

GENERAL QUESTIONS- 2021 OVERSIGHT HEARING THE COMMISSION ON FASHION ARTS AND EVENTS

1. Please provide the agency's mission statement.

The Commission on Fashion Arts and Events is organized for the purpose of promoting the fashion and beauty industry as a viable economic resource in the nation's capital. Commissioners provide recommendations and advise the local government on initiatives that support the cultivation and growth of the industry.

The CFAE will position Washington, DC as an emerging market for the fashion and beauty industry through effective stakeholder engagement, strengthened partnerships, and growing economic vitality.

2. Please list all reporting requirements in the District of Columbia Code or Municipal Regulations that the agency is required to complete in FY 20 and FY 21, to date. For each requirement, please list the date the report was required and the date it was produced. If the agency did not produce the report on the mandated timeline, please explain why.

a.) Fiscal Year Report 2020 and 2021:

<https://drive.google.com/drive/folders/1NzeIF5gSPvCnlljvN2xkVpjBemVIOZ-?usp=sharing>

Date Report Required: End of Year (EOY). December 31, 2020 and December 31, 2021.

Reports were submitted on February 5, 2021. As Chairman, appointed just before the COVID-19 pandemic, Oversight Hearing preparation serves as the first notification of reporting requirements.

3. What are the agency's top five priorities? Please explain how the agency expects to address these priorities in FY 21.

a.) To effectively stabilize the Fashion and Beauty industry within the DC economic strategy in name and opportunity, fulfilling the mission to establish a space for DC's own fashion and beauty creators and retailers, to exist and thrive as a Retail Corridor and exclusive operating space. We will address this priority by reviving the Makerspace Initiative in the DC Economic Strategy. Published at <https://dceconomicstrategy.com/initiatives/maker-space/>

b.) To enhance DC Recovery efforts, pin-pointing fashion and beauty business needs. To be the voice of our Fashion and Beauty constituency in economic recovery, grants and certifications development, and retail development and operations conversations and planning sessions.

c.) To engage Ex-Officio Members, and local government and community partners for the purpose of creating, delivering, and amplifying opportunities for DC's Fashion and Beauty community through scheduled meetings, collaborative events, and testimony.

d.) To infuse CFAE programming with industry leading research and data on education, innovative techniques, fashion design disruptors, business trends, workforce equity, and sustainability by building out committees and advisory relationships with experienced professionals and experts.

e.) To apply for and receive grants and other funding to fund our activities pursuant to Code 3-653

6. Please describe any new initiatives or programs that the agency implemented in FY 20 and FY 21, to date, to improve the operations of the agency. Please describe any funding utilized for these initiatives or programs and the results, or expected results, of each initiative.

In FY21, the CFAE began utilizing Microsoft Teams for virtual monthly meetings in lieu of meetings held at The Wilson Building, to enable the continuation of commission activities and Commissioner accessibility. Additionally, pursuant to our bylaws, we have fully engaged ex-officio members in programming and execution of activities. Consider the February 2020 CFAE Robust Retail Grant Info Session as well as the FY21 Coursework Guide. We have requested the steps for budget inclusion and funding oversight FY18-FY20. We hope to make progress in FY21 and FY22.

7. Please list all pending lawsuits that name the agency as a party. Identify which cases on the list are lawsuits that potentially expose the District to financial liability or will result in a change in agency practices and describe the current status of the litigation. Please provide the extent of each claim, regardless of its likelihood of success.

The Commission on Fashion Arts and Events has no known pending lawsuits or claims.

8. Please list all settlements entered into by the agency or by the District on behalf of the agency in FY 20 or FY 21, to date, and provide the parties' names, the amount of the settlement, and if related to litigation, the case name and a brief description of the case. If unrelated to litigation, please describe the underlying issue or reason for the settlement (e.g. administrative complaint, etc.).

To my knowledge, the Commission on Fashion Arts and Events has not entered into any settlements or litigation.

9. Please provide the number of FOIA requests for FY 20, and FY 21, to date, that were submitted to your agency. Include the number granted, partially granted, denied and pending. In addition, please provide the average response time, the estimate number of FTEs required to process requests, the estimated number of hours spend responding to these requests, and the cost of compliance.

To my knowledge, the Commission on Fashion Arts and Events has not received any FOIA requests to-date for FY 20 or 21.

10. Please list and describe any ongoing investigations, audits, or reports on the agency or any employee of the agency that were completed during FY 20 and FY 21, to date.

To my knowledge, the Commission on Fashion Arts and Events has had no ongoing investigations, audits, or reports on the agency or any members of the agency completed to-date for FY 20 and 21.

