



**JUNIOR LEAGUE OF ALBANY**

*Women building better communities®*

American Girl Fashion Show Committee Agenda

Meeting Scheduled February 22, 2015; 1:30 PM, Tala, Newtonville, NY

1. Call Meeting to Order, additions or changes to agenda
2. Approval of previous meeting minutes
3. Financial update (5 minutes)
4. Advertising and Publicity Update (10 minutes)
  - a. Invitations to bloggers, news personalities
  - b. Invitations have been sent, address issue
  - c. Facebook ad update, brief discussion
5. Ticket update (5-10 minutes)
  - a. Ticket sales remain strong, especially for 2:00, but lag for 5:30
  - b. Revisit plan to boost 5:30 sales
  - c. Incentive for Rumors patrons
  - d. Full table sales have been good
6. JLA Volunteers update (5-10 minutes)
  - a. Committee “trainers” for JLA members during the event.
  - b. Distinctive item to set us apart? Printed, sticker name tags? Ribbons? Scarves?
7. Program and printing update (5 minutes)
  - a. Optional AG printing?
8. Event Logistics update (5-10 minutes)
  - a. DIAD for crafts to decorate ACC
  - b. Candy bar
9. Merchandise (5 minutes)
  - a. Pre-sale is complete, review totals sold; discussion about quantity to order for sale
  - b. Leftover previous-year merchandise
  - c. JLA Boutique Merchandise idea \*Need volunteer to follow up\*
  - d. Dealing with sales on the day-of
10. Raffles (10 minutes) – update from Raffles subcommittee
11. Community Project (10 minutes) – update from Guest Retention subcommittee
  - a. Discuss transportation
  - b. We have 2 more girls than planned
  - c. Do we have sponsors for these costs (over \$1k)?
12. Girl of the Capital Region (10 minutes)
  - a. Review plan for promotion
  - b. Set some objectives to measure success on this project
13. Committee Tasks Review (10 minutes)
14. Schedule following meeting
  - a. Begin bi-weekly meetings.
15. Adjourn