REGION XII SPOTLIGHT FUTURITY MEETING NOTES

Date: September 3, 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

Mike Haggan

John Rannenberg

Michelle Watson

Braden Davidson

Approval of Minutes

Melissa made a motion to suspend the reading of the previous minutes.
Seconded by Mike Haggan. Motion passed unanimously.

Old Business

- Treasurer Report – Mary Scribner
  - Mary sent out a reminder today only three stallions remain unpaid.
  - Rainmaker farms owe for breeding and a table.
  - Spotlight has 9-10k of extra income this year from funds maturing.

- Braden's Proposal
    - Melissa thinks it's a good idea, but wants to compare our budget for marketing vs what we spend with the times.
        - Braden reports it was 21k with the times.
    - Melissa also points out that Nationals is a good time to market Spotlight.
        - Braden feels that there's a lot of content to keep highlighting and keep Spotlight present on social media instead of suddenly hammering out ads. Momentum should be maintained.
        - This is a way for us to promote the stallion and stallion owner before we go out and ask them for more.
        - We also have more opportunity to talk about the half Arabian incentive program.

Next Meeting

October 2024.

Motion to adjourn was made at 8:30 PM EST and passed unanimously.