

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

Date: May 11, 2022  
Remote Electronic Meeting

**Members Present:** Jo-Anne Fields, Scott Nickles, Steve Clarke, Darcy Cook, Mike Clarke, Laura Connolly (BIA),

**Others Present:** Lee Finkbeiner, Justin Finkbeiner

**Regrets:** Jim Dietrich, Jenna Bilcke, George Finch

**1. Call To Order**

Chair Fields called the meeting to order at 7:02 PM

**2. Agenda**

**That** the agenda for May 11, 2022 be approved as presented.

**Motion:** 09-2022

**Moved:** D. Cook

**Seconded:** S. Clarke

**Results:** Carried

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

None noted.

**4. Minutes**

**That** the minutes of March 02, 2022 be adopted as presented.

**Motion:** 10-2022

**Moved:** S. Clarke

**Seconded:** L. Connolly

**Results:** Carried

**5. Business Arising from the Minutes**

5.1 Rodeo Performance Contract between South Huron Exeter Rodeo Committee and Rodeo Management Group Inc. – Attached

The Committee acknowledged that they received the signed contract between South Huron Exeter Rodeo Committee and Rodeo Management Group. No further comments.

5.2 South Huron Council Resolution 108-2022 re: Exeter Ram Rodeo – Municipally Significant request – Attached

The Committee acknowledged that they received the resolution passed by South Huron Council deeming the Annual Exeter Ram Rodeo event being held on August 5-7, 2022, to as a municipally significant event. No further comments.

## 6. Business to be Discussed

### 6.1 Exeter Lions Club Update

L. Finkbeiner updated the Committee that liquor license / Special Occasions Permit being provided by the Exeter Lions Club has been received and approved. Alcohol for the event has been ordered by the Lions Club.

L. Finkbeiner inquired as the Lion's Club is a charitable organization if the Committee would be interested in using some of their funds for printing admission tickets for the Friday night of August 05, 2022.

L. Finkbeiner inquired if a tent size had been decided on and confirmed for booking based on the price difference between the two tents discussed at the previous meeting. S. Clarke noted that a tent has not yet been decided upon.

The Committee returned to the conversation of funding the printing of admission tickets for the Friday night event. L. Finkbeiner noted that the Lions have planned to on an admission fee of \$25.00. L. Finkbeiner inquired if and when tickets get printed if the Committee be able to distribute while selling tickets for the August 06 and 07 portion of the event. M. Clarke suggested that the retail locations that sell tickets for the Rodeo event be requested to make available tickets for the Friday night event as well. S. Clarke inquired if the Lions Club would permit the selling of tickets for the Saturday and Sunday nights to be sold during the Friday night when people purchase admission at the door. L. Finkbeiner agreed that would be a good idea to be able to promote both events.

D. Cook put forward the motion that the Committee pay for the Lions club admission printing tickets for up to \$300.00.

The Committee discussed the ordering of alcohol for the event and that the Lions have to consider that there is a brand sponsor that has to be included in the order.

**That** the Exeter Rodeo Committee pay for the printing of admission tickets for the Exeter Lions Club Friday night venue of August 05, 2022 up to \$300.00.

**Motion:** 11-2022

**Moved:** D. Cook

**Seconded:** M. Clarke

**Results:** Carried

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

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

The Committee discussed that use of the South Huron Recreation Centre and parking lot will most likely be restricted by construction during renovations. Discussion was had about use of the South Huron District High School parking lot during the event. Signage will have to be utilized to direct the public from the parking lot to the Rodeo grounds. Signage will also be utilized to direct trailers for the loading and unloading of animals to the Rodeo grounds. The Committee discussed that advertising should include information that directs members of the public to contact a member of the Rodeo Committee if accessible parking is required.

M. Clarke inquired if the Committee had decided on the size of tent they would like booked for the event to begin getting a contract ready to procure a tent. The Committee put forward motion to book at 30' by 45' tent from for a maximum amount of \$2500.00.

**That** the Exeter Rodeo Committee approve S. Clarke to move forward to book a 30' by 45' tent rental for August 5, 6 and 7, 2022 with a maximum limit of \$2500.00

**Motion:** 12-2022

**Moved:** M. Clarke

**Seconded:** S. Clarke

**Result:** Carried

The Committee discussed if the stage being used during the event is being provided by the Lions Club, the entertainer provider, or the Municipality. The Committee will reach out to the Community Services Department to inquire about use of a stage.

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

Several advertisements on the go, including putting an advertisement in the South Huron and Exeter Guide. Rural Voice has contacted L. Connolly as they have been used to promote the event in the past. Use of social media and inclusion of information on the RMG maintained website continues.

