

REGION XII SPOTLIGHT FUTURITY MEETING NOTES



Date: March 12, 2024

Time: 7:30 PM Call to Order

Facilitator: Charles Moseley, President

In Attendance

Charles Moseley

Allison Mehta

Melissa Bradshaw

Danielle Contarino

Mike Haggan

John Rannenberg

Mary Scribner

Mike Wilson

Braden Davidson

Approval of Minutes

Reading of Minutes Suspended – John Rannenberg made motion, Melissa Bradshaw second, passed unanimously

Old Business

- Financials – Mary Scribner
 - Receivable
 - Lucio - \$1,000 – Mike Wilson will follow up
 - Payable
 - No payable items at this time

- Nomination, Advertising, and Promotion – Braden Davidson
 - Current Stallion Nomination Count: 50
 - Auction
 - Promotion will begin in 1-2 weeks
 - 32 Auction Platform
 - Braden has already started entering the lots
 - Duration: Auction needs to be shut off 2-3 days before we go live (Live auction Wednesday 5/1)
 - Starting bid of all breedings is \$600
 - Videos will be based on the lineup up the auction
 - Many of these videos are still in Spotlight’s archives
 - E-Blasts for 2024 Stallion Nominations
 - E-Blasts will highlight stallions that have already been nominated
 - Facebook
 - Goal: Increase activity and engagement with the Spotlight Facebook page
 - Spotlight is able to target the program’s specific demographic through Facebook ads.
 - Motion Made by Melissa Bradshaw: Allot \$250 for Braden to allocate to Facebook marketing.
 - Second: Michelle Watson
 - Passed Unanimously

- Joel Desmarteau Mare Nomination
 - Joel has yet to respond to Spotlight’s offer (\$100 nomination fee, \$250 late fee)
 - The board will give Joel a deadline of 3/5/24.
 - Mike Wilson will call Joel this evening (3/12/24) and update him on the board’s deadline.

New Business

- Mike Wilson
 - Mike Wilson is running for the position of Region 12 Director.
 - He is comfortable continuing his position on the Spotlight Committee.

- Stallion Nominations
 - Mike Wilson has 11-12 stallions committed to date. He believes that there will be roughly 20 more horses added to his list.
 - Mike will send an email with a list of stallions that have committed to the Spotlight auction to ensure that no one is pursuing the same horses.
 - Melissa Bradshaw – Lisa Gaudio owns frozen Verage and wants to put him in for frozen only
 - Allison – Om El Arab has enrolled Om El Maximus
 - Michelle – Reaching out to Hagale, inquiring about Vegaz and Metallica
 - Orrion
 - PA Kid Khan
 - Dominic M?

- Spotlight committee will pursue any horses that were enrolled in the 2023 auction that have yet to participate in 2024.
- Party Prep – Allison
 - Allison has reserved the terrace at the Equestrian Hotel
 - Pricing will be reviewed to confirm pricing has not changed since last 2023
 - Tables
 - \$1,250 per table
 - Tables that have been confirmed at the time of this meeting: Hennesey, Conway, Hagale, Allistair, Cleo Arabians, Ted Carson, Mike Wilson, Dolorosa, Palmetto, Lisa Gaudio, Barta, Yvonne, Mosely/Haggan, Windy Gap Arabians, Scribners, Dale Brown
 - When Spotlight Committee members send emails inquiring about tables, they are to copy the Spotlight email address to keep record of the correspondence.
- Election
 - It is believed that two seats on the Spotlight Committee are up for election
 - Danielle will research before April's meeting to confirm which seats are coming up.

Next Meeting

Tuesday, April 9, 2024, 7:00 PM EST

Location: Zoom Meeting

Motion to adjourn was made at 8:43 p.m. and passed unanimously.