



JUNIOR LEAGUE OF ALBANY
Women building better communities®

American Girl Fashion Show Committee Minutes

Meeting, September 16, 2014

Bountiful Bread, Stuyvesant Plaza

Meeting was called to order at 6:38PM. Caitlin Monjeau, Lisa Walters, Samantha Snyder, Gretchen Wilbur, Sara O'Brien, and Barbara Gaffuri were present. Julia Hormes was also present as a liaison from the Communications Council. There were no additions or changes to the agenda.

The committee approved the minutes of the meeting held on September 16, 2014.

Colleen Piccolino, who had previously photographed the event, is not available for our chosen date in 2015. A request for proposals was sent to area photographers, and one proposal was received. The proposal is in line with what Ms. Piccolino offered in past years, and Caitlin Monjeau will contact the proposal writer to engage her for the event.

Show themes were discussed. Lisa Walters conducted research concerning other American Girl Fashion Shows' use of themes and found none chose to use them. The committee agreed that if we use themes, they should be obvious to all who attend the show. It was proposed that a major raffle item for each show's chance raffles be associated with the theme, and that center pieces developed for each table be on-theme. The committee recognized that this would mean additional pre-show work, but believes that JLA members who cannot attend the show will be available to create centerpieces. Proposed themes are Rockstar, Princess, and Tea Party. Frank Adams Jewelers has offered to donate a pearl necklace that would be an appropriate raffle item for the Tea Party. The committee agrees that promoting the themes will be a priority.

Caitlin Monjeau and Lisa Walters reported on their meeting with Kim Aperance of the Albany Country Club in August, and discussed possible changes to the venue layout. The ACC is amenable to whatever changes we would like to make, and is open to the possibility of the girl hair salon and nail salon. Food prices will remain stable this year, and some changes to the food were requested to offer items that seem healthier.

The committee reviewed the proposed pricing structure discussed last meeting and approved this for submission to the Board of Directors.

The committee discussed the possibility of adding New Members or transfer members to the committee, and is amenable to doing so. Caitlin Monjeau will discuss with the Board of Directors.

Sponsorship Chair received promotional material in folders from American Girl, and will begin assigning sponsorship solicitation tasks as soon as we receive final board approval of the solicitation letter. Caitlin Monjeau will contact the Annual Appeal committee to see if there is progress on their solicitation materials, which could possibly be used for American Girl solicitations. Sara O'Brien also agreed to contact New Member concerning Frank Adams Jewelers' sponsorship or other participation in the event. Lisa Walters will coordinate with Sara.

The committee reviewed a written proposal drafted by Lisa Walters to allow girls in the community to attend the event. The committee approves of the proposal and Caitlin Monjeau will send to the Board of Directors for their approval. The committee anticipates that, if approved, it will approach local schools, libraries, or children's service organizations and ask that they distribute the paired tickets. The committee also anticipates that it can seek a sponsor for the amount required to purchase these tickets.

Volunteer Management Chair (Gretchen Wilbur) will begin accepting shift assignments from JLA members as of the October GMM. Caitlin or Gretchen will make an announcement and circulate Gretchen's contact information to collect shift preferences from members. Caitlin will ensure Gretchen has a master membership and new member list. Gretchen has discretion to sort this information. Committee agreed that deadline for selecting shift assignments should be in November, and that all shifts should be assigned by the end of December.

Vendor Chair (Samantha Snyder) will coordinate with Carolyn Daggett, Carly Connors, and Karen Clark concerning a list of potential vendors to contact for the show. Chair will also coordinate with Bridget Graber and Julia Hormes to send a mass e-mailing, and possibly a mailing, to vendors with when BOD has approved the vendor application.

Gretchen Wilbur agreed to contact Colonie Center and Crossgates malls concerning setting up tables in December, January, or February to promote the event. Will coordinate with Brianna Olsen of DIAD committee regarding this issue.

Caitlin Monjeau agreed to design save the date cards ASAP and seek approval, if required, from American Girl to have these printed and distributed. Committee agreed that handbill sized save the dates are preferable to the business card save the dates used last year. Committee also agreed that an organized plan for distribution should be developed.

Sara O'Brien and Barbara Gaffuri agreed to work with the DIAD committee (Brianna Olsen) to coordinate a DIAD at the Delaware Public Library that works with American Girl dolls donated last year. This would be a fun tie-in with our past literacy projects and donation, and might make a nice piece in the local paper. The timing would also help us promote the show.

Samantha Snyder agreed to contact local cosmetology schools concerning the feasibility of having stylists at the show to style girls' hair. The agreed timeline for contact and update to the committee is two weeks.

Caitlin Monjeau agreed to gather pricing data about feasibility of nail appliqués for the girl nail salon, and will report back to the committee in two weeks.

The following month's meeting date was set for Thursday, October 16, again at Bountiful Bread in Stuyvesant Plaza.

Julia Hormes arrived at approximately 8:20PM and discussed possible publicity planning. The committee agreed that a single point of contact with the communications council would be preferable, and Julia agreed to find a contact person who will have responsibility for all or most of the American Girl publicity. The committee agreed that it wanted to pursue aggressive email marketing, given the low cost and effectiveness last year, and would like to send emails concerning the show as soon as tickets go on sale in November, in January after the Girl of the Year doll is announced, and then monthly at the beginning of February and March, with another possible message if we have not sold out by the second week in March. The emails can be drafted well in advance. The committee would like to advertise the themes offered this year in these emails, and Julia expressed preference that the messages look professional and on theme.

The committee discussed using media broadly for publicity, including print, radio, blogs, and social media, and would like to review pricing for these advertisements to create a cohesive plan.

The committee also agreed that they would like to send premium-looking invitations, but would like to send them to new potential attendees, and will need to find mailing lists that reflect parents with young girls to send these invitations.

Julia and Caitlin agreed to secure a tablecloth with the JLA logo for use at publicity events and at general JLA events. Lisa Walters and Caitlin Monjeau agreed to draft a preliminary publicity plan for use with the Communications Council contact person.

The meeting was adjourned at 9:00 PM.