

# Corporation of the Municipality of South Huron

## Exeter Rodeo Committee

### Agenda

July 07, 2020

7:00 PM – 9:00 PM

Remote Electronic Meeting

#### 1. Call To Order

#### 2. Agenda

Recommended Motion:

That the agenda for July 07, 2020 be approved as presented.

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

#### 4. Minutes

Recommended Motion:

That the minutes of June 02, 2020 be adopted as presented.

#### 5. Business Arising from the Minutes

#### 6. Business to be Discussed

##### 6.1 Council meeting update

##### 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 25th Anniversary in 2021

- Planning Subcommittee update
- Logo discussion update

##### 6.4 Unfinished Business

- Request from March 11, 2020 Exeter Rodeo Committee Meeting for staff to bring back what types of jobs operators conducted making up the 174.5 hours outlined in the 2019 Exeter Rodeo Financial Report by Scott Currie dated January 13, 2020
  - Public Works Update

#### 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

### Minutes

Tuesday, June 02, 2020

7:00 PM

Remote Electronic Meeting

**Members Present:** Chair Steve Clarke, Vice Chair Jim Dietrich, JoAnne Fields, Scott Nickels, Mike Clarke, Darcy Cook, Laura Connolly, Dave Marshall (no microphone or video capability, will not count towards quorum/voting)

**Member Regrets:** Denis Gower, Gus Guerts, Brenda McCarter, Brittany McCarter, Tanner Merner

**Delegation:** None

**Staff Present:** Justin Finkbeiner

#### 1. Call to Order

Chair, Stephen Clarke called the meeting to order at 7:03 p.m.

#### 2. Agenda

**Motion:** 06-2020

That the agenda for June 02, 2020 be approved as presented.

**Moved:** J. Dietrich

**Seconded:** M. Clarke

**Result:** Carried

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

None

#### 4. Minutes

**Motion:** 07-2020

That the minutes of March 11<sup>th</sup>, 2020 be adopted as presented;

**Moved:** J. Fields

**Seconded:** D. Cook

**Result:** Carried

#### 5. Business Arising from the Minutes

5.1 Rodeo Year to Date versus Budget May 2020

Comments were made that until discussion is had about the potential cancellation of the 2020 Exeter Ram Rodeo, that discussion on the budget was not relevant at this time.

#### 6. Business to be Discussed

## 6.1 Exeter 2020 Rodeo Discussion

Chair Stephen Clarke opened the meeting to discussion and put the question to the committee about how each member felt about the Exeter Ram Rodeo 2020 taking place as scheduled.

Discussion was had between members on if the Exeter Rodeo 2020 should take place during this time due to the COVID19 pandemic currently occurring.

M. Clarke made comment that the Rodeo Committee would not be holding themselves to their standard of social responsibility to have the 2020 rodeo take place as scheduled. M. Clarke included that the Committee should discuss the possibilities of having some type of smaller event to take place during the rodeo weekend.

D. Cook made comment that under current Provincial regulations regarding social distancing and number of people per gathering that the rodeo wouldn't be allowed to take place. D. Cook included that it is not that the Committee does not want to hold the rodeo but that they shouldn't so that they follow Provincial regulations.

J. Dietrich made comment that he had previously spoken with member G. Guerts on if the Rodeo should take place and that the 2020 rodeo should be cancelled but regrets the need to do so.

J. Fields made comments that as of June 02 that Province of Ontario extended the current state of emergency during the COVID19 pandemic and, does not think that it is socially responsible of the Committee to hold the 2020 rodeo.

Motion was put forward by Committee members to cancel the Exeter Ram Rodeo 2020.

**Motion:** 08-2020

That the Exeter Rodeo Committee cancel the Exeter Ram Rodeo 2020 due to the COVID19 pandemic; and

That the Exeter Rodeo Committee begin planning for the 25<sup>th</sup> anniversary Rodeo in 2021.

