JUNIOR LEAGUE OF ALBANY
Women building better communities®

American Girl Fashion Show Committee Agenda
Meeting Scheduled October 16, 2014
6:30 PM, Bountiful Bread, Stuyvesant Plaza, Albany

1. Call Meeting to Order, additions or changes to agenda
2. Approve minutes of previous meeting
3. Welcome new members!
4. Save the Dates are designed and approved by Cathy Hunt.
   a. **Project:** Solicit quotes on these from 3 printers (suggested: Camelot, Staples, and one other). We would like these printed in full color and cut into half-sheets.
   b. Discuss how many and placement of Save the Dates.
5. Discuss AG budget and potential expenses. LW to discuss.
6. Discuss Ticket Spreadsheet Management. CJM to discuss.
   a. **Project:** Need Ticket Sales Chairperson who will track these fastidiously when they go on sale.
7. Vendors update. CJM and LW to discuss update from AG regarding vendors vs. sponsors.
8. Update on Girl Hair Salon/Nail Salon. CJM and LW to discuss
   a. Review any proposals received to date and select sponsor if possible
   b. Determine what we would like to offer as a thank you
   c. Determine what we will need to supply for these events and cost estimate of supplies needed
   d. Finalize pricing and procedures for sign-up, etc.
9. BOD has approved **ticket pricing**, **model application**, **community give-back**, **sponsorship submissions**.
   a. Sponsorship menu has been approved and sent to chair; update on next steps, current efforts.
   b. Begin discussion on Grand Raffle vs chance raffle items and possibilities of increasing revenues on these events
   c. Brief discussion about desire/need to develop material to solicit sponsors.
   d. Discuss community give-back program
      i. **Project:** Determine list of community partners to contact, develop materials for contacting community partners
         1. Albany Public Library, Delaware Branch—contact through Sandy Doellefeld
         2. Girls Inc. (girlsinccapitalregion.org; possibly:

Jessica Pelton Rowell
Director of Program Development & Partnerships
Phone Ext: (518) 374-9800 225
Email: jrowell@gcr.girls-inc.org

10. Discuss look and write-up of AG on JLA website. CJM and LW to discuss
    a. Discuss what info is unclear/needs to be added
    b. LW to have website updated with new ticket pricing and new model application
    c. **Project:** write ups for new girl hair and nail salon, role models, any additional info to better clarify event, new photos, etc.
    d. **Project:** review other JL AGFS websites, see what we can copy, and propose a very specific run-down of pages.
11. Publicity plan
    a. Carol Crummey will be AG/PR committee liaison
    b. Update on meeting with Carol and findings so far on advertising costs. LW/CJM to discuss
    c. Update on availability of booking tables at Contact Colonie Center/Crossgates in December/January/February. Coordinate with Brianna Olson, DIAD committee
    d. Update on Delaware library project. BG and SO to discuss.
12. Discuss adding new "**Role Model**" feature to show. LW to discuss.
    a. How many?, What role they would RM have before/during show?
    b. Brainstorm list of potential role models
    c. Determine who has best connection for contacting – this may need to be an email request out to the league
    d. **Project:** coordinate communication and follow-up to potential role models. Coordinate with publicity liaison, Carol Crummey.
    e. Will get access to americangirlfashionshow@juniorleaguealbany.org email account
    f. Will be able to view purchases that come through JLA eStore
    g. Coordinate with Brianna Olsen, who handled this in years past.
13. Discuss use of Square Reader
    a. Possibly use for sales at mall tables if we have them
    b. Possibly use for coordinating sales at the event, including for raffles.
    c. Volunteers with smartphones can download the software (free) and take purchases from their phones.
14. Volunteer Management update
    a. Write blurb and have Caitlin add shift sign-up link in next JLA communication. This should be included in every communication through March.
15. Review to-do list for October
16. Set next month's meeting date