

REGION XII SPOTLIGHT FUTURITY MEETING NOTES



Date: November 28, 2023

Time: 7:30 PM Call to Order

Facilitator: Charles Moseley, President

In Attendance

Charles Moseley

Allison Mehta

Melissa Bradshaw

Danielle Contarino

Mike Haggan

Michelle Watson

John Rannenberg

Approval of Minutes

Minutes were bypassed – Passed unanimously

New Business

- Stallion Nominations
 - AHT was handling the stallion nominations prior to the launch of the spotlight website
 - Last year Braden handled stallion nominations. He has also been a resource for participants with nomination questions.
 - Melissa handled mare nominations
- Financials
 - Payments collected by Braden will go directly into the Spotlight Program's PayPal account.

- Stallion Auction
 - The auction would be live, utilizing the 32 auctions platform.
 - Pre-live auction would be promoted through Spotlight social media and e-blasts.
 - Braden would process final bid payments.
 - Print advertising would be replaced with e-blasts and digital flipbooks.
 - Braden to be responsible for administration and collection of monies.

- Social Media Management and Spotlight Promotion
 - Braden to plan and execute necessary content through Facebook.
 - Spotlight would require this service for the entire calendar year.
 - Rather than incur expense on print/magazine material – we should utilize eblasts (through AHT/ArabianCentric/Arabian Essence/Arabian Horse World), digital flipbooks, and social media presence to promote Spotlight Futurity digitally - more effective, greater reach.

- Payment
 - Proposed: ½ at contract signing, with payments of \$1,250 per month for the months of January, February, March, and April
 - Spotlight Counter Offer: ½ at signing, with the remainder owed divided into twelve payments.

- Requirements
 - Adequate follow-up
 - Spotlight requires a written timeframe.
 - Confirmation that the proposed costs will cover Braden’s travel expenses.
 - Braden to be present during Spotlight calls/meetings.

- Motion Made:
 - With edits and additions, Spotlight is to negotiate and accept the contract with Braden at his proposed price.
 - Motion: Mike Haggan
 - Second: Michelle Watson
 - Passed Unanimously

Next Meeting

Tuesday, January 9, 2024, 7:30 PM EST

Location: Zoom Meeting

Motion to adjourn was made at 8:37 p.m. and passed unanimously.