

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

Date: May 11, 2022  
7:00 PM – 9:00 PM  
Remote Electronic Meeting

**1. Call To Order**

**2. Agenda**

Recommended Motion:

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

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

**4. Minutes**

Recommended Motion:

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

**5. Business Arising from the Minutes**

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

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

**6. Business to be Discussed**

6.1 Exeter Lions Club Update

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

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

6.2.2 Marketing and Promotions (L. Connolly)

6.2.3 Vendors (D. Cook)

6.2.4 Admissions and Health & Safety (S. Nickles)

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

6.2.6 Sponsorships (J. Fields)

6.2.7 Exeter Rodeo Work Plan

6.3 Rodeo Expense Tracking

6.4 Deferred Business

6.5 Council meeting update

**7. Committee Updates**

**8. Correspondence**

8.1 Ty Baynton – Correspondence dated March 30, 2022

8.2 Miriam Marshall – Correspondence dated March 31, 2022

8.3 Ross Millar Group – Ticket Price Increase Correspondence

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

## 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.

DRAFT

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

From: **Ty Baynton** <[REDACTED]>

Date: Wed, Mar 30, 2022 at 6:37 PM

Subject: Exeter Rodeo 2022

To: Jo Fields <[REDACTED]>

Hey Jo!

Hope this email finds you well! Just working out my schedule for this summer and wanted to touch base and see if you would be interested in having me back for the rodeo this year. Look forward to hearing from you!

Cheers,

Ty

**From:** [info@southhuron.ca](mailto:info@southhuron.ca) <[info@southhuron.ca](mailto:info@southhuron.ca)> **On Behalf Of** Miriam Marshall  
**Sent:** Thursday, March 31, 2022 6:32 PM  
**To:** Info <[info@southhuron.ca](mailto:info@southhuron.ca)>  
**Subject:** 2022 Exeter Rodeo Entertainment Lineup



**IRONSCALES** couldn't recognize this email as this is the first time you received an email from this sender [miriammarshallmanagement@gmail.com](mailto:miriammarshallmanagement@gmail.com)

Hi there,

I'm emailing on behalf of Ontario country artist, Rebekah Stevens, who I am interested in adding to the 2022 Exeter Rodeo entertainment lineup. Rebekah played the rodeo a few years ago & would love to make a return to your stage this year.

For a refresher on Rebekah's career highlights so far, she released her debut EP "Here I Am" in Los Angeles in spring 2013. Later that same year she was named a top 8 Boots & Hearts Emerging Artist Finalist, giving her the opportunity to play at one of Canada's largest country music festivals. Since then, Rebekah has shared many a festival stage with some of Canadian country's finest including Jess Moskaluke, The Reklaws & the Washboard Union. She has been labelled "One to Watch" by the Country Music Association of Ontario & her

last few radio singles have seen heavy rotation on Sirius XM's CBC Country station. This year, Rebekah plans to release her first full length album, co-written with Canadian country music icon, Jamie Warren.

Here are a few video links to Rebekah's music: It Ain't Me - Rebekah Stevens (OFFICIAL AUDIO) - YouTube

Maybe I Do - Rebekah Stevens (OFFICIAL AUDIO) - YouTube

Please keep Rebekah in mind as you organize this year's lineup.

Thank you so much for your time, looking forward to your response.

- Miriam Marshall, Manager for Rebekah Stevens

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Origin: [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
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This email was sent to you by Miriam Marshall through [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**From:**

[Jo-Anne Fields](#)

**To:**

[REDACTED]

**Subject:**

Fwd: RAM Rodeo ticket launch

**Date:**

Sunday, April 3, 2022 3:17:12 PM

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Good Afternoon Everyone:

Hope you are enjoying your weekend.

I received the email message below from Ross regarding entrance fees to the Rodeo this summer. As timing is important, I am sharing to gather your comments surrounding the adult admission fee increasing by \$5.00.

Last summer Scott and I volunteered to take admissions at two rodeos. Adults were charged \$30.00 at the gate and as noted, \$5.00 less if purchased in advance and no one seemed to dispute the cost. The only increase would be the adult ticket. Youth and kids are the same as previously charged in 2019.

Please respond to all when replying back. If we get a consensus, we can move forward and have our website updated. If not, this will be an agenda item for discussion at our May meeting.

