



Exeter Rodeo Committee

South Huron Recreation Centre
Wednesday, July 19, 2017 – 7:00 pm

Members Present

Members – Scott Nickles, Chair, Steve Clarke, Dave Marshall, Dennis Gower, Gus Guerts

Council Representative – Craig Hebert – Regrets

Staff Representatives – Darcey Cook, Jo-Anne Fields

1. Call to Order & Welcome

Chair, Scott Nickles welcomed everyone to the meeting and thanked them for their commitment to this community event

2. Declaration of Conflict of Interest

No Conflict of Interest declared

3. Changes/Additions to the Agenda

- No changes/additions noted to the Agenda

4. Approval of the Agenda

Motion – 19/07/17

Moved by: Dennis Gower

Seconded by: Dave Marshall

“THAT the agenda of July 20, 2017 be approved as presented.”

Disposition: Carried

5. Approval of the Minutes

Motion – 20/07/17

Moved by: Steve Clarke
Seconded by: Dave Marshall

“THAT the minutes of June 26, 2017 meeting be approved as circulated.”

Disposition: Carried

6. Business arising from the Minutes

- No business arising from the previous minutes

7. Correspondence

- Correspondence is shared with the Committee membership as received
- No additional correspondence was received

8. Committee Selection and Reporting

Facilities and Grounds

- Discussed options for a lower cost option for the VIP area – boarder with cement barricades, mirroring the south side of the ring
- Gravel base, road fill and pack gravel on top
- Surround by event fencing
- Engage Road Department in process

Sponsors

- Businesses continue to confirm financial/in-kind support of the rodeo
- Jo will follow up next week

Vendors

- Vendor interest continues
- To date 10 vendors of various variety have been confirmed
- Following up on contracts

Marketing, Promotion, Advertising and Social Media

- Marketing materials and tickets arrived this week
- Road signage is in place
- Tickets have been distributed to outlets who have indicated they would sell tickets on our behalf

- Scheduled posts every day from now until August 13 on the Exeter Rodeo page
- Scheduled tweets daily (some twice per day) from now until August 13 on Experience Exeter Twitter
- Facebook event created (FYI created yesterday - so far we have 80 people going, 333 interested and 44 event page shares)
- Scheduled contests for tickets on both FB pages
- Boosted posts x2 on Rodeo page + x1 on Experience Exeter page
- Exeter Rodeo promotion on all community event calendars in the area (radio stations, etc)
- Exeter Rodeo promotion on Buy & Sell group (when tickets go on-sale)
- Exeter Rodeo promotion on the Ontario's West Coast social media
- Exeter Rodeo promotion in the Ontario's West Coast (the week before the event)

Financial

- Sponsorships continue to arrive
- In excess of \$13,000.00 committed to date

Events/Activities/Entertainment

- RMG has offered their sound system for Saturday events
- Municipal staff will provide beverage service for the Saddle Club event – Committee is too busy focusing on other tasks that evening
- Please notify staff of volunteers willing to assist throughout the weekend so that a schedule can be developed

Chair/Vice Chair Comments

- Event is quickly approaching – three weeks left; let's do this!

9. New & Other Business

- Gus is organizing hay for the stock
- Chuck wagon at corner of Hwy 4 and 83 – suggested that it be on site for the rodeo to allow for photo opportunities

10. Unfinished Business

- VIP deck – discussed moving forward – Jo to coordinate with Roads crew

11. Date of Next Meeting

- Next meeting regular will be held at South Huron Recreation Centre on Wednesday, August 2, 2017 at 7:00 pm or sooner at the call of the Chair

12. Adjournment

Motion – 21/07/17

Moved by: Steve Clarke
Seconded by: Dave Marshall

“THAT the meeting be adjourned at 8:00 pm.”

Disposition: Carried

Chair – Scott Nickles

Date

Recording Secretary – Jo-Anne Fields

Date