Fashion Advisory Committee

March 23, 2015

Minutes of Meeting

***Attending Advisory Meeting:***

Brenda Flaherty –Piper, RARA Sport

John Westgrath, Plangea

Marla D’Avanzo, Hope Designs

Ruby Vega, Teamwork Athletic Apparel

Elena Lai, Charity Wings art Center

Emmily Bonura, Kya Leigh

Hallie Peerson, Leg Luxury

Lita Tabish, Fallbrook High School

Lesa Gallagher, Temescal Canyon High School

Rita Campo Griggs, Director and Faculty of Merchandising and Design Program

Rachael Libolt, Faculty Merchandising, and Rachael Libolt Consulting

Marcia Roberts, Faculty Design

Ken Lord- Imaizumi, Faculty Design

Nancy Galli, Faculty Design

**Welcome** – Rita Campo Griggs

**Introductions:** Everyone introduced themselves and gave a brief description of their company.

**Social Media:** Ken and Rachael presented our Facebook page and the Website.

Committee suggested:

* Add Fashion Industry facts to the webpage
* Add industry logos
* Link the webpage to the Facebook page
* Create an Instagram account
* Listing of companies students can work at in North County locations
* Intern position to monitor Facebook and Instagram

# Special Events: Marcia

Discussion of the Del Mar Fair and our participation –

Committee suggested:

* This is a good promotional tool.
* They would like for us to bring students into the set-up and coordination of the event.

**Field trip to Magic:** World of Travel class could host a class that goes to the Magic Show in Las Vegas

Committee suggested:

* Bringing the students is a great idea and a great way to see firsthand how the industry works
* A must for any fashion student – Design or Merchandising
* Charity Wings is suggesting to do a live feed/stream from the event where students could interview industry people at the event. The live stream could be watched on the internet by all, our classrooms, other schools, industry, etc.
* John Westgrath suggested bringing the students to New York City.
* To get Fashion Students to explore outside of North County; Committee believes these trips, or special events are life changing.

**Special Events continued:**

**San Diego Fashion Week:**

* Advisory committee suggested being involved in all local fashion events
* Emmily is an active leader in Fashion Week San Diego (FWSD).  She has agreed to be our liaison with the director of special events for FWSD. New area for SD fashion week is FAB (Fashion, Art and Business).

**Internships:** Rita introduced a form for employers to fill out when requesting an intern. The form was approved with minor suggestions:

* Add Length of time the intern will work
* Add list of categories; Design, Merchandise, Operations, and Research
* Follow up with an evaluation form
* Palomar instructor should follow up on students every few weeks
* Add the form to the college Fashion Website
* Internships could be small class projects. Industry will get back to us with ideas for projects.

**Closing:**  The meeting was over about 5:30pm. Industry guest were very pleased with the meeting and look forward to further discussion.