

REGION XII SPOTLIGHT FUTURITY MEETING NOTES



Date: April 4, 2023

Time: 7:30 PM Call to Order

Facilitator: Charles Moseley, President

In Attendance

Allison Mehta

Melissa Bradshaw

Mike Wilson

Danielle Contarino

Mike Haggan

Michelle Watson

Mary Scribner

Approval of Minutes

Minutes were bypassed

New Business

- Spotlight Auction (Allison)
 - Negotiations with WEC have been finalized
 - \$27,300 cost, \$27,500 income from tables sold
 - This cost includes table setup, linens, auctioneer, audio, etc
 - Tables
 - 22 on the Veranda section on the right side of the hotel.
 - Roped off for private access
 - Gifts have been purchased
 - Each table will receive an envelope with six cards, giving attendees access to the party and drinks at the bar
 - Each table will be served platters of hot hors d'oeuvres, along with a quality red and white wine

- Access to open bar 1 hour, cash after the first hour
 - Access to 3 cheese charcuterie stations
 - Pickles Veranda
 - The pickles veranda will be an open area with seating for those who have reserved paddles but do not have a table.
 - Those on the pickles veranda will have access to a cash bar and two cheese and charcuterie stations.
 - Cost of Paddles: The board has decided to allow people to preregister for their paddles at no cost.
 - Mike Haggan made a motion, Allison seconded and the vote was passed unanimously.
- Stallions (Mike Wilson)
 - Mike Wilson has received 17 additional commitments for stallion enrollment. He is currently worked to get their paperwork finalized and content for the website.
- Advertising and Promotions (Melissa and Deb)
 - Blasts continue to be sent out for stallion nominations.
 - We have a draft of the Spotlight digital brochure.
 - We need to confirm that it can be sent out.
 - This brochure has gone to print but changes can still be made.
- Right Holder Outreach (Mike Haggan)
 - A reminder was sent out in March.
 - Mike will send another closer to Regionals and remind them of the spotlight meeting.
- Javan Proposal (Mike Wilson)
 - 2 Minute Production: \$1500
 - Question: Does the committee want to spend \$500-\$800 to have Javan create a 30-45 second social media ad?
 - Mike Haggan will reach out to Javan and see if Spotlight can negotiate the price through advertisement and then bring the counteroffer to the committee.

Next Meeting

Tuesday, April 25, 2023, 7:30 PM EST

Location: Zoom Meeting

Motion to adjourn was made at 8:30 p.m. and passed unanimously.