



JUNIOR LEAGUE OF ALBANY

Women building better communities®

American Girl Fashion Show Committee Minutes

Meeting, December 14, 2014

Panera, Latham Farms

Meeting was called to order at 11:20 AM. Caitlin Monjeau, Lisa Walters, Karen Clark, Sarah O'Brien, Barbara Gaffuri, Gretchen Wilber, Jasmine Clemons, Tabitha Novosat, and Danielle Holley were present. There were no additions or changes to the agenda.

The minutes from the November meeting are not yet prepared, and so the committee will review and approve those minutes when they are circulated.

The committee heard updates concerning the plan to solicit sponsors for the 2015 show, and agreed that we should solicit vendors that the JLA uses currently. The committee's soft goal is to secure two sponsors at the \$500 level or above, but the committee would like to go beyond that amount. Sponsorship brochures were printed and circulated to committee members.

The committee was briefly updated about Rumors Salon and Spa and the girl hair salon, and is optimistic that publicity through the Rumors email list will generate ticket sales for the show.

Concerning publicity and advertising, the committee is awaiting results from Spingo, the advertising service that we used in the Times Union. An online only ad was placed in the Times Union events page, which placed the American Girl Fashion Show as the premier event on Cyber Monday. When members viewed the page, however, a photo other than the one that we submitted had been used—one from another Junior League's fashion show in another state. This was fixed on the same day after bringing this to the attention of our contact. While the ad was prominent on the Events page itself, it was not prominent on the front page of the Times Union, or on the mobile version of the site. Spending on Facebook, however, seems to have significantly increased the number of people who viewed our Facebook page, and the committee may choose to use this platform more than others.

The JLA now has an AdWords campaign through Google for Nonprofits, which is currently running. This is coupled with Google Analytics, which has been added to our website. The publicity chair will have the ability to see where incoming traffic comes from, how long people stay on our page, and other useful information. Going forward, this should help the committee target its advertising spending appropriately.

Save the Date flyers have been printed and are ready for distribution. Because invitations will not go out until January, the committee would like these up in the community in December. The weekend of December 20 is planned for distribution. A Done in a Day may be organized to facilitate effective flyer distribution.

In reviewing previous years' email correspondence with the JL of Lehigh Valley, we found several pieces of information that might be useful for our league. JL of Lehigh Valley does not send invitations to the entire mailing list that American Girl sends the League, but only to about 2500 addresses. Given the huge expense of mailing invitations, the committee is interested in trying this approach. The committee agreed to investigate pricing options for the different mailers and to consider sending the more expensive, nicer looking invitations to a small number of recipients, and the less expensive invitations to others. This would give the committee some data to work from to make good decisions about invitations in future years.

The same league advised having gifts on hand for guests in the case of mistakes or inconveniences. Because we have an oversupply of merchandise from last year's show, this material may make good gifts in that regard. The committee also discussed raffling this material off during mall tabling events or model casting calls, as well as raffling of an American Girl doll to drive traffic to our table and possibly make some money. Caitlin Monjeau will look into purchasing the Girl of the Year doll when it is released in January, using the discount we receive from American Girl.

We have had good ticket sales since the Black Friday release date, and the committee has had updated numbers regularly. The 2:00 PM show is most popular, followed by the 10:30 AM show and the 5:30 PM show. We have had some positive responses to the discounted parent ticket for models this year, although this presents a logistical challenge. Currently, model parents purchase their tickets online and enter a discount code that deducts \$35 from the purchase price—the model parent has previously paid \$30 for a discounted ticket, which was submitted with the model application fee. This is a challenge because model parents likely want to sit with other guests or family members, and so must purchase these tickets either all together or request a group seating arrangement. Lisa Walters recommends that we review the logistics of this arrangement at the end of the year, or possibly eliminate the discount option.

Because American Girl programs was so strongly in opposition to vendors at the show, we have elected not to pursue a general call for vendors. One vendor, a sustainer, who has regularly appeared at the show and who was already planning to attend was asked to return. We have no update concerning a bookseller at the show.

Model applications have been coming in, and the most popular show is the 2:00PM show for models. Because there are 48 outfits this year, as many as 24 models may appear in each show, and the committee agrees that we should solicit as many models as possible. Lisa Walters also asks that

she be given the show script when it is released to better plan for model transitions and to ensure few quick changes take place.

Barbara Gaffuri and Sarah O'Brien agreed to act as raffle chairs this year, and asked that we make an announcement in an email reminding members of the January GMM that raffle donations from members will be due on March 1. We will review the membership points available to members who solicit or donate raffle baskets. BG and SO will make a verbal announcement at the GMM concerning raffles and we will look into offering bonus points to members who bring raffle baskets to February Sectional meetings. The committee agreed on a goal of 12-15 chance raffle baskets per show, although more will be welcomed.

Lisa Walters and Caitlin Monjeau reviewed and discussed a proposed shift in responsibilities for the remainder of this League Year and in future League years. Each member of the committee, which should be of at least 10 members, will have a defined role with a specific list of responsibilities beginning at placement. Assuming placements happen before the end of the League year, members with new placements will work with current committee members to help prepare them for the fundraiser. The committee agrees that New Members should be encouraged to join the committee as their first placement. The committee also agrees that this should be a recommended two-year commitment, and most committee members expressed that they are willing to remain for two years to improve the fundraiser.

The committee job description and task list is appended to these minutes. Members were assigned to these roles according to an assignment list, which is also appended. The co-chairs of the committee will "supervise" half of the subcommittees to ensure the workload is reasonable and that all members of the committee have enough to do and enough freedom to do a good job. The committee approved of the proposal, and the new job descriptions and task lists are in place for the rest of this League year.

The meeting was adjourned at 12:45 PM.