

# Corporation of the Municipality of South Huron

## Exeter Rodeo Committee

### Minutes

Wednesday March 11<sup>th</sup>, 2020

7:00 PM – 9:00 PM

South Huron Town Hall, Council Chambers

**Members Present:** Chair Steve Clarke, Deputy Mayor Jim Dietrich, Scott Nickels, JoAnne Fields, Mike Clarke, Brenda McCarter, Dave Marshall, Mayor George Finch (ex-officio)

**Regrets:** Denis Gower, Gus Guerts, Brittany McCarter, Tanner Merner, Darcey Cook, Representative as appointed by BIA.

**Delegation:** None

**Staff:** Justin Finkbeiner

#### 1. Call To Order

Chair Steve Clarke called the meeting to order at 7:03 pm

#### 2. Agenda

**That the agenda for March 11<sup>th</sup>, 2020 be approved as presented.**

**Motion:** 01-2020

**Moved:** J. Dietrich

**Second:** J. Fields

**Disposition:** Carried

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

None.

#### 4. Minutes

**That the minutes of December 11<sup>th</sup>, 2019 be approved as presented.**

**Motion:** 02-2020

**Moved:** J. Fields

**Second:** M. Clarke

**Disposition:** Carried

#### 5. Business Arising from the Minutes

None.

#### 6. Business to be Discussed

##### 6.1 Council meeting update

The report to Council titled “2019 Exeter Rode Financial Report” by Scott Currie, Manager of Community Services dated January 13, 2020 was circulated at the request of Committee members for discussion.

Discussion was had about the report and if it was requested by Council for the report to be drafted. Member Fields noted that the report stated that “at the June 17, 2019 Council meeting, staff were directed to provide Council with a clear understanding of how the Municipality supports this event with direct contributions of staff and equipment time.”

Questions were raised about Public Works Operators staff time towards the Rodeo listed in the report on page 3 as 174.5 hours and what types of jobs the operator conducts towards those hours. At this time it was requested if staff member J. Finkbeiner could obtain this information for the next Rodeo Committee meeting.

Committee members discussed that any reports to Council regarding the Exeter Rodeo should be drafted to the Rodeo Committee first so that any discussion and questions towards the report be answered and included in the report before shown to Council.

The Rodeo Committee also discussed that draft minutes of the Rodeo Committee meetings should be approved by the Committee before being presented to Council. A recommendation was made by committee members to create a motion to bring to Council regarding draft Rodeo reports and draft Rodeo Minutes.

**That the Rodeo Committee requests the following be presented to the Rodeo Committee for discussion and approval prior to being presented to the South Huron Council for approval;**

- **Draft staff reports regarding the Exeter Rodeo made to Council**
- **Draft Minutes of the Rodeo Committee meetings.**

**Motion:** 03-2020

**Moved:** J. Dietrich

**Second:** M. Clarke

**Disposition:** Carried

## **6.2 Lions partner update**

None.

## **6.3 2020 work planning updates**

Work plan detailing a list of tasks created by the Rodeo Committee with help of staff was distributed to Committee for discussion. Members asked that each of them look over the work plan and choose tasks that they wish to do and report back to the next meeting with a list of tasks they would like to assist with. The Committee asked staff to distribute the work plan through email to each of the Committee members

- **Facilities and Grounds**

A list of tent prices and sizes from Marshall Tents was distributed throughout the group to be attached to the minutes. Discussion was had on the size of tent and cost and possibly how many tents were to be used for the 2020 rodeo. It was noted that in 2019 a 40 x 60 tent was used and that the Exeter Lions Club might be interested in a larger tent possibly 40 x 80. Discussion was had as to how many tents were needed and how to set up the tents while still complying with the Ontario Building Code. It was suggested by the Committee that before making a final decision on number and size of tents, to reach out to the Exeter Lions Club for discussion. Chair Steve Clarke said he would distribute the price list to the Lions Club.

