REGION XII SPOTLIGHT FUTURITY MEETING NOTES

Date: January 14, 2025
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

Mike Haggan

John Rannenberg

Michelle Watson

Braden Davidson

Approval of Minutes

Michelle made a motion to accept the minutes as written.
Seconded by John. Motion carried.

- Treasurer's Report – Mary Scribner
  - No new payments have been received since the last meeting.
  - Outstanding unpaid tables: Conway, Cleo, and Midcrest.
  - Conway owes payment for two breedings; John will follow up to resolve.
  - Mary will email a detailed breakdown of outstanding balances as requested.

- Nominations & Marketing – Braden
  - Mare and stallion nominations are continuing to come in.
  - Braden is actively sending emails highlighting winners and program updates.
  - Received one stallion nomination and two mare nominations from Darkside Arabians; payment was not submitted.

Old Business

- Calcutta
  - Discussion held regarding whether to keep, modify, or cancel the Calcutta.
  - Only three horses were entered last year.
  - Concerns noted:
    - Requires dedicated promotion to encourage participation.
    - Has become a distraction during the auction as bidders are eager to proceed.
  - Proposal to take a one-year break to evaluate whether it is missed - Calcutta will be canceled for 2025.

- Spotlight Handbook
  - A comprehensive handbook is being developed to outline auction preparation and auction-day procedures. The handbook will include:
    - Announcer scripts and guidance
    - A structured overview of responsibilities to ensure consistency
  - Assignments:
    - Mike Wilson: Oversight to ensure execution
    - John R: Veranda operations (videos, tables, sound system, etc.)
    - Melissa: Runners, phone bids, paperwork, staffing, and equipment needs
    - Charles and Danielle: Editing and formatting
  - Write-ups are due by **January**.

- Auctioneer
  - Greg Knowles will not be available as auctioneer next year due to conflicts.
  - Potential alternatives discussed:
    - Bill Addis (recommended by John R; retirement status unknown)
    - "Horseshoeing Charlie"
    - OBS Thoroughbred sale auctioneers
  - Consensus
    - Prefer an experienced equine auctioneer, though not necessarily an Arabian horse specialist.
    - If needed, Mike Wilson can supplement commentary for non-equine auctioneers.
    - **Next Step:** Research local equine auctioneers in the Ocala area.

- Committee President Position
  - Charles will not be available for the show and auction in May.
  - He expressed that the Board President should ideally be present.
  - General consensus:
    - No structural changes will be made.

        - Charles' role is instrumental, and the board will collectively step up to delegate and ensure the event's success.

New Business

- Payment Methods
    - ACH payments were discussed as a way to avoid credit card fees; implementation would require a new system and was deemed too expensive.
    - Venmo was discussed but adds another platform to track.
    - Checks are accepted for mare nominations.
        - Checks must be postmarked by **December 31.**

- Marketing and Advertising
    - Braden will continue current marketing efforts.
    - Paid Facebook posts are active.
    - Another email blast is scheduled for next week.
    - A two-page AHT article is proposed for the Scottsdale issue, pending board review
        - Focus will be on highlighting the total payout amount for 2025.
        - Cost: $1,200 for the two-page spread.
        - Includes a discounted package of five e-blasts at $150 each (normally $300)
        - **Motion**: Allison **Second**: Melissa
            - Motion passed unanimously to approve Braden's marketing proposal
        - Braden will also speak with Ali at *Arabian Horse World* to explore a similar promotional opportunity, with an emphasis on international reach. The stallion issue is forthcoming

Next Meeting

February 11, 2025.

Motion to adjourn was made at 8:50 PM EST and passed unanimously.