

## Az events

**Meeting date:** December 19, 2025, 12:43 pm

### Notes

#### Media and Website Development

- The team is progressing toward launching a new website with most media assets already prepared to support a strong visual presence.
- Amy's team aims to have the website ready by mid-January, delayed from the initial goal of January 1 due to her recovery and limited desk time (03:20)
  - The website is currently about **50% complete** according to Amy, with the web designer awaiting her input
  - The media team has **all bull riding event footage and themes** secured, including two new bachelorette-themed ones arriving by early March
  - The delay reflects Amy's physical limitations from **two major surgeries**, impacting her ability to work consistently
  - Completing the website by mid-January supports gearing up for the March event season and aligns with the slow business period
- The media team offered to integrate directly with the web developer to help accelerate progress once Amy's side is ready (08:15)
  - The offer includes sharing all existing photos and videos and assisting with website content deployment
  - This support aims to ease Amy's workload during recovery and keep the project on track for the upcoming event season
  - Amy plans to further coordinate internally with the developer before involving external media support

#### Event Operations and Capacity Challenges

- Amy's team faced operational hurdles during recent events, highlighting training gaps and equipment issues that affected overall efficiency.
- The bungee trampoline equipment failed on its first day due to staff not being fully trained, causing unexpected stress during the event (04:50)

- Amy confirmed the equipment issues led to a stressful day and indicated the staffing was not prepared for the new machine
- This points to a need for improved training protocols and readiness checks before launching new attractions
- Addressing these operational gaps will reduce stress and improve customer experience during busy event days
- **Amy's team has multiple fronts to manage with limited capacity due to her slower recovery and workload, impacting their ability to move projects forward rapidly (05:30)**
  - She acknowledged the difficulty of juggling media, website, event prep, and day-to-day operations simultaneously
  - The media provider suggested introducing a dedicated team to help with both media and overall operations to alleviate pressure
  - Amy is open to meeting after Christmas to explore this support, involving her husband for decision-making

## **Seasonal Business Patterns and Planning**

- The business is transitioning into a slow season, affecting scheduling and resource allocation for marketing and operations.
- **The team officially entered slow season after the current weekend, with January and February showing a mix of postponed and new events (06:45)**
  - January is busier than usual because of **weather-related postponements from November**, while February expects a few strong events before quieting again
  - Summer typically has low activity, indicating a cyclical business pattern that informs marketing and operational focus
  - This seasonality guides timing for website launch, media campaigns, and operational staffing adjustments
- **Amy plans to pause computer-based work until after Christmas due to recovery constraints, setting a clear timeline for resuming project momentum (06:55)**
  - She will use the slow season to catch up gradually, which aligns with the proposed media team meeting scheduled post-holidays

## **Strategic Support and Partnership Opportunities**

- The media provider is positioning their team as a broader operational resource beyond just media delivery, aiming to build a deeper partnership.

- The media provider proposed a strategic meeting after Christmas to introduce a dedicated team that could assist Amy's business across media and operations (05:40)
  - The goal is to leverage their expertise to reduce Amy's workload and improve day-to-day processes
  - They view this as an opportunity to build trust and demonstrate value beyond initial photography and videography services
  - Amy's openness to including her husband signals readiness for collaborative decision-making on expanded support
- The provider emphasized gratitude and admiration for Amy's hard work and business scale, noting their annual sales of approximately 3 million dollars in inflatables (09:45)
  - This respect builds rapport and supports the argument for a deeper partnership
  - Their team approach aims to solve multiple pain points rather than just deliver assets, aligning with Amy's need for operational relief

## **Media Asset Readiness and Utilization**

- The media team has completed gathering key visual assets positioned to enhance marketing and web presence once Amy's team is ready.
- All bull riding event footage and inflatable themes are secured and ready for deployment, supporting immediate marketing needs once the website is finalized (02:00)
  - Two new bachelorette-themed assets are scheduled to arrive by early March, timed with the event calendar
  - This media readiness ensures no delays in marketing campaigns and helps Amy's team focus on other priorities
  - The provider expressed willingness to share media assets in good faith as a gesture of support during Amy's recovery (07:50)

## **Action items**

### **Amy**

- Finalize discussions with the web designer and clarify website progress status (08:29)
- Schedule a meeting after Christmas with the media team and husband to explore support opportunities (06:51)
- Evaluate and prepare any immediate needs for media usage post-Christmas (06:51)

### **Chris Romandrem**

- Prepare and have all media assets ready for Amy's use as soon as needed (08:29)
- Coordinate with the specialized team to support Amy's operational and media needs in a meeting after Christmas (06:51)
- Offer introduction and establish communication with Amy's web developer, contingent upon Amy's confirmation (08:29)