



## Corporation of the Municipality of South Huron

### Exeter Rodeo Committee

#### Minutes

**Tuesday, December 10, 2024, 7:00 p.m.**

**Crediton Community Centre**

**38 Victoria Ave East**

**Crediton**

Members Present: Jo-Anne Fields, Chair  
Jim Dietrich, Vice Chair  
Mike Clarke, Member  
Steve Clarke, Member  
Laura Connolly, Member  
Scott Nickles, Member

Member Regrets: Darcey Cook, Member

Members Absent: Dennis Gower, Non-voting Member  
Dave Marshall, Non-voting Member  
Brenda McCarter, Non-voting Member

Staff Present: Laurie Clapp, Recording Secretary

Others Present: Caroline Hill, BIA

1. Call to Order

Chair J. Fields called the meeting to order at 7:07pm

2. Agenda

**Moved:** S. Nickles

**Seconded:** L. Connolly

**That Exeter Rodeo Committee approves the Agenda for December 10, 2024 as presented.**

**Disposition: Carried**

3. Disclosure of Pecuniary Interests and the General Nature thereof

None

4. Minutes

**Moved:** J. Dietrich

**Seconded:** L. Connolly

**That Exeter Rodeo Committee adopts the minutes of August 8, 2024 as printed and circulated.**

**Disposition: Carried**

5. Business to be Discussed

5.1 Recap of the 2024 Rodeo

5.1.1 Facilities, Grounds and Arena Signage (S. Nickles)

S. Nickles commented that parking was limited this year with the size of participants' trailers increasing and options should be considered for the upcoming rodeo season.

5.1.2 Marketing and Promotions (L. Connolly)

L. Connolly shared that the advertising through social media and radio ads were successful. Members of the committee added that the sponsor focused posts were well received and provided good exposure for the sponsors.

It was noted that the posters from RMG were not as good as previous years. The team will provide feedback to RMG to ensure the coming year's materials will be up to par.

5.1.3 Vendors (M. Clarke)

M. Clarke stated there was a good mix of vendors this year. The committee discussed whether they should consider raising the vendor fee as it is comparably lower than the fees charged at similar events. All agreed that the possible addition of a snow cone or cotton candy booth would be beneficial.

5.1.4 Admissions & Volunteers (S. Clarke)

S. Nickles shared that the group from RBC was a successful addition to the admissions volunteer team, manning the debit

machines. It was noted that the addition of a wifi booster should be considered for the debit machines as a hot spot had to be used to ensure connectivity.

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

Security and entertainment was successful. The committee agreed that utilizing 2 off duty OPP officers was sufficient for security. Feedback was received from the community that the Friday family event with the Optimists was missed. The Committee discussed the possibility of incorporating the family events on the Saturday of the Rodeo weekend. L. Connolly will broach the subject with the Optimists.

#### 5.1.6 Sponsorships (D. Gower)

J. Fields and M. Clarke stated that the sponsorships program was successful.

#### 5.1.7 Financial snapshot - 2024 event

The committee reviewed the financial snapshot for the 2024 Rodeo.

### 6. New Business

#### 6.1 Exeter Rodeo - 2025 - moving forward

##### 6.1.1 Election of Officials

**Moved:** J. Dietrich

**Seconded:** L. Connolly

**That M. Clarke be appointed as Chair of the Exeter Rodeo Committee.**

**Disposition: Carried**

**Moved:** S. Nickles

**Seconded:** M. Clarke

**That S. Clarke be appointed Co-chair of the Exeter Rodeo Committee.**

**Disposition: Carried**

#### 6.2 Council Updates

##### 6.2.1 Bleacher Rentals update

J. Dietrich shared council's appreciation for the committee's hard work in providing a successful 2024 Rodeo. He also stated that the previous minutes had been approved by council which covered the bleachers rental details.

7. Correspondence

7.1 2025 Contract & Invoice

**Moved:** S. Nickles

**Seconded:** J. Dietrich

**That the Exeter Rodeo Committee recommends to South Huron Council the 2025 Ram Rodeo contract from RMG to South Huron Council be approved and signed.**

**Disposition: Carried**

8. Other Business

J. Fields advised that staff would continue taking care of reserving the port-a-pots for the upcoming rodeo.

The committee discussed applying for the Experience Ontario 2025 grant.

**Moved:** M. Clarke

**Seconded:** L. Connolly

**That the Exeter Rodeo Committee recommends to South Huron Council an application be prepared and submitted to the Experience Ontario 2025 grant.**

**Disposition: Carried**

9. Adjournment

**Moved:** S. Clarke

**Seconded:** J. Dietrich

**That Exeter Rodeo Committee hereby adjourns at 8:39 pm, to meet again at the Call of the Chair.**

**Disposition: Carried**