



MURIEL BOWSER
MAYOR

July 27, 2020

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 section 4 of the Commission on the Arts and Humanities Act, effective October 21, 1975 (D.C. Law 1-22; D.C. Official Code § 39-203), I am pleased to nominate the following person:

Ms. Carla Sims
Constitution Avenue NE
Washington, DC 20002
Ward 6

for appointment as a member of the Commission on the Arts and Humanities, replacing Edmund Fleet, for a term ending June 30, 2023.

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

I would appreciate the Council's earliest consideration of this nomination 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,

A handwritten signature in black ink, appearing to read "Muriel Bowser".

Muriel Bowser



Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To confirm the appointment of Ms. Carla Sims to the Commission on the Arts and Humanities.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the "Commission on the Arts and Humanities Carla Sims Confirmation Resolution of 2020".

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

Ms. Carla Sims
Constitution Avenue NE
Washington, DC 20002
Ward 6

as a member of the Commission on the Arts and Humanities, established by section 4 of the Commission on the Arts and Humanities Act, effective October 21, 1975 (D.C. Law 1-22; D.C. Official Code § 39-203), replacing Edmund Fleet, for a term ending June 30, 2023.

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.



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

Carla Sims



Carla Sims is a three-time Grammy Award-winning producer, strategic communications expert with over 30 years of results-oriented experience in marketing, communications, project management, media relations, branding, and event, film, and television production.

Ms. Sims founded FYIMG, LLC, an entertainment and production company in partnership with her husband, with comedian Dave Chapelle as her first client. Ms. Sims had the formidable task of repositioning him following his abrupt departure from his hit television show. Her strategic approach and selective placement helped to elevate Chapelle's status to the cultural and generational icon he is today.

Ms. Sims served as a Major in the U.S. Army Reserves and worked in the Pentagon as the Special Assistant for External Affairs to the Undersecretary of Defense for Personnel and Readiness. In this position, she facilitated national speaking and outreach opportunities to promote new ways for communities, institutions, and organizations to view the Department of Defense. Her last Pentagon assignment was in the Community Relations Division, Office of the Chief of Public Affairs. Her various professional experiences and personal interests, ranging from sports and entertainment to national and community service, enable her to operate comfortably and effectively serve clients in a wide variety of worlds.

Ms. Sims received a B.A. in Mass Media Communications from Hampton University and a Certificate of Special Studies in Administration and Management from the Extension School at Harvard University.





Carla Lachele Sims

Carla Sims is a three-time Grammy Award-winning producer, strategic communications expert with over 30 years of results-oriented experience in marketing, communications, project management, media-relations, branding, and event, film and television production. Her experience developing integrated communications campaigns for entertainment, corporate, nonprofit and government clients gives her a unique perspective on building and managing the brands of products, institutions and cultural icons.

In 2006, Ms. Sims left her position as Senior Vice President at Fleishman-Hillard International Communications, one of the world's largest public relations agencies, to start FYIMG, LLC, an entertainment and production company in partnership with her husband, jazz harmonicist Frederic Yonnet.

With comedian Dave Chappelle as her first client, Ms. Sims had the formidable task of repositioning him following his abrupt departure from his hit television show, *The Chappelle Show* on Comedy Central. Her strategic approach and selective placements helped to elevate Chappelle's status to the cultural and generational icon he is today. Sims received Grammy Awards for her role as Consulting Producer of Chappelle's long-awaited double-albums: *The Art of Spin* and *Deep in the Heart of Texas* (2017); *Equanimity* and *The Bird Revelation* (2018); and *Sticks and Stones* (2019).

As publicist and producing partner for Chappelle, she developed Dave Chappelle's *Juke Joint* featuring Frederic Yonnet. The live music and comedy show, which showcases Yonnet and his "Band with No Name," has been described as "the best party you've never been to," and the next iteration of Chappelle's *Block Party*, a music documentary directed by Michel Gondry. As strategic communications advisor and spokesperson, she evaluates all incoming media, public appearance and special requests. She coordinates appearances and cover story placements in national and international outlets. Her personal relationships with artists, managers and agents give her direct access to celebrities and industry influencers.

During her eight-year tenure at Fleishman, Ms. Sims managed multimillion-dollar programs for corporate and government clients including the Department of the Army, ESPN, Inc., The White House Office of National Drug Control Policy (ONDCP), National Public Radio, the Social Security Administration, and the DC Commission on the Arts and Humanities. As head of Multicultural Outreach on the ONDCP account, she managed part of a \$50 million budget and supervised subcontractors to reach youth and parents in the African American, Hispanic, and Asian communities. As the lead on the Army's multi-year, multimillion-dollar *Operation Tribute to Freedom* project, Ms. Sims and her team created hundreds of high-profile opportunities for the American public to thank returning soldiers for their service. Other entertainment and sports-related experience includes working in the Sports Marketing Department at Anheuser-Busch and working with Ann Marie Wilkins, artist manager for Branford Marsalis and Harry Connick, Jr.

Ms. Sims served as a Major in the U.S. Army Reserves and worked in the Pentagon as the Special Assistant for External Affairs to the Undersecretary of Defense for Personnel and Readiness. In this position, she facilitated national speaking and outreach opportunities to promote new ways for communities, institutions, and organizations to view the Department of Defense. Her last Pentagon assignment was in the Community Relations Division, Office of the Chief of Public Affairs. Her various professional experiences and personal interests, ranging from sports and entertainment to national and community service, enable her to operate comfortably and effectively serve clients in a wide variety of worlds.

Ms. Sims was a founding board member of Howard Theater Restoration and sat on the board of Duke Ellington School of the Arts, Washington, DC. She received a B.A. in Mass Media Communications from Hampton University and a Certificate of Special Studies in Administration and Management from the Extension School at Harvard University.

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



Office of the General Counsel to the Mayor

To: Ronan Gulstone, Steve Walker
From: Betsy Cavendish
Date: July 5, 2020
Subject: Legal sufficiency review of Resolutions nominating Maria Hall Rooney, Maggie Fitzpatrick, Carla Sims, Hector Torres, Stacie Lee Banks, and Quanice Floyd as members to the Commission on the Arts and Humanities.

This is to Certify that this office has reviewed the above-referenced legislation 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 dark ink, reading 'Elizabeth A. Cavendish' in a cursive script.

Elizabeth Cavendish