

**Corporation of the Municipality of South Huron  
Exeter Rodeo Committee  
Minutes**

Date: October 20, 2021  
7:00 PM  
Remote Electronic Meeting

**Present:** Jo-Anne Fields, Stephen Clarke, Mike Clarke, Scott Nickles, Laura Connolly (BIA), Darcey Cook

**Staff / Other:** Laurie Clapp, George Finch

**Member Regrets:** Brenda McCarter, Dave Marshall

**1. Call To Order**

Chair, Jo-Anne Fields called the meeting to order at 7:02 PM.

**2. Agenda**

**Motion:** 21-2021

**That** the agenda for October 20, 2021 be approved as amended.

**Moved:** S. Nickles

**Seconded:** D. Cook

**Result:** Carried

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

None.

**4. Minutes**

**Motion:** 22-2021

**That** the minutes of September 15, 2021 be approved as presented.

**Moved:** S. Clarke

**Seconded:** D. Cook

**Result:** Carried

**5. Business Arising from the Minutes**

*5.1 Expressions of Interest for Exeter Rodeo Committee Voting Members*

**Motion:** 23-2021

**That** as a result of South Huron Council approving the draft Exeter Rodeo Committee Terms of Reference at the October 18, 2021 Regular Council Meeting, that seven (7) Committee Members shall be identified for the purposes of quorum and have voting privileges; and

**That** the Exeter Rodeo Committee recommends to South Huron Council the following members that have submitted an expression of interest be identified as Voting Members of the Exeter Rodeo Committee, Mike Clarke, Stephen Clarke, Laura Connolly (BIA), Darcy Cook, Jim Dietrich, Jo-Anne Fields and Scott Nickles

**Moved:** D. Cooke

**Seconded:** M. Clarke

**Result:** Carried

## 5.2 Inflatables

S. Nickles shared regarding renting inflatables. Prices vary for the various companies. Big obstacle courses and the bigger units are anywhere from \$400.00 to \$450.00 a day plus \$15 an hour additional as most companies will require a supervisor to accompany the inflatable. Smaller units range from \$200.00 to \$350.00. Depending on how much is decided on to spend it can cost \$3,000.00 to \$10,000.00. The \$3,000.00 to \$5000.00 range would likely provide two big units, possibly three little ones and will provide a supervisor as well. As a side note, it is not known if a supervisor is required for each of the big units or if just one supervisor will be sufficient for the two. J. Fields will make enquiries at the rodeo event she is attending to get further details. A budget will be determined at a later date.

## 5.3 Meeting with Staff

J. Dietrich and J. Fields met with staff from the Community Services department to touch base on the 24th and 25th rodeo. They spoke about what the committee does and confirmed having a good working relationship with staff. They discussed single sourcing, that the Committee is happy with Rodeo Management Group and want to continue partnering with them. J. Fields is compiling a list of reasons for staying with the rodeo management group and will meet again with staff. J. Fields shared about the \$50,000.00 rodeo budget process, sharing that it's typically a line item in the Municipal budget under the Community Services department showing no profit or loss. A summary of the revenue and expenditures is done and shows a net balance of zero.

## 6. Business to be Discussed

### 6.1 Exeter Lions Club Update

No update

### 6.2 Planning for Exeter 24<sup>th</sup> Anniversary Rodeo 2022 Season

It was decided that a voting member will spearhead each area and build a team from nonvoting committee members and possibly seeking other volunteers.

**6.2.1** Facilities and Grounds will be overseen by S. Nickles

**6.2.2** Marketing and Promotions will be overseen by Laura

It was suggested to utilize Hay TV as an advertising option.

**6.2.3** Signage for arena/grounds will be overseen by S. Nickles and combined with 6.2.1 Facilities and Grounds.

**6.2.4** Vendors will be overseen by Darcey

**6.2.5** Admissions will be overseen by S. Nickles and combined with 6.2.7 Protocols surrounding health and safety

**6.2.6** Special Activities / Entertainment / Partnerships will be overseen by M. Clarke

**6.2.7** Other – protocols surrounding health and safety will be overseen by S. Nickles

**6.2.8** Sponsorships will be overseen by J. Fields

### 6.3 Deferred Business

No comments

## 6.4 Council meeting update

Mayor Finch thanked the Committee for all they are doing. He acknowledged that the committee has the support of Council.

## 6.5 Committee Updates

J.Fields shared that the Santa Claus parade is coming up on November 20<sup>th</sup> at 6pm. She asked if there was interest in being part of the parade. S. Nickles and D.Cook said it would be a good opportunity to support the community and let the community know that the rodeo is back.

Exeter Chrysler may be able to provide a vehicle to place advertising on to drive in the parade. Mayor Finch offered advertising space on his vehicle if no one is available to be in the parade. J. Fields will touch base with South Huron staff to see if they can locate the magnets and advertising tools that were used in previous years. The committee will follow up via email to decide how they will move forward.

## 7. Correspondence

### 7.1 Ross Millar Group Correspondence

J. Fields stated after speaking with Ross, how impressive it is to see the number of tickets sold in advance online now in comparison to previous years for rodeo events. The committee is anticipating a successful year in advance ticket sales.

The Committee discussed seeking a three year commitment from council for the contract with Rodeo Management Group.

#### **Motion:** 24-2021

"**THAT** the Exeter Rodeo Committee is presently planning the 24th and 25th annual Exeter Rodeo event;

**AND THAT** the Committee has received correspondence from Rodeo Management Group (RMG) requesting that Committees secure their dates for 2022;

**AND THAT** the Exeter Rodeo Committee requests to continue their positive working relationship with Rodeo Management Group;

**AND THAT** a contract for 2022, 2023 and 2024 be prepared by Rodeo Management Group and be sent to the Municipality of South Huron for consideration."

**Moved:** D. Cook

**Seconded:** S. Clarke

**Result:** Carried

## 8. Adjournment

#### **Motion:** 25-2021

**That** the Exeter Rodeo Committee hereby adjourn at 7:26 P.M. to meet again on Wednesday, January 26, 2022 at 7:00 P.M. or at the Call of the Chair.

**Moved:** S. Clarke

**Seconded:** L. Connolly

**Result:** Carried