

Corporation of the Municipality of South Huron
Exeter Rodeo Committee
Agenda

Date: November 29, 2023
7:00 PM – 9:00 PM
South Huron Recreation Centre

1. Call To Order

2. Agenda

Recommended Motion:

That the agenda for November 29, 2023 be approved as presented.

Motion: 34-2023

Moved by:

Seconded by:

Result:

3. Disclosure of Pecuniary Interest and the General Nature Thereof

4. Minutes

Recommended Motion:

That the minutes of August 04, 2023 be adopted as presented.

Motion: 35-2023

Moved by:

Seconded by:

Result:

5. Business Arising from the Minutes

6. Business to be Discussed

6.1 Recap of the 25th Annual Rodeo

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

6.1.2 Marketing and Promotions (L. Connolly)

6.1.3 Vendors (D. Cook)

6.1.4 Admissions and Health & Safety (S. Nickles)

6.1.5 Special Activities / Entertainment / Partnerships (M. Clarke)

6.1.6 Sponsorships (J. Fields)

6.1.7 Financial snapshot - 2023 event

6.2 Exeter Rodeo – 2024 – moving forward

6.2.1 Election of Officers

6.3 New Business

6.3.1 Rodeo Reserves

6.4 Deferred Business

6.5 Council - Updates

7. Committee Updates

8. Correspondence

8.1 RAM Rodeo Update

9. Adjournment

Recommended Motion:

That the Exeter Rodeo Committee hereby adjourn at _____ to meet again on _____ at _____ PM or at the Call of the Chair.

Motion: 36-2023

Moved by:

Seconded by:

Result:

Corporation of the Municipality of South Huron

Exeter Rodeo Committee

Minutes

Date: August 9, 2023

7:00 PM

South Huron Rec Centre – Rodeo Grounds

Members present: Jo-Anne Fields, Scott Nickles, Steve Clarke, Mike Clarke, Laura Goulding, Brenda McCarter, Dave Marshall

Regrets: Dennis Gower, Jim Dietrich, Darcey Cook, Rob Ross (BIA)

Staff: Laurie Clapp, Jenna Bilcke

1. Chair J. Fields called the meeting to order at 7:00pm

2. Agenda

That the agenda for August 9, 2023 be approved.

Motion: 31-2023

Moved by: S. Nickles

Seconded by: S. Clarke

Result: Carried

3. Delegation

- None

4. Disclosure of Pecuniary Interest and the General Nature Thereof

- None

5. Minutes

That the minutes of July 26, 2023 be adopted as presented.

Motion: 32-2023

Moved by: M. Clarke

Seconded by: S. Clarke

Result: Carried

6. Business Arising from the Minutes

- None

7. Business to be Discussed

7.1 Rodeo grounds walk through

- All agreed to do the walk through at the end of the meeting

8. Committee Updates

8.1 Facilities, Grounds and Arena Signage – S. Nickles

- Grounds are trimmed and sand has been delivered
- Tent is arriving Friday morning
- Bleachers will be located so that the view from the tent will not be blocked

8.2 Marketing and Promotions – L. Goulding

- Ticket sales are going well

8.3 Vendors – D. Cook

- There are several vendors booked and vendor spaces will be full

8.4 Admissions/Volunteers – S. Clarke

- Volunteer names have been submitted to the municipality
- There will be 2 debit machines and cash located at the one main entrance for the volunteers

8.5 Special Events/Entertainment – M. Clarke

- Entertainment is booked and ready

8.6 Sponsorships – J. Fields

- \$28,950 in sponsorships

9. Correspondence

- S. Nickles indicated that he was advised that there may not be officers available for coverage in Huron. He will continue to work with the OPP to ensure coverage even if it requires going out of the Huron Detachment area. In the end, two Officers and two Star Security were security for both days providing adequate coverage.

10. Adjournment

That the Exeter Rodeo Committee hereby adjourn at 8:00 pm to meet again at the Call of the Chair.

Motion: 33-2023

Moved by: M. Clarke

Seconded by: L. Goulding
Result: Carried

DRAFT

Actual vs Budget Year To Date by Costing Center

Costing Center 5245 - Rodeo

January 2023 To December 2023 (12 Months)

	Budget	YTD Actual Cost	Variance Over/Under	Percentage Variance
Revenues				
Donations/Fundraising				
5805 - Unrestricted Donations/	18,500	43,135	24,635	-133.16 %
5810 - Sponsorships	32,500	29,650	(2,850)	8.77 %
Total Donations/Fundraising	51,000	72,785	21,785	-42.72 %
Total Revenues	51,000	72,785	21,785	-42.72 %
Expenses				
Contracted Services				
6701 - General Contracted Services	31,000	52,025	21,025	-67.82 %
Total Contracted Services	31,000	52,025	21,025	-67.82 %
Materials & Supplies				
6602 - General Supplies	20,000	15,876	(4,124)	20.62 %
6624 - Advertising	-	1,863	1,863	100.00 %
Total Materials & Supplies	20,000	17,738	(2,262)	11.31 %
Total Expenses	51,000	69,764	18,764	-36.79 %
Net Total	-	3,022	3,022	100.00 %

----- Forwarded message -----

From: **Ross Millar**

Date: Fri, Oct 27, 2023 at 9:52 AM

Subject: RAM Rodeo Update

I write this to everyone as we come off our best season to date. I am proud of reaching the 25th Anniversary for the Rodeo Management Group and look forward to an exciting future together promoting the sport of rodeo.

As many of you know we have together reached new heights with rodeo, and I feel confident that although there may be someone that promotes as well “Nobody promotes and executes better” which is shown by our results.

As we move to 2024, I need to address that we are encountering many costs that are challenging. It has been a few years since we had a price increase and as always, I have respectfully ensured that any price increases we have had, I offer a way for you, the committee, to also remain profitable. Our transport and fuel costs have doubled over the last 4 years, and it does not appear they have any plans to reduce fuel which is a very important requirement for us. Insurance is also up 65% which is a major hit along with every daily cost. I have researched pricing from our competitors and am confident we offer you better value and pricing while we also offer the most prize money attracting great cowboys and cowgirls along with our marketing package which no other company offers.

Not to go on about our challenges but as you can imagine it is adding up. We have been at \$37,500 for the last few years, and I would like to increase it an additional \$2500 to \$40,000. As always, this price includes everything it has before as we will not cut back our production value to the fans and competitors. I am prepared to offer the \$40,000 price for a 3 year commitment allowing you for planning.

As a solution to this, we tried on our own rodeo some cost increases to see if they would be accepted. We had at our finals Sold Out crowds and we in fact turned people away at the door. We raised our price to \$39 Adult. We offered a \$10 discount in advance and sold almost 2000 advance tickets. At \$29 advance that was \$5 more than last year and it worked well. We kept the Youth and Kids FREE program the same.

Our intent is to start promoting advanced tickets for Christmas mid-November at the Royal Fair so need confirmation by all.

We have had quite a few new inquiries but look forward to staying with everyone that has been part of the Tour as we are at capacity for weekends to produce. For those new groups I told them that I would not know until after October 31 if there were any weekends open. I look forward to continuing to work together. I hope you can understand our needs as we continue to grow together. Please don't hesitate to contact me with any concerns.

Respectfully;

Ross Millar