REGION XII SPOTLIGHT FUTURITY MEETING NOTES

Date: April 10, 2024
Time: 7:30 PM EST Call to Order
Facilitator: Charles Moseley, President

In Attendance

Charles Moseley

Allison Mehta

Melissa Bradshaw

Danielle Contarino

Mary Scribner

Mike Wilson

Braden Davidson

Mike Haggan

Michelle Watson

John Rannenberg

Approval of Minutes

A motion to bypass the reading of the previous minutes was made by Allison and seconded by Melissa. Motion carried.

Old Business

- Treasurer's Report
  - An outstanding payment of $1,000 for Lucio remains unpaid; the responsible party has indicated they will pay.
  - Mary will contact the same vendor who printed the checks last year and provide updated dollar amounts.

- Joel Desmarteau
  - Braden sent a letter from Spotlight regarding Joel Desmarteau.
  - No response has been received to date.

- Auction Promotion Video – Javon
  - Javon reached out to Mike Haggan regarding video footage he filmed last year and asked if there was interest in purchasing an updated promotional video using that footage.
  - Last year's discounted price was $500; current pricing is unknown.
  - Spotlight estimates a new video could cost between $1,000–$1,500.
  - Discussion points included:
    - Whether to invest in a new video when last year's video is still strong.
    - Value of refreshed content for Facebook promotion.
    - Potential use on the jumbotron before the auction.
    - Consideration of producing videos on a bi-annual basis.
    - Javon will not be at the show this year, so no new footage will be captured.
    - Clarification needed on whether last year's footage includes classes, winners, ribbons, and prize money.
    - **Motion:** Melissa **Second:** Mike Haggan
      - **Proposal:** "Winner and Candid Auction Video" by Mike Haggan, offering $1,000.
      - Questions to be confirmed: Turnaround time? Specific footage included (classes, winners, checks)

- Auction Preparation
  - Clerical work is underway.
  - Online auction lots are prepared but not yet numbered (currently alphabetical).
  - Lot numbers will be assigned after the cutoff date.
  - Online auction dates: **April 22–29**
  - Mary will provide a class sheet for the announcer.

- Party Preparation
  - Table sales: 21 of 22 tables sold.
  - Two individual seats sold at Duke Mendell's table; four seats remain available.
  - Mike Wilson proposed selling one of his two tables and seating Duke Mendell's two guests at Mike Wilson's table.
  - Dolorosa's table will be complimentary and will not generate income.
  - Allison distributed a budget and expense summary. The event is projected to be a couple thousand dollars over budget, with hopes of still breaking even.
  - This year's event will include a full meal buffet (no table platters).
  - Buffet lines are expected to move quickly due to no Region 12 exhibitors' party.
  - A non-sponsor area will offer cheese, charcuterie, and a cash bar.

- Auction Staffing
  - Bid takers: Danielle, Charles Atwood, George Atwood, with Mike Wilson assisting.
  - Danielle will provide three contract runners.
  - Four individuals total will assist with auction operations.

- Term history:
  - 2021: Mike Wilson and Charles – 3-year terms
  - 2022: Mike Haggan – believed to be a 3-year term
  - 2023: Michelle – 3-year term

- Stallion Presentations & Media
  - Live stallion presentations are welcome since the arena is available.
  - Stallion videos should be submitted to Braden.
  - Braden will send an email approximately one week before the show requesting updated videos.

Next Meeting

May 2024.

Motion to adjourn was made at 8:52 PM EST and passed unanimously.