If a decision was made at the last meeting that we were unable to attend, please let me know. Otherwise, as overall costs have increased, Scott and I support increasing the adult admission fee by \$5.00.

Thanks for reviewing this and responding with your thoughts and comments.

Have an awesome day.

Smiles,

Jo

Jo-Anne Fields

Chair

Exeter Ram Rodeo Committee

I hope this finds everybody well. We are getting a lot of excitement from the public around the 2022 rodeo season.

We want to launch our ticket sales and are hoping to do by the end of this week. I would ask that you send your ticket pricing and any thing special that you are selling tickets to that you would like to put on the ticket website.

Advance tickets last summer were absolutely exceptional as we ended up mostly selling all of our tickets in advance to the Rodeos. I hope this trend will continue as it really did make it so good for everyone.

Hopefully you have noticed our social media campaign. The response has been great as Sandy has been keeping people with small teasers about the upcoming summer constantly.

Below is the ticket pricing we will be using for the Headwaters rodeo which worked out extremely well last summer. Our intent is to offer the five dollar savings per ticket for the advanced tickets online. As you know selling advance tickets is a wonderful rain insurance policy for us.

I am currently out in western Canada as we have just purchased new Bucking horses for the season which I will be bringing home next week.

Please send us your pricing as Janice Blakeney will be organizing it this week and we would like to put as many on as we can for the launch of the ticket sales.

I will keep in touch as the next thing we will be doing is building the posters and printed material. I realize some of the rodeos that are not going at the start of the season do not require the poster material immediately but for those that are early in the season we will get it printed ASAP.

#### HEADWATERS RODEO

ADULT -\$30.00. ADVANCED -\$25.00

YOUTH -\$15.00. Advanced -\$10.00

KIDS -\$5.00. Advanced - FREE

( This averaged ticket prices to \$21.80 overall last year)

Looking forward to a great 2022 season,

Ross.

ROSS MILLAR GROUP  
633419 Highway 10 Unit C3  
Mono, Ontario , L9W 6S4  
P. [519-942-3011](tel:519-942-3011)  
C. [416-587-0003](tel:416-587-0003)

**From:**

[Jim Dietrich](#)

**To:**



**Subject:**

Re: RAM Rodeo ticket launch

**Date:**

Sunday, April 3, 2022 3:22:40 PM

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I'm good with the increase.



**From:**

[Mike Clarke](#)

**To:**

[REDACTED]

**Subject:**

RE: RAM Rodeo ticket launch

**Date:**

Monday, April 4, 2022 7:42:39 AM

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Hey everyone, I am in favor of raising the price by \$5.00

Mike

**MIKE CLARKE**

GENERAL MANAGER - PARTNER

PHONE: 519-235-1525

FAX: 519-235-1989

MOBILE: 519-691-5023

EMAIL: [mikeclarke@exeterchrysler.com](mailto:mikeclarke@exeterchrysler.com)

**EXETER  
CHRYSLER**



136 Main St N Exeter - Corner of HWY 4 & 83

1-866-435-5553 [www.exeterchrysler.ca](http://www.exeterchrysler.ca)



**DODGE**



**Jeep**

**From:**

[Darcey Cook](#)

**To:**



**Subject:**

Re: RAM Rodeo ticket launch

**Date:**

Monday, April 4, 2022 7:43:53 AM

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Hi All,

I am good with it.

Thanks,

**From:**

[Stephen Clarke](#)

**To:**

[REDACTED]

**Subject:**

RE: RAM Rodeo ticket launch

**Date:**

Monday, April 4, 2022 8:30:31 AM

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I am good with this increase as well.

# Stephen Clarke

Dealer Principal

Phone: (519) 235 1525

Mobile: (905) 401 6116

Email: [sclarke@exeterchrysler.com](mailto:sclarke@exeterchrysler.com)

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DODGE



Jeep

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

From: **Hartman, Mark R** <[Mark.Hartman@edwardjones.com](mailto:Mark.Hartman@edwardjones.com)>

Date: Tue, Apr 26, 2022 at 9:52 AM

Subject: Rodeo - Beachfest Sponsorship

To: Jo-Anne Fields <[REDACTED]>

Hi Jo, here are some of the sponsorship options. I think it would be really good for the Rodeo to advertise here and bring in some local Grand Bend, St Joe's, Bayfield people. It's being held before the Rodeo and mostly locals and cottagers attend. They would get to see and be reminded of the upcoming Rodeo. All we need is some artwork and a cheque for whatever amount you want payable to the Grand Bend Optimist's Beachfest. It's a cool event, you should also come!!

