

Corporation of the Municipality of South Huron

**Exeter Rodeo Committee
Minutes**

**Tuesday, July 16th, 2019
7:00 PM – 9:00 PM**

South Huron Recreation Centre

Present: Steve Clarke (Chair), Scott Nickles, Jo-Anne Fields, Dave Marshall, Brenda McCarter, Darcey Cook, Mayor George Finch,

Staff: Ross Millar (RMG Inc.), Scott Currie

1. Call To Order

- The Chair called the meeting to order at 7:11 PM

2. Agenda

Motion: 29-2019

Moved: Cook

Second: Fields

Disposition: Carried

That the Agenda for July 16th, 2019 be approved as presented.

3. Disclosure of Pecuniary Interest and the General Nature Thereof

- None

4. Minutes

Motion: 30-2019

Moved: Cook

Second: Marshall

Disposition: Carried

That the minutes of July 3rd, 2019 be adopted as presented.

5. Business Arising from the Minutes

- None

6. Business to be Discussed

6.1 Council meeting updates

- Minutes received at July 15th Council and motion to invite MP and MPPs approved; staff will action letter for Mayor to send

6.2 Work Planning updates:

- Facilities and Grounds
 - Dennis Gower confirms that Huron Tractor will supply two gators and tractor for the weekend, they will arrive Thursday
 - Pony rides will happen this year, staff are asking that the provider be sure to bring his mats to prevent rutting of the grounds
 - Rec Hall stage is going to main event tent
 - Building permit for tent has been submitted by staff
 - Dave Atthill is working on locates
 - Tent goes up Thursday; staff have requested tent inspection by a Building Official for Friday afternoon
 - Staff are requesting a site map showing location of:
 - vendor area,
 - portable toilets,
 - event fencing
 - tent,
 - pony rides
 - The Committee feels there is enough red clay in place for the loonie search
 - The Committee is requesting the 'Fink Sign' be put up by staff
 - The Committee is requesting additional wood chips be onsite in case it rains

- Marketing and Promotion
 - Tickets for Friday night and main event have been distributed
 - Website is up – still a few small corrections to be made, staff are working with Tanya at RMG
 - Facebook
 - Event set to launch July 17
 - An ad campaign will be created using the event
 - A post schedule will be created
 - Brick Wall sign is up at the corner of HWY#4 & 83
 - As requested, chuck wagon is set to be delivered to Exeter Chrysler on Wednesday.
 - BIA window is done
 - Road banner is confirmed to go up after sidewalk sale
 - Marketing materials (i.e., posters, brochures, etc) have arrived and are available for ctte members to take and distribute
 - Bell Media marketing opportunity. For the past two years the Committee has purchased 20 10-second tags which air 10 am – 2 pm and 7 30-second commercials that air 5 am – 1 am for a total investment of \$ 600. The Committee feels it is worthwhile to purchase ad campaign with Bell Media's Pure Country 93; staff will work within the budget to pursue a package with Bell Media with the understanding that there are additional web marketing commitments this year (i.e., Facebook ad campaign and Post Media web banner campaign)
 - RMG Inc is purchasing an ad campaign on *FM104.9 Country* 10 days prior to event; staff will coordinate with RMG to ensure maximum return on investment for marketing dollars

- Vendors
 - Darcey is coordinating contracts and insurance with all vendors; he will send these materials for staff to review
- Sponsors and Financial
 - Interest in supporting the event continues to be strong; confirmed sponsors have been communicated to RMG and are listed on exeterrodeo.ca
- Special Weekend Activities and Entertainment
 - Staff will contact Lions for an update regarding:
 - Status of SOP?
 - Ag building set up?
 - Stage and setup plans for performers
 - That two security personnel are required for Friday night
 - Dark Horse Winery has expressed an interest in participating in the bar
 - The Optimists have communicated to staff their Friday night family event plan, which will involve inflatables, face painters and a little rodeo obstacle course for the kids all running from 6:30 pm - 8:30 PM.
- Attendance & Visitor Data Collection
 - Crowd counters have arrived
 - Wrist bands are onsite
 - The Committee is requesting that municipality supply the cash float for the event again this year

6.3 Planning for Exeter Rodeo 25th Anniversary in 2021

- The Committee discussed inviting entertainers Ty Baynton and Amber Marshall

6.4 Unfinished Business

7. Committee Updates

- Ross Millar was present and provided an update to the Committee; RMG is committed to professionalism and is looking forward to delivering an outstanding entertainment experience for visitors again this year.

8. Correspondence

- None

9. Adjournment

Motion: 31-2019

Moved: Cook

Second: Marshall

Disposition: Carried

That the Exeter Rodeo Committee hereby adjourn at 8:10 PM to meet again on August 6th at 7:00 PM or at the Call of the Chair.