



JUNIOR LEAGUE OF ALBANY

Women building better communities®

American Girl Fashion Show Committee Minutes

Meeting, October 16, 2014

Bountiful Bread, Stuyvesant Plaza

Meeting was called to order at 6:30PM. Caitlin Monjeau, Lisa Walters, Samantha Snyder, Karen Clark, Sarah O'Brien, Barbara Gaffuri, and Sandy Doellefeld were present. There were no additions or changes to the agenda.

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

The Save the Dates were approved by Cathy Hunt of American Girl, and Barbara Gaffuri volunteered to solicit quotes from 3 printers for 50-100 copies of the Save the Dates, which would then be sliced into half-sheets, for a total of 100-200 flyers. Sandy suggested Modern Press and Mailworks as previous vendors, along with Camelot and Staples. Suggestion to discuss also using the same printer for the invitations, of which about 15,000 go out to get the best deal. Contact at Modern Press is Teresa Granger, who is a sustainer, and who has previously designed the program.

Discussion about distribution plan for Save the Dates, which should be targeted to specific locations. CJM will compile and distribute a list.

The committee reviewed and discussed the budget for the event, recognizing that the major costs are for food at the event and the fee we pay to American Girl, neither of which are negotiable. Takeaway that the event will make money if we sell out, and that ticket sales are a huge priority. Also that the committee should endeavor to get donations for as many items as possible rather than purchasing them.

Brief discussion of ticket sales management, which can be complicated by the fact that we sell full tables and that we may sell through other means aside from the website, specifically Paypal Here or Square reader when out in the community. Karen Clark volunteered to act as Ticket Sales Chair and will contact Brianna Olsen, who has done this in years past.

Brief discussion about vendors issue given American Girl's declining to approve our Vendor letter and generally discouraging our use of vendors. Committee was generally supportive of doing what we have done in years past, but agrees this is a decision for Board of Directors. CJM will contact BOD and update the committee on status.

The Girl hair and nail salon were discussed, with respect to contacting Complexions, which ultimately decided not to work with us on the event. CJM to meet with marketing director of Rumors in the following week, and will update committee accordingly.

Discussion about sponsorship menu and possibilities of increasing revenue in this area was had. Annual Appeal committee has developed a tri-fold brochure to solicit donations to the JLA, and committee will consider using similar or same to contact sponsors.

_____ volunteered to contact the Delaware Branch of the Albany Public Library and Girls Inc. concerning the proposed community give-back program. Caitlin Monjeau agreed to contact the Boys and Girls Club. * After this meeting, Tabitha agreed to contact the Boys and Girls Club.

A brief discussion about the inadequacy of the current website was held, and Samantha Snyder agreed to generate new write ups for the girl hair salon, role models, and other information about the show, including photos. Samantha also agreed to review other JL AGFS websites to review what we might use for our own.

The publicity plan was discussed, and Lisa Walters and Caitlin Monjeau discussed a meeting with Carol Crummey, the liaison to the AG committee from Communications Council. Gretchen Wilbur agreed to contact Crossgates Mall and Colonie Center concerning booking a table for December, January, and February to promote the event. Barbara Gaffuri and Sarah O'Brien updated the committee concerning a proposed Done in a Day at the Delaware Public Library, which the librarian was enthusiastic about and which we will go forward with on a date in February.

Discussion about possibly asking community leaders and well-known personalities to appear at or host the show. Sandy Doellefeld suggested an email to sustainers and the entire league soliciting suggestions for individuals who members might believe are interested in or who might have a connection to members.

Brief discussion of use of Square Reader, and CJM will investigate payment options available for multiple users at the show and elsewhere.

The committee reviewed the to-do list for October and set the next month's meeting date. The meeting was adjourned at approximately 9:00 PM.