11. Please provide a list of all studies, research papers, reports, and analyses that the agency prepared or funded during FY 20 and FY 21, to date. Please submit a hard copy to the Committee of any study, research paper, report, or analysis that is complete.

a.) FY 20-21 Coursework Guide, with a completion date of February-March 2021

b.)FY 21 Fashion and Beauty Economic Impact Report 2021: Forthcoming Q4 2021

COMMISSION ON FASHION ARTS AND EVENTS

12. Please provide a current list of all voting members of the Commission, including:

a. Their date of confirmation;

- 1. Mariessa Terrell confirmed 1/25/2013**
- 2. Brandon Andrews confirmed 12/11/2015**
- 3. Jason Anthony confirmed 5/2017**
- 4. Deidre Jefferies confirmed 4/9/2017**
- 5. LeGreg Harrison confirmed 4/30/2018**
- 6. Lanaysha Jackson confirmed 4/28/2018**
- 7. Emilia Ferrara confirmed 4/15/2019**
- 8. George Worrell confirmed 7/15/2020**

b. The date their term expires;

- 1. Mariessa Terrell's term expires 4/9/2021**
- 2. Brandon Andrews' term expires 4/15/2023**
- 3. Jason Anthony's term expired 4/15/20**
- 4. Deidre Jefferies' term expires 4/9/2021**
- 5. LeGreg Harrison's term expires 4/9/2021**
- 6. Lanaysha Jackson's term expires 4/15/2024**
- 7. Emilia Ferrara's term expires 4/15/2022**
- 8. George Worrell's term expires 4/15/2022**

c. The Ward in which they reside;

- 1. Mariessa Terrell Ward 5**
- 2. Brandon Andrews Ward 5**
- 3. Jason Anthony Ward 2**
- 4. Deidre Jefferies Ward 6**
- 5. LeGreg Harrison Ward 8**
- 6. Lanaysha Jackson Ward 1**

7. Emilia Ferrara Ward 2
8. George Worrell Ward 2

d. The number of meetings they have attended since they were confirmed;

Dates below are reflective of accessible records, which are not predating 2020.

1. Mariessa Terrell has attended 5 of 7
2. Brandon Andrews has attended 3 of 7
3. Jason Anthony has attended 6 of 7
4. Deidre Jefferies has attended 4 of 7
5. LeGreg Harrison has attended 1 of 7
6. Lanaysha Jackson has attended 7 of 7
7. Emilia Ferrara has attended 6 of 7
8. George Worrell has attended 2 of 2 (New Commissioner)

e. A brief description of how their experience meets the selection criteria at D.C. Code § 3-652(c)(1).

1. Mariessa Terrell is a fashion leader in Fashion Law and youth programs.
2. Brandon Andrews is a prominent advocate of Fashion and Beauty entrepreneurship and Media Correspondent.
3. Jason Anthony is a leader in entertainment and fashion event production.
4. Deidre Jefferies is an established Fashion Designer and mentor of young creatives.
5. LeGreg Harrison is the small business Co-Owner of retail space and marketing group.
6. Lanaysha “L” Jackson is a fashion-art concept small business Owner and tenured luxury goods professional.
7. Emilia Ferrara is a Fashion Journalist and Educator.
8. George Worrell is a tenured fashion and style Media Correspondent and Summer youth program leader.

13. Please list each ex-officio, non-voting member of the Commission, including:

a. The ex-officio member’s role that entitles them to participation under D.C. Code § 3-652(b)(1); and

1. Kate Mereand-Sinah, DSLBD- Program Manager, Innovation & Equitable Development
2. Laura Harding, DME- Director of Performance and Strategic Initiatives

b. The number of meetings of the Commission the ex-officio member, or their designee, has attended in FY 20 and FY 21, to date.

1. Kate Mereand-Sinah has attended 7 of 7

2. Laura Harding has attended 3 of 7

14. For every meeting of the Commission in FY 20 and FY 21, to date, please provide the agenda, the minutes, a list of all voting and ex-officio members in attendance, and whether a quorum was present.

See FY20 and FY21 meeting records dating January 2020 to date. Partial records prior to January 2020 may be missing as they are inaccessible post CFAE Chair and DMPED Coordinator reassignments.

