



JUNIOR LEAGUE OF ALBANY
Women building better communities®

American Girl Fashion Show Committee Agenda
Meeting Scheduled December 12, 2014
11:00AM, TBA

1. Call Meeting to Order, additions or changes to agenda
2. Approve minutes of previous meeting
3. Updates
 - a. Sponsorships
 - i. List of sponsors
 - ii. Plan for solicitation
 - b. Rumors Salon and Spa
 - c. Publicity and Advertising
 - i. Times Union Ad
 - ii. AdWords
 - iii. Save the Date flyers
 - iv. Invitations—advice from other JL
 - v. Previous years' merchandise givaways
 - d. Ticket Sales
 - i. Update on numbers
 - e. Vendors
 - i. Carolyn
 - ii. Bookseller
 - f. Models
 - g. Raffles
 - i. Timeline to begin soliciting from members
4. Committee Tasks Review
5. Check-in
6. Proposed Subcommittee Structure
 - a. Overview
 - b. Proposed chairs and responsibilities
 - c. League Year 2014-2015 Placement Proposals