



Corporation of the Municipality of South Huron

Exeter Rodeo Committee

Monday, December 15, 2025, 7:00 p.m.

South Huron Recreation Center

Accessibility of Documents:

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Pages

1. Call to Order

2. Agenda

Recommendation:

That Exeter Rodeo Committee approves the Agenda as presented.

3. Disclosure of Pecuniary Interests and the General Nature thereof

4. Minutes

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Recommendation:

That Exeter Rodeo Committee adopts the minutes of September 24, 2025 as printed and circulated.

5. Business to be Discussed

5.1 2026 Rodeo Planning

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

5.1.2 Marketing and Promotions (L. Goulding)

5.1.3 Vendors (M. Clarke/C. Hill)

5.1.4 Admissions & Volunteers (S. Clarke)

5.1.5 Special Activities/Entertainment/Partnership (M. Clarke)

5.1.6 Sponsorships (D. Gower)

6. Correspondence

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6.4	Partnership Proposals	11
7.	<u>Other Business</u>	
8.	<u>Adjournment</u>	

Recommendation:

That Exeter Rodeo Committee hereby adjourns at [insert time], to meet again on [insert date] at [insert time] or at the Call of the Chair.



Corporation of the Municipality of South Huron

Exeter Rodeo Committee

Minutes

**Wednesday, September 24, 2025, 7:00 p.m.
South Huron Recreation Center**

Members Present: Mike Clarke, Chair
 Jo-Anne Fields, Voting Member
 Jim Dietrich, Voting Member
 Laura Goulding, Voting Member
 Caroline Hill (BIA), Voting Member
 Scott Nickles, Non-Voting Member

Member Regrets: Steve Clarke, Vice-chair
 Dennis Gower, Voting Member
 Dave Marshall, Non-Voting Member
 Brenda McCarter, Non-Voting Member

Staff Present: Laurie Clapp, Recording Secretary
 Amanda Johnston, Community Services Manager
 Jenna Bilcke, Community Services Supervisor

1. Call to Order

Chair M. Clarke called the meeting to order at 7:01pm.

2. Agenda

Moved: J. Fields

Seconded: J. Dietrich

That Exeter Rodeo Committee approves the Agenda as presented.

Disposition: Carried

3. Disclosure of Pecuniary Interests and the General Nature thereof

4. Minutes

Moved: C. Hill

Seconded: L. Goulding

That Exeter Rodeo Committee adopts the minutes of Thursday, July 31, 2025 as printed and circulated.

Disposition: Carried

5. Business to be Discussed

5.1 2025 Rodeo Debrief

5.1.1 2025 Financial Review

The committee expressed interest in a further breakdown of this year's financials once they become available.

5.1.2 Rodeo 2025 Recap

The committee noted there was a diverse group of attendees at this year's rodeo, drawn from various locations, providing a boost in local tourism. There was also an increase in online, advance tickets sold this year. (\$31,515.70)

L. Goulding stated that the inflatables, supervised by the Optimist Club, went over well. It was suggested that it would be beneficial to start later next year and possibly add more options, as there was a lull before the Rodeo program began.

It was determined that four off duty OPP was not needed. Two would be sufficient for future events.

A. Johnston shared a communication from the saddle club regarding the condition of the rodeo ring following the rodeo. The committee will approach RMG about ensuring the ring is left in good condition after next year's event.

5.2 2026 Rodeo Planning

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

S. Nickles and J. Dietrich suggested staff look at the bleachers, noting that one of them had structural damage.

5.2.2 Marketing and Promotions (L. Goulding)

5.2.3 Vendors (M. Clarke/C. Hill)

C. Hill and M. Clarke discussed simplifying the vendor process. C. Hill will set up a vendor email account and the committee will work at simplifying the vendors contract.

The committee discussed having two options for vendor spaces, 10x10 and 10x20.

5.2.4 Admissions & Volunteers (S. Clarke)

The committee discussed opening the gates later than 12pm. The suggestion was made to open the gates at 1pm or 2pm, providing less down time for attendees before the event.

It was determined that clarifying volunteer opportunities and allocation of volunteers would assist in maintaining a flow in admissions and free the committee to be available for events they are expected to participate in.

It was observed that ensuring bracelets were on attendees caused a bottleneck at the admissions station. It was suggested that using stamps instead would assist in keeping the line moving and would be more cost effective as they can be used year after year. There would be different coloured stamps for each day of the rodeo.

5.2.5 Special Activities/Entertainment/Partnership (M. Clarke)

M. Clarke advised that J. Straw's team shared some interest in expanding their involvement by providing a Friday night event. The committee are open to adding Friday night into the weekend schedule as it had been successful in previous years. M. Clarke will speak to J. Straw about putting together some ideas to share with the committee.

5.2.6 Sponsorships (D. Gower)

The committee will discuss sponsorships at an upcoming meeting.

6. Correspondence

7. Other Business

8. Adjournment

Moved: J. Dietrich

Seconded: L. Goulding

That Exeter Rodeo Committee hereby adjourns at 8:26pm, to meet again on Wednesday, December 10, 2025 at 7pm at South Huron Rec Centre or at the Call of the Chair.

