

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

Date: January 26, 2022

7:00 PM – 9:00 PM

Remote Electronic Meeting

**Members Present:** Chair Jo-Anne Fields, Co-Chair Jim Dietrich, Scott Nickles, Laura Connolly (BIA), Steve Clarke, Brenda McCarter, Dave Marshall

**Others Present:** Lee Finkbeiner

**Regrets:** Mike Clarke, Darcey Cook, Denis Gower, Gus Guerts, George Finch, Jenna Bilcke

**1. Call To Order**

The meeting was called to order by Chair Jo-Anne Fields at 7:05 PM.

**2. Agenda**

**That** the agenda for January 26, 2022 be approved as presented.

**Motion:** 01-2022

**Moved:** L. Connolly

**Seconded:** J. Dietrich

**Result:** Carried

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

None.

**4. Minutes**

**That** the minutes of October 20, 2021 be adopted as presented.

**Motion:** 02-2022

**Moved:** S. Nickles

**Seconded:** S. Clarke

**Result:** Carried.

**5. Business Arising from the Minutes**

5.1 Resolutions by South Huron Council as a result of Business Arising from the Minutes

**Resolution:** 008-2022

**Moved by:** A. Neeb

**Seconded by:** M. Vaughan

**That** South Huron Council receive the draft minutes of the Exeter Rodeo Committee of October 20, 2021; and

**That** South Huron Council appoint the following as voting members of the Exeter Rodeo Committee: Mike Clarke, Stephen Clarke, Laura Connolly, Darcy Cook, Jim Dietrich, Jo-Anne Fields and Scott Nickles.

**Result:** Carried

**Resolution:** 009-2022

**Moved by:** J. Dietrich

**Seconded by:** A. Neeb

That South Huron Council accept the recommendation of the Exeter Rodeo Committee for a contract for 2022, 2023 and 2024 by Rodeo Management Group be prepared and then be provide to the Municipality of South Huron for consideration; and

That SH Council authorizes single-sourcing to Rodeo Management Group for the 24<sup>th</sup> and 25<sup>th</sup> Rodeo event.

**Result:** Carried

Co-Chair J. Dietrich provided an overview of the Council meeting of January 17, 2022. J. Dietrich noted that the Committee will need to compile a complete list of Committee members that includes all members and volunteers and that this list will need to be submitted to the Clerk for insurance purposes. Chair Fields echoed the comments provided by Co-Chair Dietrich and that she will prepare a list to be provided to the Clerk.

Co-Chair J. Dietrich noted that by resolution South Huron Council authorized a contract of two years to be prepared. Chair J. Fields noted that she has already reached out to Rodeo Management Group for the preparation of a contract for consideration and will confirm the number of years for which the contract was to be prepared. Chair J. Fields noted that she will send forward the contract to staff.

## **6. Business to be Discussed**

### **6.1 Exeter Lions Club Update**

Exeter Lions Club members L. Finkbeiner extended his excited for the Lions Club involvement in the upcoming Rodeo event. L. Finkbeiner noted that the Exeter Lions has secured a band and will be responsible for the Liquor License / special event permit. L. Finkbeiner noted that the Exeter Lions Club would possibly be using Hayter's Turkey for alcohol procurement. Further L. Finkbeiner noted that he will discuss with the band that the Lions have procured the size requirements for the stage that they would be requesting. Regarding power supplies available for to the band for plugging in sound equipment, L Finkbeiner noted that in previous years a generator was donated but may not be of sufficient power supply.

Chair Fields noted that a new power system has been installed since the last Rodeo that should be sufficient but that she will confirm with Community Services staff.

L. Finkbeiner brought forward discussion on how to store ice during the event and the possible use of glass fridges that have been stored in the SH Agricultural building. The Committee discussed a request to the Community Services be put forward for the use of the fridges. J. Dietrich made note that the Agricultural building is off limits to the public and is only used by Community Services / Public Works staff.