**Moved:** D. Cook

**Seconded:** M. Clarke

**Result:** Carried

## 7. Committee Updates

The Committee discussed that since the 2020 rodeo is being cancelled members should draft a media release to the public announcing the cancellation. Discussion was had that the media release should also include a positive statement that the Committee is looking forward to the 25<sup>th</sup> Anniversary Rodeo in 2021. Discussion was also had that the media release possibly include the new logo for the 25<sup>th</sup> anniversary, J. Fields made note that currently when digitalizing the new logo that the image becomes distorted. S. Clarke and J. Fields will draft the media release and present it to the Committee through email for approval/comments.

S. Clarke made comments that he will contact the Exeter Lions Club and Optimist Club on the decision to cancel the 2020 rodeo as they help support the rodeo event.

J. Fields will contact Ross Miller of the Rodeo Management Group to inform of the cancellation of the 2020 rodeo.

Discussion was had if any entertainment had been booked yet for the 2020 rodeo and that if it had been they will need to be contacted of the cancellation. M. Clarke commented that entertainer Connor Wilson will need to be contacted and that he can contact him.

D. Cook made comment that the Committee should also contact vendors of the cancellation and that no contracts had been sent out yet as the COVID19 pandemic was taking place. D. Cook made comment that he can contact the vendors.

D. Marshall through text message to J. Fields made comment that he can cancel the tent booking.

Discussion was had that if any correspondence is missed to those involved with rodeo activities that the media release will let all public members know of the rodeo cancellation but that providing as much notice as possible is nice to those involved. Members discussed that it will likely not be a surprise to the public that the 2020 rodeo be cancelled but that the Committee needed to come to a final decision.

Discussion was had that in addition to the media release of the 2020 rodeo cancelation that Committee members should brain storm advertising ideas for the 2021 rodeo to put a positive spin on the 2020 cancelation. Members discussed ideas including social media posts and video posts through the TikToc video application. It was confirmed by members that Amber Marshall of the hit television show *Heartland*, is still planning to attend the 25<sup>th</sup> anniversary rodeo in 2021 and that the Committee should consider reaching out to Amber to take part in their video advertising.

Discussion also had about holding a smaller event during the scheduled weekend of the 2020 rodeo to advertise the 2021 rodeo. Members made comment that they would have to wait to see what the Provincial regulations on gatherings of more than 5 people changes and that they should schedule a next meeting date to take place after an expected Provincial media release in early July. Members agreed that ideas of advertising for the 2021 rodeo should be brought back and discussed at the next meeting date.

## **8. Correspondence**

None

## **9. Adjournment**

**Motion:** 09-2020

That the Exeter Rodeo Committee hereby adjourn at 7:29 to meet again on Tuesday, July 07, 2020 at 7 p.m. or at the Call of the Chair.

**Moved:** J. Dietrich

**Seconded:** J. Fields

**Result:** Carried.

**From:** [Megan Goss](#)  
**To:** [Rebekah Msuya-Collison](#)  
**Cc:** [Justin Finkbeiner](#)  
**Subject:** RE: Rodeo Inquiry  
**Date:** May-27-20 12:01:31 PM  
**Attachments:** [image001.png](#)  
[image003.png](#)  
[image004.png](#)

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Hey Rebekah,

Short of reviewing each timesheet. The general jobs related to those hours included preparation of the facility/grounds for the event and clean-up after the event.

**Megan Goss, BA, CHRL**  
Manager of Public Works  
Municipality of South Huron  
519-235-0310 x235  
[mgoss@southhuron.ca](mailto:mgoss@southhuron.ca)



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**From:** Rebekah Msuya-Collison  
**Sent:** Wednesday, May 27, 2020 11:58 AM  
**To:** Megan Goss <[mgoss@southhuron.ca](mailto:mgoss@southhuron.ca)>  
**Cc:** Justin Finkbeiner <[JFinkbeiner@southhuron.ca](mailto:JFinkbeiner@southhuron.ca)>  
**Subject:** FW: Rodeo Inquiry

Hi Megan, the Rodeo committee at their March 11, 2020 meeting noted a request to have the types of jobs the operators conducted to make up the 174.5 hours as [shown on page 3 of the report](#).

Can you advise whether you are able to provide this information to the committee?

Thanks, Rebekah