



Exeter Rodeo Committee

South Huron Recreation Centre
July 9, 2018 – 7 p.m.

Members Present

Members Attending – Scott Nickles, Chair, Bob Parsons, Dave Marshall, Stephen Clarke, Brenda McCarter, Darcey Cook

Council Representative – Craig Hebert

Staff Representatives – Kate Russell, 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 – 13/07/18

Moved by: Darcey
Seconded by: Dave Marshall

“THAT the agenda of July 9, 2018 be approved as presented.”

Disposition: Carried

5. Approval of the Minutes

Motion – 14/07/18

**Moved by: Darcey Cook
Seconded by: Stephen Clarke**

“THAT the minutes of April 30, 2018 meeting be approved as circulated.”

Disposition: Carried

6. Business arising from the Minutes

- Ty Baynton has been hired – committee will pay an additional \$500 above sponsored portion – evening will wrap up at 11 p.m.
- Tent has been reserved – 40’ x 60’ – tent permit has been approved by the Building Department – does not need an inspection
- Saddle Club is not having a 50/50 raffle –could not get enough volunteers to sell them

7. Correspondence

- Correspondence is shared with the Committee membership as received
- Insurance Certificate was received – naming Municipality of South Huron
- Liquor license extension has been approved by AGCO
- Jo-Anne met with Alcohol & Gaming – this is a family event – enclosure includes beer garden – not a big alcohol event

8. Committee Reporting

Facilities and Grounds

- Bob reported the grounds are dry
- Three weeks ago the surface was hard – had to be cultivated early in the season – not used much – checked after concert – no issues at a recent Saddle Club event
- Stands look okay – repaired boards replaced prior to the concert
- Wood chips have been put in under stands

ACTION: Community Services team will maintain area in preparation for

event

Sponsors

- Jo-Anne reported sponsors have been coming in, so far we have:
 - o **Laramie Level:** Exeter Chrysler Ltd.; Crabby Joe's Tap & Grill, Exeter; Ulch Trailer Sales Ltd.; Brokerlink (sponsoring Canadian Cowgirls – flag for them coming)
 - o **Big Horn Level:** Dairy Queen; United Plastics Components Inc.; Exeter Lions Club
 - o **Outdoorsman Level:** MicroAge Basics; Exeter Lioness Club
 - o **SLT Level:** Stratford Memorials Limited; South Huron Office Solutions; Premium Transportation Inc.; Miller's Country Store; Ellison Travel; Raymond James; Exeter Produce; FD Roofing
- Still more we haven't heard from yet
- Will follow-up again in a week or so – by July 20th
- If others around the table have contacts – who else can we approach
- Discussion about who will approach which businesses for sponsors
- Sponsor packages were distributed for use in approaching potential sponsors

ACTION: members to follow-up and approach potential sponsors

Vendors

- Darcey outlined vendors to date, including: Gators Grub; Lemonade Vendor
- Bubbles Ice Cream guy – has submitted an application
- Previous ice cream person also has applied (has been attending for three years as a vendor)
- Discussion about whether you have one or two – has caused problems in the past to have too many ice cream vendors – food is more important
- Cold Cactus Boutique place – different vendor merchandise
- Wild Wild West has hats and boots and belts – has come for years
- Pancho Mellow may be coming – will hear from him closer to the date
- Potential to look at the committee providing inexpensive novelties or T-shirts in future
- Discussion about variety of vendors and how many to have – leaving it to Darcey's discretion to report back

ACTION: Darcey will continue to receive inquiries regarding vendor space

Marketing, Promotion, Advertising and Social Media

- Stephen Clarke – had some issues on FB about lack of roping – some responses were made by Ross; additional benefits; Canadian Cowgirls will be a big hit

ACTION: Stephen will continue to continue to promote on social media

- Brittany Wise of BIA has offered the downtown window again
- Kate will meet with Laura from Miller's Country store – to see about merchandise to borrow
- Bob could potentially provide an old roping saddle

ACTION: Kate to follow-up with the window decoration

- Kate distributed posters, tent cards, coasters, brochures for distribution
- Posters and brochures have been taken throughout Exeter (by summer student) and further afield by Kate but will still need to be placed in various locations
- Kate would like to develop a list of where items are distributed, so asked members to let her know where items have been placed

ACTION: Members to distribute posters and promotional items

- Road signs need to be put up – available and ready to go

ACTION: Scott and Bob volunteered to install them this Thursday

- Radio rep. from Country 104.9 came in to meet with Jo-Anne and Kate – a \$450 package was offered – discussion determined not to go with it this year

ACTION: Radio advertising will be declined for this year

- Chuck Wagon promotion – it is in storage – will be brought out for use

ACTION: Scott and Bob volunteered to get the wagon out this Thursday

Financial

- Same as last meeting – nothing new to report

Events/Activities/Entertainment

- Friday night – Darcey emailed about mechanical bulls - not successful
- Idea of a wing night – pigs and tail night – would need to sell tickets – not enough time to plan and prepare for 2018

ACTION: Review ideas for next year

Chair/Vice Chair Comments

- Last few weeks – get marketing out – hope all will help and get them out and about to various locations to promote
- Do we do a data survey? how do we track – can we gather up some baseline data
- Can the announcer make a call out for recording it
- Mingle? Ask questions? Where are you from? How did you hear about us?

ACTION: see about some kind of survey at admission table (can students do it?)

9. New & Other Business

Volunteers – members say their usual volunteers are tapped

- Jo-Anne is approaching Fanshawe to see about some students – need: admission people, bar staff, groundskeepers.
- Security is hired for the weekend

ACTION: membership to think about who we could recruit.

Donation to the Exeter and District Swimming Pool – it was put forth that the committee could make a donation. Reserve has funds – committee revenues are earmarked towards recreation in the community. Discussion of grants and Optimists support already in place. Would be included on permanent signage or purchase an armor stone in Optimist seat wall, at a cost of \$1,000. Potential to integrate “2nd weekend of August”.

Motion – 15/07/18 RESCINDED SEPT. 10, 2018

Moved by: _____ Darcey Cook

Seconded by: _____ Dave Marshall

~~THAT the Rodeo Committee recommends to the Municipality of South-Huron council that funds from the Rodeo reserve be used to purchase an Optimist Armor Stone and provide a \$5,000 donation toward the Exeter and District Swimming Pool Renovation project.~~

Disposition: _____ Carried

10. Unfinished Business

- Nothing at this time

11. Date of Next Meeting

- Next meeting regular will be held at South Huron Recreation Centre at the call of the Chair on Monday, July 23, 2018 at 7:00 pm

12. Adjournment

Motion – 16/07/18

Moved by: Darcey Cook
Seconded by: Bob Parsons

“THAT the meeting be adjourned at 8:15 pm.”

Disposition: Carried

Chair – Scott Nickles

Date

Recording Secretary – Kate Russell

Date