2020/2021 Meeting Minutes:

<https://drive.google.com/drive/folders/1bWlQAmWJ28bwj5yRd31v6BE9senbI6YG?usp=sharing>

2020/2021 Meeting Agendas:

https://drive.google.com/drive/folders/1NstVyiBGTxs1zzk7qdHywGkIwb_mY1zL?usp=sharing

Quorum per Meeting:

February 2020- Yes
March 2020- Yes
September 2020- No
October 2020- No
November 2020- Yes
December 2020- Yes
January 2021- Yes

15. Please provide any rules of procedure that have been adopted by the Commission.

Meeting Agenda Update:

Article VIII. Order of Business

1. Call to Order and Attendance
2. Adoption of the Agenda
3. Approval of the Minutes
4. Agenda Overview
5. Executive Reports and Notices
6. Public Comment Period by Special Guests
7. Committee Presentations
8. Ex-Officio Presentations
8. Unfinished Business
9. Brief Public Comment Period
10. Adjournment

16. How did the Commission provide community initiatives to benefit school-aged children living in the District in FY 20 and FY 21, to date?

a.) FY20- None to report. See 2020 activity below.

September 2020, Howard University Incubator Activity:

Demystifying Career Pathways with Tamiko White

Sept. 12, Inclusive Innovation Incubator at HU

Fashion entrepreneur, media personality, and author of *Careers in the Fashion Industry* Tamiko White joined the CFAE commissioners for an interactive discussion on navigating your career path in the fashion and retail industry. Unlike other industries, the pathway to success in the fashion business is not linear. In this workshop, Tamiko shared her many years of experience in fashion industry roles to demystify fashion career pathways, the focus of her new book, *Careers in the Fashion Industry: How to Get Into the Fashion Business*. Discussion panel also featured fashion career insights from CFAE Commissioners including Chairman Kris Johnson-Hoyle, Vice-Chair Lanaysha “L.” Jackson, Deidre Jefferies and Mariessa Terrell.

b.) FY21- Items 1 and 2 below

1. Coursework Guide Development: Whole Commission, EOM, and OSA.

This item serves as a living guide for students grades 8-12 and young adult learners seeking secondary education, internships and apprenticeships, and skills training for fashion and beauty industry workforce preparedness or entrepreneurship.

2. From High School to Here Social Media Student Campaign:

A campaign in collaboration with the Office of the Student Advocate- More to come in 2021

In partnership with the Office of the Student Advocate, the CFAE authored and created the Coursework Guide for students aspiring towards careers in Fashion and Beauty. As a complementary exercise, Commissioners recorded From High School to Here social media soundbites recounting their academic and extracurricular path to their current career in the fashion and beauty industry, to be posted by OSA and CFAE to social media outlets.

17. What recommendations did the Commission make on fashion retail development projects in FY 20 and FY 21, to date?

a.) FY 20

The Interim Chairman of the CFAE, Lanaysha “L.” Jackson, advanced the following fashion retail development recommendations at the request of a Reopen DC Plan Working Group leader, on behalf of the commission:

1. Small, low touch DC fashion and beauty retailers should reopen, with COVID precautions in place, before larger retailers.
2. The new customer service boundaries of social distancing and safety protocols should be front of mind when developing solutions and launching resources purposed to support the fashion and beauty economy as an asset to the nation’s capital. This includes tech programs to support the mandatory pivot to e-commerce and virtual experiences, order online-pick up lanes,

lease/tenant law support and advocacy, access to PPE, access to contractors providing preventive in-store build-outs, industry specific COVID-19 Q&A with local government selected healthcare leaders on surface and fabric transmission and best practices concluding with a digital or window badge viewable by potential customers, and a form of low-income internet service inclusion.

3. Further development of space for DC based production and sales of fashion and beauty goods. COVID-19 was a stern reminder of DC creative's works being fueled by or stifled by external producers.

b.) FY 21

The development and opening of a space for DC's own fashion and beauty creators and retailers to exist and thrive as a Retail Corridor and exclusive operating space for fashion creation and commerce, and beauty product development and sales. We will address this priority by reviving the Makerspace Initiative in the DC Economic Strategy published at <https://dceconomicstrategy.com/initiatives/maker-space/>

18. What partnerships did the Commission create between the fashion and business communities in FY 20 and FY 21, to date?

Purpose: Providing visibility, supporting profitability, and liaising access to industry standard branding.

a.) FY 20: In a strategic partnership with the Downtown DC BID for the District of Fashion (DOF) designer runway event, the CFAE deployed event communications to its full listserv as a marketing campaign support. The commission organized interviews of featured Designers in a DOF pop-up retail project. This runway show was viewed by over 700 guests and a number of potential buyers. A majority of DC based Designers and over 50 models, stylists, and make-up and hair artists, photographers, and small businesses worked this event.

