REGION XII SPOTLIGHT FUTURITY MEETING NOTES

Date: February 11, 2025
Time: 7:30 PM EST Call to Order
Facilitator: Charles Moseley, President

In Attendance

Charles Moseley

Melissa Bradshaw

Danielle Contarino

Mary Scribner

Mike Haggan

John Rannenberg

Michelle Watson

Braden Davidson

Approval of Minutes

January 2025 minutes were read and approved.

- Mary Scribner
  - Clarification: Placements **11–20 are paid** in non-auction classes only
  - Melissa will send a spreadsheet detailing these placements.
  - Danielle will create a **Judges Information Sheet** for clarity and consistency. This will be in the Spotlight Handbook and handed out to judges before they officiate Spotlight classes.

- Spotlight Ribbon Redesign
  - A redesign of Spotlight ribbons was discussed and approved:
  - **Grand Champion:** Gold and blue

- **Reserve Champion:** Silver and blue

- Handbook - Auction Procedures – Braden
  - Braden will add a section to the handbook outlining **day-before** and **day-of auction procedures**.
  - Additional handbook content will explain:
    - When a stallion reaches $1,000, the auction goes live
    - How that transition works
    - Auction percentages and related details

- Marketing & Stallion Updates – Braden
  - Stallion nominations are continuing to come in gradually.
  - Promotion has been intentionally kept low-key to avoid competing with Scottsdale Signature .
  - Plans include:
    - Highlighting stallions from the previous year
    - Creating a **QR code** for scanning to view 2025 stallions
  - Promotional flyers are finalized and will be distributed at Scottsdale.
  - A tribute to **Ibn Farid** will be included during the auction.

- Auction Software Discussion
  - A new auction software platform was presented for consideration:
    - One-time cost of **$2,500** for an unlimited license.
    - No annual fee
    - Includes ongoing functional updates
    - Software would be hosted on Spotlight's server, eliminating reliance on third-party platforms
    - Allows manual entry of the last bid to ensure proper auction starting points
  - Current platform comparison:
    - 32 Auctions costs **$150 per year**
  - Discussion points**:**
    - Last year there was notable confusion and user frustration with technology.
    - Improved usability could prevent loss of auction horses, which would offset the cost of the software.

Next Meeting

March 4, 2025.

Motion to adjourn was made at 8:10 PM EST and passed unanimously.