



### American Girl Fashion Show, Marketing Subcommittee

Meeting was held by teleconference, and was called to order at 7:00 PM. Caitlin Monjeau, Lisa Walters, and Carol Crummey were present.

#### **Kids Out and About**

The committee agreed that the Kids Out and About email list marketing was effective, and wanted to continue advertising in that way. Also discussed contacting Mamatoga Blogger and reaching out to members who might have log-on credentials for that site.

#### **Facebook Ads**

The group agreed to run a Facebook ad to promote the mall table event. Also looked into following businesses that have sponsored us in the past and looking to get them to follow us back. We'd like to find ways to get businesses to follow or like our page.

#### **Delaware Public Library**

We would like to try to get a Done in a Day feature story. Approach Times Union, Spotlight Newspapers. CJM will send binder material to CC. CC will see about getting Times Union were you seen to come.

#### **News or Radio**

The group brainstormed to get promotions on the radio or television, and are willing to offer a ticket giveaway. We'd be willing to do a giveaway for up to 6 pairs of tickets, and an ad, and naming rights to some items. Would like to contact B95.5, Fly 92.3.

#### **Times Union Ad**

We'd like to delay running a print ad as long as possible, given the expense.

#### **Billboard**

We are considering a billboard, which would run to just under \$1,000, although this is really a League promotion, not so much an event promotion. Will discuss to see what kind of lead time we need for this.

Meeting was adjourned at 7:30 PM.