

FREDERICKSBURG JAZZ COLLECTIVE
PROMOTIONS COMMITTEE
MEET & GREET
Tuesday, Aug. 5th, 2014 @ 7:30 pm

Current Projects and Task Leaders

1. Design and create business cards/process is underway design and layouts will be presented to the Committee when available to review & comment : Gerard
2. Design and create FJC promotional merchandise for FJC Board members and for sale at FJC events/ process is underway design and layouts will be presented to the Committee when available to review & comment: Gerard
3. Distribute an introduction letter to FJC members seeking volunteers for the Promotional Committee: **completed on Aug. 1, 2014** Gerard
4. Schedule a monthly meeting after the Promotional Committee members have been identified: **completed on Aug. 1, 2014** – Gerard
5. Delegate roles/commitments to carry out the Promotional Committee tasks :
 - a) **Media Coordinator/Press Release writer** – Find out how we can get a FJC shoutout over the Public Address System by the Virginia Railway Express (VRE) Conductors on the Fredericksburg line to advertise our Jam Events and other functions. Write Press Releases for our next scheduled events and submit them to Radio & TV stations as Public Service Announcements for no-cost advertisement, submit and post our Jazz Jam events & other community events/functions on the website calendars of local Radio Stations i.e., B101.5 fm, Newspapers, Magazines i.e., www.jazztimes.com and TV stations where this service is available. E-mail/Write/Call/Meet in person with Fox TV www.myfoxdc.com and get us on the “Good Day DC” morning program to tell our FJC story and deliver a musical performance, Fox 5 typically schedules appearances six months in advance.
 - b) **Photography & Video Coordinator** – capture us at our functions, events and meetings to share our msg. Share photos/video with our Social Media Coordinator for uploading on various social media sites.
 - c) **Budget Analyst** – develop a budget for Marketing initiatives i.e., business cards, FJC Polo shirts that will identify each of us and liaison with our Treasurer.
 - d) **New Member recruitment**, Sponsorship Development, Fundraisers, Business Liaison, local government liaison
 - e) **Social Media Coordinator**: update the Music Business database, upload video/photos of our events functions on Facebook, YouTube, Twitter, Instagram
 - f) **Special Projects**, Hospitality/Greeters for the Jazz Jam & other events, Educational Outreach: Not yet assigned.

Identify three (3) reasonable attainable short term goals. i.e., new member recruitment, updating our Music Business database and establish a relationship with the Richmond Jazz Society by scheduling a meeting and define what each organization gets out of the relationship : Not yet assigned.

Goal #1 - Ask each Committee member to **recruit three (3) new FJC member's** within thirty (30) days, additionally ask each Committee member to **seek out at least one new donor to the FJC**. Report results to the Committee no later than Sept. 5th.

Goal #2 - Update our Music Business database. Report results identifying new info posted no later than Sept. 5th.

Goal #3 - Establish a relationship with the Richmond Jazz Society by scheduling a meeting and define what each organization gets out of the relationship. Report results to the Committee no later than Sept. 5th.

6. Meet, greet and welcome attendee's at the next FJC Jazz Jam session at Colonial Tavern : Commitment for all Committee members.

New Business Proposed:

- **Create a developmental performance Jazz Workshop** for new musicians or musicians who are new to Jazz and co-host with music retailers that may be interested such as Forte Music Studios, Roberson's Music, Bang Music, Music & Arts or others. Two hour sessions meeting twice per month.
 - **Develop a section on the FJC website for Sponsorships**. Identify levels of Sponsorships, costs that Sponsors would be paying per year and honorable mentions at FJC events.
 - **Open the door and consider expanding new venue exposure, immediate/short term:**
 - a) **Spotsylvania Town Center Mall** 137 Spotsylvania Mall Fredericksburg, VA 22407 a high foot traffic indoor shopping mall, set-up a table to recruit new FJC members, donations, sponsorships, FJC performs, connect with the public seeking musicians and bands for various events/functions.
 - b) **Buffalo Wild Wings** on 10107 Southpoint Pkwy. Fredericksburg, VA. They offer live music entertainment on a regular basis with a live remote radio broadcast from a local radio station on certain dates. Additionally, they offer for non-profits specific event dates i.e., "On the day of your event, Buffalo Wild Wings will donate 10% of all prepared food sales from any guest that presents this fund raising ticket to their Server. Sales exclude alcoholic beverage purchases.
 - c) **Applebee's restaurant** – 2851 Plank Rd. Fredericksburg, VA – the currently offer Karaoke, surely it would be a win-win with the FJC performing, getting our msg out, attracting new members/donors and boosting the business of Applebee's.
- Continued, Open the door and consider expanding new venue exposure, long term:**
- d) **National Restaurant Association** – Restaurant week in Fredericksburg, VA., projected for January, 2015
 - e) **Partner with Delta Sigma Theta Sorority in Fredericksburg, VA.**, for one or more large events in the Fredericksburg, VA or surrounding area. Not-for-profit Greek lettered Sorority of college educated women who are dedicated to Public Service. They were founded in 1913 by 22 collegiate women at Howard University in Washington, DC. Delta

Sigma Theta has 1,000 Chapters and more than 300,000 members nationally and internationally.