

**Corporation of the Municipality of South Huron**

**Exeter Rodeo Committee  
Agenda**

**Tuesday August 6<sup>th</sup>, 2019  
7:00 PM – 9:00 PM**

**South Huron Recreation Centre**

**1. Call To Order**

**2. Agenda**

Recommended Motion:

That the Agenda for August 6<sup>th</sup>, 2019 be approved as presented.

**3. Disclosure of Pecuniary Interest and the General Nature Thereof**

**4. Minutes**

Recommended Motion:

That the minutes of July 16<sup>th</sup>, 2019 be adopted as presented.

**5. Business Arising from the Minutes**

**6. Business to be Discussed**

6.1 Council meeting updates

6.2 Work Planning updates:

- Facilities and Grounds
- Marketing and Promotion
- Vendors
- Sponsors and Financial
- Special Weekend Activities and Entertainment
- Attendance & Visitor Data Collection

6.3 Planning for Exeter Rodeo 25<sup>th</sup> Anniversary in 2021

6.4 Unfinished Business

**7. Committee Updates**

**8. Correspondence**

**9. Adjournment**

Recommended Motion:

That the Exeter Rodeo Committee hereby adjourn at \_\_\_\_\_ to meet again on \_\_\_\_\_ at \_\_\_\_\_ PM or at the Call of the Chair.

**Corporation of the Municipality of South Huron**

**Exeter Rodeo Committee  
Agenda**

**Tuesday, July 16<sup>th</sup>, 2019  
7:00 PM – 9:00 PM**

**South Huron Recreation Centre**

**Present:** Steve Clarke (Chair), Scott Nickles, Jo-Anne Fields, Dave Marshall, Brenda McCarter, Darcey Cook, Mayor George Finch,

**Staff:** Ross Millar (RMG Inc.), Scott Currie

**1. Call To Order**

- The Chair called the meeting to order at 7:11 PM

**2. Agenda**

**Motion:** 29-2019

**Moved:** Cook

**Second:** Fields

**Disposition:** Carried

That the Agenda for July 16<sup>th</sup>, 2019 be approved as presented.

**3. Disclosure of Pecuniary Interest and the General Nature Thereof**

- None

**4. Minutes**

**Motion:** 30-2019

**Moved:** Cook

**Second:** Marshall

**Disposition:** Carried

That the minutes of July 3<sup>rd</sup>, 2019 be adopted as presented.

**5. Business Arising from the Minutes**

- None

**6. Business to be Discussed**

6.1 Council meeting updates

- Minutes received at July 15<sup>th</sup> Council and motion to invite MP and MPPs approved; staff will action letter for Mayor to send

6.2 Work Planning updates:

- Facilities and Grounds
  - Dennis Gower confirms that Huron Tractor will supply two gators and tractor for the weekend, they will arrive Thursday
  - Pony rides will happen this year, staff are asking that the provider be sure to bring his mats to prevent rutting of the grounds
  - Rec Hall stage is going to main event tent
  - Building permit for tent has been submitted by staff
  - Dave Atthill is working on locates
  - Tent goes up Thursday; staff have requested tent inspection by a Building Official for Friday afternoon
  - Staff are requesting a site map showing location of:
    - vendor area,
    - portable toilets,
    - event fencing
    - tent,
    - pony rides
  - The Committee feels there is enough red clay in place for the loonie search
  - The Committee is requesting the 'Fink Sign' be put up by staff
  - The Committee is requesting additional wood chips be onsite in case it rains
  
- Marketing and Promotion
  - Tickets for Friday night and main event have been distributed
  - Website is up – still a few small corrections to be made, staff are working with Tanya at RMG
  - Facebook
    - Event set to launch July 17
    - An ad campaign will be created using the event
    - A post schedule will be created
  - Brick Wall sign is up at the corner of HWY#4 & 83
  - As requested, chuck wagon is set to be delivered to Exeter Chrysler on Wednesday.
  - BIA window is done
  - Road banner is confirmed to go up after sidewalk sale
  - Marketing materials (i.e., posters, brochures, etc) have arrived and are available for ctte members to take and distribute
  - Bell Media marketing opportunity. For the past two years the Committee has purchased 20 10-second tags which air 10 am – 2 pm and 7 30-second commercials that air 5 am – 1 am for a total investment of \$ 600. The Committee feels it is worthwhile to purchase ad campaign with Bell Media's Pure Country 93; staff will work within the budget to pursue a package with Bell Media with the understanding that there are additional web marketing commitments this year (i.e., Facebook ad campaign and Post Media web banner campaign)
  - RMG Inc is purchasing an ad campaign on *FM104.9 Country* 10 days prior to event; staff will coordinate with RMG to ensure maximum return on investment for marketing dollars

- Vendors
  - Darcey is coordinating contracts and insurance with all vendors; he will send these materials for staff to review
- Sponsors and Financial
  - Interest in supporting the event continues to be strong; confirmed sponsors have been communicated to RMG and are listed on [exeterrodeo.ca](http://exeterrodeo.ca)
- Special Weekend Activities and Entertainment
  - Staff will contact Lions for an update regarding:
    - Status of SOP?
    - Ag building set up?
    - Stage and setup plans for performers
    - That two security personnel are required for Friday night
    - Dark Horse Winery has expressed an interest in participating in the bar
    - The Optimists have communicated to staff their Friday night family event plan, which will involve inflatables, face painters and a little rodeo obstacle course for the kids all running from 6:30 pm - 8:30 PM.
- Attendance & Visitor Data Collection
  - Crowd counters have arrived
  - Wrist bands are onsite
  - The Committee is requesting that municipality supply the cash float for the event again this year

#### 6.3 Planning for Exeter Rodeo 25<sup>th</sup> Anniversary in 2021

- The Committee discussed inviting entertainers Ty Baynton and Amber Marshall

#### 6.4 Unfinished Business

### 7. Committee Updates

- Ross Millar was present and provided an update to the Committee; RMG is committed to professionalism and is looking forward to delivering an outstanding entertainment experience for visitors again this year.

### 8. Correspondence

- None

### 9. Adjournment

**Motion:** 31-2019

**Moved:** Cook

**Second:** Marshall

**Disposition:** Carried

That the Exeter Rodeo Committee hereby adjourn at 8:10 PM to meet again on August 6<sup>th</sup> at 7:00 PM or at the Call of the Chair.