, photographers, printers, and host site coordinators. The Charming by Design program has served over 450 DC students.

Fashion Social Network Manager and Fashion Television Producer/Host

In 2008, I created a blog, www.yoohoodarling.com, to celebrate the contributions of local DC retailers and fashion leaders. clients as well as the benefits and joys of living and working in the District of Columbia. In 2009, I developed a campaign to educate DC residents (students and adults) about how best to live well within the city limits. Through the use of well attended social events (DC style lectures, intellectual property law seminars, fashion shows, in school fashion programs), humorous bi-weekly blogs entitled YOO HOO, twitter updates and electronic newsletters emailed to over 2000 readers, I have worked to become a consistent source for DC life style news.

Most recently in 2016, I partnered with Office of Cable Television Film Music and Entertainment to create an episodic tv show entitled Simone Butterfly Fabulous Freelance Fashion Investigator. This 30 minute television show can best be described as Fashion & Intellectual Property Attorney, Mariessa Terrell and her quixotic, animated, alter ego, Simone Butterfly, profile DC innovators in the fields of fashion, culinary arts and design and advise on ways to protect their creativity using intellectual property law.

See Resume Attached.

31. What is your vision for the Commission on Fashion Arts and Events for the next four years?

I currently serve as Chair of the Retail Committee of CFAE. In this capacity, I worked with co-chair Lanaysha Jackson to rewrite the mission of the Retail committee to better address current needs.

The Retail Business Development Committee will support the independent brick and mortar and online retail store communities in WDC by:

- 1) serving as a conduit to link retailers with government agencies, non profits and business leaders with a demonstrated interest in ensuring retail growth and stability;
- 2) serving as an ally to amplify the concerns of the retail community through messaging and by hosting local engagement activities, workshops, talks, panels, town halls throughout the District;
- 3) encouraging local purchasing, hiring and contracting of services;
- 4) recognizing the achievements of retailers in print, digital media and live events; and
- 5) working to develop retail corridors throughout the city that will help recapture shopping dollars that residents spend in jurisdictions outside of the District.

To that end, we plan to

- 1) provide Incentives for Retailers;
- 2) investigate how rents are assessed and determine whether is there a possibility that the buildings are over valued?
- 3) develop a branding strategy to promote the best boutiques of the city in an effort to recapture the millions of dollars our residents spend in MD and VA;
- 4) create cohesive signage that can be used to identify retail hubs throughout the District
- 5) develop an awards presentation to recognize top retailers
- 6) develop retailer training services in conjunction with other DC government entities to address window displays, employee training, employee retention
- 7) Connect retailers with international markets. Local fashion designers have ideas but don't know how to create volume. An international liaison would be helpful to match designers with manufactures in international markets.

To date, the CFAE has implemented an aggressive social media campaign to 1) serve as a conduit to connect fashion entrepreneurs with government resources 2) recognize the achievements of locals and to 3) share best practices in the community.

To date, the CFAE has implemented an aggressive social media campaign to 1) serve as a conduit to connect fashion entrepreneurs with government resources 2) recognize the achievements of locals and to 3) share best practices in the community.

CFAE has also hosted three city wide fashion events: a reception held at City Center, a Happy Hour at Sax and a fashion show/fundraiser held at Dupont Underground.

Some of the challenges that have hampered our growth has been a lack of funding. In 2016 CFAE was able to secure \$50,000 from DMPED. Thus far, in 2017 we were able to raise an additional \$5000 from the fashion event we hosted at Dupont Underground.

We are currently working to raise additional funds through strategic partnerships with entities that are eligible for city grants and contracts and by hosting signature ticketed citywide fashion events.

OATH

Please complete the following affirmation and include it with the answers and documentation you provide to the Committee in response to this questionnaire.

I, Mariessa Terrell, attest and affirm under penalty of perjury that the answers and materials provided to the Committee in response to this questionnaire are, to the best of my knowledge, true, accurate, and complete. I understand that if I knowingly or willfully make any materially false, fictitious, or fraudulent statement or representation, such statement and/or representation could subject me to civil and/or criminal penalties.

Executed this 16 day December of 2017.



Mariessa Terrell

If you have any questions, please do not hesitate to contact my staff at 727-6683.

Sincerely,

A handwritten signature in black ink, appearing to read 'K.R. McDuffie', with a stylized flourish at the end.

Kenyan R. McDuffie
Councilmember, Ward 5
Chair Pro Tempore
Chair, Committee on Business and Economic Development

ATTACHMENT C



OFFICE OF THE GENERAL COUNSEL

Council of the District of Columbia
1350 Pennsylvania Avenue NW, Suite 4
Washington, DC 20004
(202) 724-8026

MEMORANDUM

TO: Councilmember Kenyan R. McDuffie

FROM: Ellen A. Efros, General Counsel

DATE: December 15, 2017

**RE: Legal sufficiency determination for Proposed
Resolution 22-541, Commission on Fashion Arts and
Events Mariessa Terrell Confirmation Resolution of
2017**

The measure is legally and technically sufficient for Council consideration.

The proposed resolution would confirm the reappointment of Ms. Mariessa Terrell as a member of the Commission on Fashion Arts and Events, established by section 2 of the Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651). If confirmed, Ms. Terrell will serve for a term to end April 9, 2021.

I am available if you have any questions.

/s/ _____
Ellen A. Efros

ATTACHMENT D

7 A PROPOSED RESOLUTION
8
9

10 _____
11 IN THE COUNCIL OF THE DISTRICT OF COLUMBIA
12 _____
13

14
15 To confirm the reappointment of Ms. Mariessa Terrell to the Commission on Fashion Arts and
16 Events.
17

18 RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this
19 resolution may be cited as the "Commission on Fashion Arts and Events Mariessa Terrell
20 Confirmation Resolution of 2017".
21

22 Sec. 2. The Council of the District of Columbia confirms the reappointment of:
23

24 Ms. Mariessa Terrell
25 3422 Brown Street N.W.
26 Washington, D.C. 20010
27 (Ward 1)
28

29 as a member of the Commission on Fashion Arts and Events, in accordance with section 3 of the
30 Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008
31 (D.C. Law 17-148; D.C. Official Code § 3-652), for a term to end April 9, 2021.

32 Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution,
33 upon its adoption, to the nominee and to the Office of the Mayor.

34 Sec. 4. This resolution shall take effect immediately.