



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

American Girl Fashion Show Committee Agenda  
Meeting Scheduled November 11, 2014  
6:30 PM, The Desmond, Albany, NY

1. Call Meeting to Order, additions or changes to agenda
2. Approve minutes of previous meeting
3. Rumors Salon Sponsorship Update, CJM to discuss
  - a. Girl Hair Salon at only one show, likely the 2:30 PM.
  - b. Discuss pricing
  - c. Cross-promotions with Rumors
  - d. Demonstrate value to Rumors
  - e. Ideas from Rumors marketing director
    - i. Our version of a “Girl of the Year” contest
    - ii. Step and repeat backdrop for photos
    - iii. Eventually move toward a larger event with an adult component, or a preview evening or something similar.
  - f. CJM will meet with the marketing director (Tim Tyrell) on 11/13 at 1:00PM.
4. Vendors
  - a. BOD decision re: soliciting vendors as in previous years
  - b. Alternatives
    - i. Bookseller
    - ii. BOD suggestion: For a donation of a raffle item for each of three shows and our display of promotional material at the registration table, would-be vendors could have a presence.
5. Publicity and Advertising Update
  - a. Times Union premiere ad purchase, per Carol Crummey. CJM will discuss
  - b. Email blast scheduling. Emails are currently scheduled to go out:
    - i. 11/28/2014: Black Friday Ticket announcement email.
    - ii. 12/15/2014: Christmas email.
    - iii. 1/9/2015: Birthday email.
    - iv. 1/23/2015: Table email.
    - v. 2/9/2015: Valentine’s Day email.
  - c. Mall tables, GW will discuss
  - d. Delaware Library DIAD, SO and BG will discuss. \* Community Council **has** approved the expenditure for an educator for this event.\*
  - e. Save the Dates, BG will discuss

- f. Tablecloth, CJM will discuss
- 6. Sponsorship Update, per SO.
  - a. Goal: secure sponsorships by end of January. We need February to make up and print the program.
  - b. LW to discuss sponsorships at other Junior Leagues' AG Fashion shows
  - c. Proposal to create specific solicitation material to be printed just for soliciting sponsors, in small numbers. CJM will discuss.
- 7. Location Update
  - a. ACC is closed January and February 2015 for major renovations
  - b. AG model clothing and our promotional items will be delivered to LW's home. Will need assistance transporting to ACC around March 3. Possible opportunity for members who cannot attend show.
  - c. Will need to check in what we receive from American Girl to be sure we got everything when it arrives mid-February.
  - d. Stage is booked, per LW.
  - e. **Project:** Sound must be booked. Contact TVI (Technical Video, Inc., (518) 867-3020, <http://technical-video.com/>), and then solicit quote from vendor. Secure alternate quotes from other vendors if possible. Secure contract if possible.
- 8. Proposed Model Fitting Dates
  - a. Wednesday March 4, 2015, 5-7PM at ACC
  - b. Saturday March 7, 2015, 9AM-12PM at ACC
- 9. Proposed Rehearsal Date: Thursday, March 19, 6-7:30PM
- 10. Ticket Package Pricing Update: Since we are not moving forward with the girl nail salon this year, LW and CJM believe we should lower the price for the full ticket package from \$500 to \$450, but leave the birthday package as is. See spreadsheet for details.
- 11. Raffles
  - a. Need to draft email to membership setting out guidelines for raffle donations
  - b. Need to solicit raffles from vendors once we have excluded them as possible sponsors.
  - c. Raffle donations should be in hand by the end of February or early March at latest.
- 12. Donations
  - a. **Project:** Contact Panera at Wolf Road to see if they will donate food for the volunteers and models for breakfast, lunch, and/or dinner on the day of the show. They do this, but need some advance notice. Call the store and ask for the store manager
  - b. **Project:** Contact Michael's, A.C. Moore, Walmart, Target, Party City and similar retailers to ask for gift cards or the donation of specific items for the birthday packages if we sell any, including goody bag items, birthday cake, and balloons. *Not time-sensitive, will happen likely in January.*
- 13. Review committee tasks by month.
- 14. Adjourn.