<https://www.downtowndc.org/news/check-out-district-of-fashion-runway-show-video-photos-from-our-feb-7-event/>

b.) FY 20: "We Are Washington" wardrobing of hosts Cecily Fernandez and Matt Granato, recorded by and at the DC Office of Cable Television, Film, Music, and Entertainment (OCTFME). Designers were interviewed on camera about their brands and fashion vision.

Note: Recording projected to resume in 2021-22. <https://entertainment.dc.gov/page/we-are-washington-0>

c.) FY 21 Artbae, 2020 Mayor's Arts Awards winner, will produce a virtual runway fashion series featuring DC Designers and their models, and everyday customers of local fashion designers and retailers alongside Divas with Disabilities participants as models. This event will be complemented by a full social media branding campaign and memorialization of the event series.

<https://mayor.dc.gov/release/mayor-bowser-presents-35th-annual-mayor's-arts-awards>
<https://www.divaswithdisabilities.org>

19. Please provide the Commission's 2019, 2020, and 2021 annual plan prepared pursuant to D.C. Code § 3-653(a)(4). If an annual plan is not available, when does the Commission expect to submit its annual plan to the Council?

a.) 2019: None to report

b.) 2020 and 2021 Annual Plans:

<https://drive.google.com/drive/folders/1ifD72sa1wVBw1PYFhMpO2bWH2kHJdVq6?usp=sharing>

Submitted February 5, 2021

20. Please provide any policy recommendations made by the Commission on legislation, regulations, policies, and programs in FY 20, or FY 21, to date.

a.) FY 20: None to report

b.) FY 21: Forthcoming recommendations compiled Commissioner research, and DC Beauty Industry professionals and workforce members of color, applicable to the B23-970 Creating a Respectful and Open World for Natural Hair CROWN Act of 2020.

<https://www.dccouncil.us/event/government-operations-public-hearing-18/11-18-20-crown-act-hearing-notice/>

21. Please describe any special steps the Commission has taken in FY 20, or FY 21 in response to the COVID-19 public health emergency in order to pursue its statutory goals.

a.) Fashion Response to COVID-19:

https://cfae.dc.gov/sites/default/files/dc/sites/cfae/release_content/attachments/Fashion%20Response%20to%20COVID-19%2C%20DMPED.pdf

A purposeful, informative community message authored and written by Interim Chair Lanaysha "L." Jackson, with collaborative editing by Commissioner Mariessa Terrell and Kate Hartig, DMPED. This item was distributed by email to the full commission listerv in an effort to address the Fashion and Beauty community members as a whole, but particularly those who may not receive other local government communications.

b.) Mask Donation Effort: The CFAE considered and developed a mask donation effort wherein masks made and donated by local fashion designers, in accordance with CDC fabrication and sanitation guidelines, would be distributed to front line workers and community members unable to secure this mandatory face covering. Ultimately the commission was unable to secure the departmental support necessary for a non-profit partnership for the collection and distribution of masks. Beyond the obvious community benefits of this initiative, this effort aimed to support the evergreen need for brand and product visibility by Designers. It also postured Makers who will continue to produce preventative wearables and goods, for profitability through future purchases by businesses and local facilities.

22. Please describe any challenges that are impacting the Commission's ability to meet its goals.

See remedies below:

a.) Future FY budget inclusion, and the recommended account type for safeguarding private gifts and donations pursuant to Code 3-653 Powers of the Commission, and The Commission on

Fashion Arts and Events Bylaws. Reimbursement of Commissioner expenses for events and the execution of programming is an example of the importance of resolve on this item.

b.) Fashion and Beauty Industry Specific Programming support, with a clear path forward for fashion and beauty specific retailers; a sector requiring emancipation from food and beverage focused retail strategy, and general marketplace consumer goods retail projects.

c.) Tangible means of supporting fashion and beauty businesses, makers, and creatives through CFAE grant funding oversight and inclusion in district wide retail development/construction discussions.

d.) Full Ex-Officio agency representation and collaboration pursuant to Code 3-652.

e.) Regular access to a designated operating space conducive to conducting meetings, hosting summer interns, and providing work space for CFAE projects.

f.) Representation. A presence in conversations on recovery efforts, retail planning, tourism, and other interagency strategy sessions. Fashion and Beauty may directly contribute to the economic upturn of tourism, retail construction plans, corporation expansion to DC, certainly the service and retail economy agenda, and the many subsectors of the district's economic strategy. In this way, resources for our constituents actually satisfy their small business and technical needs in language, requirements, and process.