Thanks, Mark

**Mark R. Hartman | Edward Jones | Financial Advisor**

436 Main Street, Exeter Ontario, N0M 1S7

(519) 235-3881 Office

(866) 264-3011 Toll Free

(877) 314-9374 Fax

(519) 870-3881 Cell

[Mark.Hartman@edwardjones.com](mailto:Mark.Hartman@edwardjones.com)

**#1 in Canada for 8 consecutive years on JD Power's survey of Full Service Investment**

**Firms: <https://www.jdpower.com/business/press-releases/2020-canada-full-service-investor-satisfaction-study>**

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# GRAND BEND OPTIMIST BEACHFEST 2022 SPONSORSHIP INFORMATION

Dear Community Partners,

As a non-profit organization we rely on various fundraising activities in order to support youth oriented community programs for our community. We are currently planning Beachfest, our group's major fundraising event for **June 25th, 2022**.

This fun filled event on Grand Bend's main beach will provide craft breweries, craft distilleries, wineries, cideries and local restaurants an opportunity to showcase their establishments and provide unique tasting opportunities. We will also be providing entertainment throughout the day on the beautiful Grand Bend Beach Stage.

There are many ways you can offer your support to this fundraiser. We have organized sponsorship categories for the various sponsorship levels or in kind donations. Tickets to the event are **\$25.00** which includes a chance to win a prize.

Our Optimist Club welcomes any assistance you can provide. If you are interested in participating as a volunteer, joining our club or have a service you would like to provide, please feel free to contact us.

Thank you in advance for your support!

**Grand Bend Optimist Club - Beachfest Committee**

# BEACHFEST 2022

## SPONSORSHIP PACKAGES

SATURDAY, JUNE 25, 2022

### TITLE SPONSOR

# \$7,500

- Your company name/logo will appear on the Grand Bend Optimist Club web-site, social media channels and electronic ticket portal as the Beachfest Title Sponsor
- Your company name/logo will be prominently displayed on the Beachfest banner
- Your company name/logo will be on the Beachfest promotional poster
- Your company name/logo will appear prominently on event sponsor board
- Stage announcements throughout the day advertising your company
- 20 Beachfest tickets included with sponsorship
- First right for annual renewal
- One title sponsor only

### STAGE SPONSOR

# \$5,000

- Your company name/logo will appear on the Grand Bend Optimist Club web-site, social media channels and electronic ticket portal as a Beachfest Stage Sponsor
- Main stage promotional signage for concert
- Your company name/logo will be on the Beachfest promotional poster
- Your company name will appear on event sponsor board
- Stage announcements throughout the day advertising your company
- 15 Beachfest tickets included with sponsorship
- First right for annual renewal
- One stage sponsor only

### GOLD SPONSOR

# \$2,500

- Your company name/logo will appear on the Grand Bend Optimist Club web-site, social media channels and electronic ticket portal as a Beachfest Gold Sponsor
- Your company name will appear on event sponsor board
- Your company name/logo will be on the Beachfest promotional poster
- 10 Beachfest tickets included with sponsorship
- Stage announcements throughout the day advertising your company

### SILVER SPONSOR

# \$1,000

- Your company name/logo will appear on the Grand Bend Optimist Club web-site, social media channels and electronic ticket portal as a Beachfest Silver Sponsor
- Your company name/logo will be on the Beachfest promotional poster
- Your company name will appear on event sponsor board
- 4 Beachfest tickets included with sponsorship
- Stage announcement advertising your company

### BRONZE SPONSOR

# \$500

- Your company name/logo will appear on the Grand Bend Optimist Club web-site, social media channels and electronic ticket portal as a Beachfest Bronze Sponsor
- Your company name/logo will be on the Beachfest promotional poster
- Your company name will appear on event sponsor board
- 2 Beachfest tickets included with sponsorship
- Your company name will appear on event sponsor board
- Stage announcement advertising your company

### INDIVIDUAL SPONSOR

# \$250

- Your company name listed on our web-site, social media channels and electronic ticket portal as a Beachfest Sponsor
- 2 Beachfest tickets included with sponsorship
- Your company name will appear on event sponsor board