

Corporation of the Municipality of South Huron

Exeter Rodeo Committee

Minutes

Date: April 19, 2023

7:00 PM

Via: Zoom

Members Present: Jo-Anne Fields, Scott Nickles, Steve Clarke, Mike Clarke, Darcey Cook, Jim Dietrich, Laura Goulding, Brenda McCarter

Staff: Laurie Clapp

1. Chair J. Fields called the meeting to order at 7:00pm

2. Agenda

That the agenda for April 19, 2023 be approved as presented.

Motion: 11-2023

Moved by: S. Clarke

Seconded by: L. Goulding

Result: Carried

3. Delegation

None

4. Disclosure of Pecuniary Interest and the General Nature Thereof

None

5. Minutes

That the minutes of March 16, 2023 be adopted as presented.

Motion: 12-2023

Moved by: D. Cook

Seconded by: S. Clarke

Result: Carried

6. Business Arising from the Minutes

None

7. Business to be Discussed

7.1 Security

D. Cook will bring an update to the next meeting

7.2 Liquor Licence

D. Cook, D. Gower and S. Clarke are contacting possible groups

7.3 New Business

- B. McCarter brought forward a fundraiser opportunity in support of the “kicking cowgirl” who has been diagnosed with cancer. It was agreed to purchase shirts for \$45/sweatshirts for \$85 to be worn on the truck during the rodeo weekend. Sizes and order details will be discussed at next meeting.
- S. Nickles brought forward the possibility of Waterloo Warbirds doing a flyby on the Saturday of the Rodeo. He will bring a quote to next meeting.

7.4 Deferred Business

7.4.1 L. Goulding – Overview of meeting with Rick Sickinger re: Partnership

Meeting has been scheduled for next week. Report will be brought back to next meeting

7.4.2 L. Goulding follow up on possible parade

No confirmed details at this time

7.5 Council – Updates

Saddle Club motion was passed and donations will go to next council meeting

8. Committee Updates

8.1 Facilities, Grounds and Arena Signage – S. Nickles/S. Clarke

- S. Nickles is ordering Rodeo 25th shirts. Will have samples at next meeting.
- S. Clarke is looking into pricing for larger 40X60 tent. Will bring details to next meeting
- J. Becker to assist with tent permit
- D. Cook awaiting pricing on bleachers. Will bring details to next meeting
- Staff ordered port-o-pots

8.2 Marketing and Promotions – L. Goulding

- J. Fields will follow up with marketing and promotion budget
- S. Clarke will assist with social media promotion
- J. Fields will follow up with Amber Marshall approved media
- L. Goulding will follow up on branding material

8.3 Vendors – D. Cook

Contracts are out and most returns are still pending

8.4 Admissions/Volunteers – S. Clarke

8.5 Special Events/Entertainment – M. Clarke

- Connor Wilson is tentatively booked
- Adam Cousins Band is tentatively booked

8.6 Sponsorships – J. Fields

8.6.1 follow up re: raising sponsorship fees

B. McCarter, D. Cook and J. Fields met to review sponsorship fee changes.

After discussion the committee agreed on the following sponsorship fee changes.

- Presenter – \$5000 up from \$2500
- Laramie Ltd (2) – \$1800 up from \$1200
- Laramie Shoot – \$1250 up from \$1000
- Big Horn – \$700 up from \$550
- SLT – \$400 up from \$250
- Tradesman (Vendors) remain at \$200

9. Correspondence

9.1 Amber Marshall Confirmation

A trailer will be provided for Amber. Amber's team requested 150 people for autograph opportunities. Counter proposal from committee - committee will distribute autograph cards and Amber can do selfies around the rodeo ring. J. Fields will confirm details with Amber's team.

10. Adjournment

That the Exeter Rodeo Committee hereby adjourn at 7:52PM to meet again on Wednesday, May 10 at 7:00PM at the South Huron Recreation Centre or at the Call of the Chair.

Motion: 13-2023

Moved by: J. Dietrich

Seconded by: S. Clarke

Result: Carried