



**JUNIOR LEAGUE OF ALBANY**  
*Women building better communities®*

American Girl Fashion Show Committee Agenda  
Meeting Scheduled January 25, 2015; 11:00AM, Panera, Glenmont, NY

1. Call Meeting to Order, additions or changes to agenda
2. Minutes of previous meeting to be circulated
3. Financial update (10 minutes)
  - a. Review of “fixed” costs
  - b. Review of costs we can have donated
  - c. Review of cost per ticket
  - d. Sponsorships
4. Advertising and Publicity Update (10 minutes)
  - a. Marketing call earlier this week
  - b. Plan to attract attention of news reporters
  - c. Invitations have been sent to printer, should be in the mail this week
  - d. Suggestion to attract attention of grandparents
5. Ticket update (5-10 minutes)
  - a. Ahead of last year by date and by number of weeks until show
  - b. 5:30 show still lags, Suggested major raffle item for that show
6. Merchandise (5 minutes)
  - a. Up on website, Constant Contact
  - b. Please share on your Facebook pages
  - c. JLA Boutique Merchandise idea
7. Raffles (10 minutes)
  - a. Any updates?
  - b. Draft letter; Coordinate plan to ask specific businesses
  - c. Cupcake party idea
8. Community Project (5 minutes)
  - a. Have we had response from community partners?
  - b. Interest in donations to cover cost of project
9. Girl of the Capital Region (10 minutes)
  - a. Need volunteer to take this on—draft rules, prompt for essay, and get approval.
10. Committee Tasks Review (10 minutes)
  - a. Delay in sending out paperwork—my bad.
  - b. Check-in on timeline
11. Schedule following meeting
12. Adjourn