- **Marketing and Promotion**

The Committee discussed use of Facebook and other social media platforms as a free promotional tool that should be put into use to begin advertising for the 2020 Exeter Rodeo.

- **Vendors**

Discussion was had that vendors should be charged \$200 per vendor, same as previous years. The Committee also discussed possible other attractions (i.e. bounce house, inflatables etc.) that vendors could be approved to use pending approval from the committee as members have seen these used in other events they have attended.

Mayor George Finch in attendance at 7:41pm.

- **Sponsors and Financial**

Discussion was had that CVD group was interested in being a vendor board at end of last year (2019), wanting to pay for a blowup inflatable to have by their booth for advertising. J. Fields informed the Committee that she has a template for sponsors that includes prices that she can distribute to possible sponsors around middle of April. Discussion was also had about possibly increasing sponsorship rates for the 25<sup>th</sup> Anniversary Rodeo. There was also discussion made towards banner sponsors and if sponsor packages should be created. Different packages for different sponsorship rates.

- **Special Weekend Activities and Entertainment**

J. Fields brought forward for discussion correspondence from Tanya Panczuk regarding the 2020 RAM Rodeo Tour Committee Meeting & Banquet and that two members should attend. During their attendance they would be able to promote the 25<sup>th</sup> Rodeo anniversary in 2021. It was brought forward that a motion should be put forward to Council to consider budgeting for expenses related to travel and hotel accommodations for the banquet. At this time Mayor George Finch let the committee know that because they have their own budget that Council did not have to approve this expenditure and that the Committee could put forward a recommendation into motion to deduct these expenses from the Rodeo Committee budget. The Committee discussed a motion be brought forward to deduct the expense for the banquet from the Rodeo Committee budget.

**That the Rodeo Committee approve the expenditure of 2 hotel rooms and expenses for 2 members to attend the 2020 RAM Rodeo Tour Committee Meeting and Banquet at the Stampede Ranch in Guelph on Saturday March 14, 2020 to be taken from the Rodeo budget.**

**Motion:** 04-2020

**Moved:** M. Clarke

**Second:** J. Dietrich

**Disposition:** Carried

- **Attendance & Visitor Data Collection**

No discussion.

#### **6.4 Planning for Exeter Rodeo 25th Anniversary in 2021**

Discussion was had regarding a meet and greet with autograph signing from Amber Marshall from the television series Heartland. The meet and greet would then flow into the evening entertainment. J. Dietrich noted that Amber Marshall attended the Plowing Match and drew a large crowd of all age groups. Concerns were raised about length of time that Amber might draw

from other attractions that will be at the 25<sup>th</sup> Anniversary. Date for the 25<sup>th</sup> Anniversary in 2021 to be distributed by Committee members over the weekend.

- **25<sup>th</sup> anniversary event budget update**

No discussion.

- **Planning Subcommittee update**

Discussion had for a sub-committee meeting to be had in the near future to develop budget involving logo and band / performances.

- **Logo discussion update**

J. Fields and S. Nickels looked into possible logo ideas and shared with Committee. The logo would be the same logo to use for the 25<sup>th</sup> Anniversary to act as advertising during the 2020 Exeter Rodeo. More discussion for logo to be had at the next sub-committee meeting.

### **6.5 Unfinished Business**

No discussion.

### **7. Committee Updates**

J. Fields requested to staff that the 2020 Rodeo budget be distributed to the Rodeo Committee with the working plan requested earlier through email.

### **8. Correspondence**

- Tanya Panczuk, Ross Millar Entertainment Group re: 2020 RAM Rodeo Tour Committee Meeting & Banquet

### **9. Adjournment**

**That the Exeter Rodeo Committee hereby adjourn at 8: to meet again on Wednesday, April 08, 2020 at 7:00 PM or at the Call of the Chair.**

**Motion:** 05-2020

**Moved:** J. Dietrich

**Second:** M. Clarke

**Disposition:** Carried