#### 6.2.3 Vendors (D. Cook)

Several food vendors have been procured and are awaiting contracts to be returned. The Committee discussed that typically 10 to 15 food vendors would be a good number to have attend the event.

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

S. Nickles commented that Health & Safety will depend on the protocols as set out by the Huron Perth Public Health Unit regarding COVID-19. The Committee discussed having hand sanitizer locations available and signs posted that if feeling COVID-19 symptoms to not attend the event.

S. Clarke inquired to the Committee if the Committee should include a mask mandate to have in place should the Health Unit return to masking. D. Cook suggested that if masks are considered that it would be during food preparation. The Committee discussed that the event is outside and therefore would not require masking.

Chair J. Fields brought forward inquiry about show start times. After speaking with RMG many different Rodeos have been starting their shows at 4:00 PM on Saturdays and 1:00 PM on Sundays. Currently tickets are being advertised for the Exeter Rodeo show time starts of 2:00 PM on each the Saturday and Sunday. D. Cook put forward motion to move the show times to 4:00 PM and 1:00 PM on each Saturday and Sunday respectively. Chair J. Fields will reach out to RMG with any changed made.

**That** the performance start times of the Exeter RAM Rodeo be changed to 4:00 PM on Saturday August 06, and 1:00 PM on Sunday, August 07, 2022.

**Motion:** 13-2022

**Moved:** D. Cook

**Seconded:** S. Clarke

**Result:** Carried.

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

M. Clarke noted that the Saturday entertainment has been booked.

The Committee discussed the Sunday brunch and that a location needs to be found for the Legion Ladies to prepare the food. Consideration was given to the South Huron District High School or Exeter Elementary School as the South Huron Recreation Centre will be under construction. The Committee inquired if use of the one of the schools falls under a shared use agreement with the Municipality. D. Cook inquired to the Committee if the Agricultural Building is now available as other events have since been scheduled for use in the Agricultural Building including the RCMP Musical Ride. D. Cook noted that he will reach out to J. Becker and J. Bilcke to inquire about use of the Agriculture Building during the Rodeo Event.

#### 6.2.6 Sponsorships (J. Fields)

Chair J. Fields noted that the sponsorship package is ready to go out at the end of June. Chair Fields would like to conduct more in person promotion of sponsorships instead of through email as in previous years.

#### 6.2.7 Exeter Rodeo Work Plan

The Committee discussed filling out the work plan at their next meeting to assign tasks for tracking.

#### 6.3 Rodeo Expense Tracking

The Committee was provided the expense tracking sheet for the purpose Committee members tracking any expenses they incur to be included in the budget for repayment.

#### 6.4 Deferred Business

None.

#### 6.5 Council meeting update

None.

### 7. Committee Updates

The Committee discussed that there may be a need for a request of Noise By-Law exemption for the event dates of August 5, 6 and 7, 2022. Chair J. Fields noted that she did contact South Huron's Clerk and that she would contact her again closer to the event.

The Committee recommended that moving forward until the Rodeo date that drafted minutes be sent to the Committee Chairs for review and approval. The draft minutes will be sent to South Huron Council prior to the next Committee meetings to update Council on upcoming event details.

The Committee discussed when tickets have been printed that they be distributed to local businesses as has been done in the past for the purposes of promoting and selling tickets. This would also provide local businesses with foot traffic / customers if they know that Rodeo tickets are being sold at those locations.

## **8. Correspondence**

### **8.1 Ty Baynton – Correspondence dated March 30, 2022**

The Committee acknowledged the correspondence from Ty Baynton and that the Committee should consider Ty as entertainment for future Rodeo events as entertainment has already been booked for 2022.

### **8.2 Miriam Marshall – Correspondence dated March 31, 2022**

The Committee acknowledged the correspondence from Miriam Marshall and that entertainment has already been book for 2022.

### **8.3 Ross Millar Group – Ticket Price Increase Correspondence**

### **8.4 Mark Hartman – Beach Fest Sponsor Correspondence dated April 26, 2022**

The Committee discussed that the cost of advertising the Rodeo through being a sponsor at this event was too much and that they are not considering using this venue as a form of advertising.

## **9. Adjournment**

**That** the Exeter Rodeo Committee hereby adjourn at 8:18 Pm to meet again on Thursday, June 16, 2022 to meet again on 7:00 PM or at the Call of the Chair.

**Motion:** 14-2022

**Moved:** S. Nickles

**Seconded:** D. Cook

**Result:** Carried