Co-Chair J. Dietrich asked the Committee if an indoor facility is required, would the Recreation Center's ice pad be considered. The Committee discussed that they would prefer the event to be held outside and that if there are any noise concerns that the Lions Club should seek to procure a Noise By-Law exemption. If the event is to be held completely outdoors a larger tent may need to be procured.

Member D. Marshall noted to the Committee that he has reached out on the cost of tents but that Marshall Tents is unsure if they will be able to rent tents due to possible staffing shortages for tent setup. L. Connolly directed the Committee to Raymond Brothers Tent Rentals and A&B Tent Rentals as potential other sources for tent rentals. S. Clarke noted that he can reach out to each company for tent quotes, further S. Clarke requested if the Committee would be able to use the overhang / stable area beside the Agricultural building as a spot for fridges and ice storage if they cannot utilize the Agricultural building itself. The Committee requested that staff comment back regarding this use.

L. Finkbeiner asked Chair Fields, if the Lions will need to provide a list of members and volunteers to the Committee for insurance purposes or if the Lions Club insurance would be sufficient. Chair Fields noted that L. Finkbeiner will need to check with the Lions Club regarding their insurance.

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

### 6.2.1 Facilities, Grounds and Arena Signage (S. Nickles)

Scott noted that he would like to connect with the Community Services Department to find the state of the Rodeo grounds.

### 6.2.2 Marketing and Promotions (L. Connolly)

Chair J. Fields thanked L. Connolly for all the effort that she has currently put into promoting the upcoming Rodeo. L. Connolly asked what the budgeted amount for marketing and promotions is. Chair Fields noted that the Committee would have to request that information from Community Services.

L. Connolly asked the Committee if in previous years if it had been the Committee's responsibility to create a promotional brochure or promotional plan to advertise the event. Chair J. Fields noted that in the past the Committee has developed a brochure and created printed materials to advertise for the vendors and sponsors, and that this typically cost \$800-900. L Connolly noted that her goal would be to promote as many downtown / core businesses as possible to promote South Huron businesses.

### 6.2.3 Vendors (D. Cook)

Chair J. Fields asked the Committee would keep the vendor fee at \$200 per vendor. The Committee agreed to keep the fee the same as previous years.

### 6.2.4 Admissions and Health & Safety (S. Nickles)

S. Nickles asked the Committee if it would be beneficial to have one entrance for admissions instead of two as in previous years. The Committee discussed that one entrance would mean less moving of cash from two locations and that they could still have two admission booths at a single entrance.

The Committee discussed that health and safety planning will depend on what COVID-19 regulations will be in place at the time of the Rodeo.

### 6.2.5 Special Activities / Entertainment / Partnerships (M. Clarke)

No updates at this time.

### 6.2.6 Sponsorships (J. Fields)

No updates at this time. Sponsorship recruitment usually begins late April, beginning of June.

### 6.3 Deferred Business

S. Clark inquired the process for applying for grants and if this had been addressed at previous meetings, noting that there is a grant that he believes the Committee could apply for with application deadline of February 02, 2022. Staff member J. Finkbeiner noted that the Committee may want to request staff assistance if the grant funding is for a Committee of Council. S. Clarke proposed the following motion:

**That** the Exeter Rodeo Committee approve S. Clarke to contact South Huron Community Services staff and to request assistance from staff in the preparation of a grant application.

**Motion:** 03-2022

**Moved:** S. Clarke

**Seconded:** S. Nickles

**Result:** Carried.

### 6.4 Council meeting update

J. Dietrich noted that he attended the ROMA conference previous in the week and had met with a few Provincial Ministers that would be excited to attend the event.

## 7. Committee Updates

None.

## 8. Correspondence

None.

## 9. Adjournment

**That** the Exeter Rodeo Committee hereby adjourn at 7:54 PM to meet again on March 02, 2022 at 7:00 PM or at the Call of the Chair.

**Motion:** 04-2022

**Moved:** J. Dietrich

**Seconded:** S. Clarke

**Result:** Carried