Disposition: Carried

Mike Clarke, Chair

Laurie Clapp, Recording Secretary

RAM Rodeo Performance Contract 2026

Between:

THE CORPORATION OF THE MUNICIPALITY OF SOUTH HURON

Hereinafter referred to as the “Producer”
OF THE FIRST PART
-and

RODEO MANAGEMENT GROUP INC.

Hereinafter referred to as the “Contractor”
OF THE SECOND PART

WHEREAS the Producer is producing a public festival called RAM Rodeo on the weekend of **August 8-9, 2026**, on the grounds and property of **South Huron Recreation Centre** located in the town of Exeter, and Province of Ontario (hereinafter referred to as the “Facility”);

AND WHEREAS the Contractor is a private corporation duly incorporated under the laws of the Province of Ontario and is in the business of providing rodeo entertainment for special events:

NOW THEREFORE IT IS AGREED as follows for each of the weekends:

1. The Producer hereby retains the Contractor to provide the Rodeo for **two performances, on the dates specified.**
2. In consideration, the Producer agrees to pay the Contractor the sum of **Forty Five Thousand Dollars (\$45,000.00)** plus any applicable HST for each year (hereinafter referred to as the “Cost”).
3. The Producer agrees to provide a deposit in the amount of **Five Thousand Dollars (\$5,000.00) upon signing the contract..** Deposit is to be adjusted off of the Cost at the time the balance of the Cost is paid, and which deposit is to be returned to the Producer without interest, bonus or penalty in the event that the Rodeo does not proceed on the performance dates due to a default on the part of the Contractor. The parties hereto acknowledge and agree that the deposit will be forfeited to the Contractor as full and final liquidated damages if the Rodeo does not proceed on the performance dates because of a default on the part of the Producer.
4. The Producer agrees to pay the balance of the Cost, after the first performance and before the second performance.

5. The Contractor agrees that each performance on the performance dates will last at least two (2) hours and be composed of at least five (5) standard rodeo events.
6. The Contractor agrees to provide the following:
 - a. all livestock necessary for all performances.
 - b. all prize monies for all rodeo competitions comprising the Rodeo.
 - c. all gates, panels, pens and enclosures necessary for the set-up of the rodeo arena and the livestock pens.
 - d. all personnel necessary to the Rodeo, including but not limited to stock handlers, timekeepers, announcers, judges, sound technicians, etc.
 - e. its own master of ceremonies and public address system.
 - f. all necessary emergency medical services for the Rodeo, including an on-site medic. The Rodeo Medics will attend all Rodeo performances.
7. The Producer agrees to provide the following:
 - a. Outdoor facilities where the rodeo arena can be set-up and where the rodeo performances will take place, with adequate footing and free of hazards.
 - b. Sufficient lighting if there are scheduled night performances (which are not intended as of the date hereof).
 - c. Sufficient power supply for the Contractor's sound system.
 - d. Sufficient sanitation facilities or portable toilets to be available to both contestants and spectators.
 - e. Sufficient spectator seating or bleachers.
 - f. Sufficient clean water for horses and livestock and 2 round bales suitable for horses (grassy) within proximity of the rodeo arena.
 - g. Sufficient parking for contestants and spectators.
 - h. Sufficient parking direction and crowd control, as needed.
 - i. Suitable camping area for rodeo participants and competitors.
8. The Contractor will arrange and provide proof to the Producer of third-party liability insurance protecting the Producer from all liability relative to any injuries or damages claimed by any participant in the Rodeo. The liability insurance will have a minimum coverage of \$5,000,000.00. In this regard, the Contractor agrees to indemnify and save harmless the Producer, its principals, employees, and personnel from all claims, actions, debts, liabilities, liens, or causes of action which may arise as the result of the Rodeo and/or the actions of the Contractor. However, without limiting the generality of the foregoing, nothing herein limits or waives any cause of action against the Producer arising from the negligence of the Producer.
9. The Producer will arrange and provide proof to the Contractor of third-party liability insurance protecting the Contractor from all liability relative to any injuries or

damages claimed by any participant in the festival. The liability insurance will have a minimum coverage of \$2,000,000.00. In this regard, the Producer agrees to indemnify and save harmless the Contractor, its principals, employees, and personnel from all claims, actions, debts, liabilities, liens, or causes of action which may arise as the result of the Rodeo and/or the actions of the Producer. However, without limiting the generality of the foregoing, nothing herein limits or waives any cause of action against the Contractor arising from the negligence of the Contractor.

10. The Contractor undertakes to ensure the participation of top-quality rodeo competitors and to make best efforts to promote the Rodeo to attract the best quality competitors available. The Producer acknowledges that the rodeo competitors are not employees of the Contractor, and that the Contractor cannot make assurances relative to the number of competitors who will participate in the Rodeo.
11. The Contractor acknowledges and understands that one of the purposes of the festival is to promote and raise the profile of the horse industry. To this end, the Producer will be promoting the festival to spectators who are not already in the horse industry and, consequently, are not familiar with horses, livestock, or rodeo competitions. The Contractor agrees to participate and adhere to any safety rules imposed by the Producer that are intended to safeguard the welfare and safety of the spectators, the competitors, and the public.
12. The parties hereto acknowledge and agree that they will be providing advertising materials, each to the other, for the mutual promotion of the event. In this regard, each of the parties hereto acknowledge and agree that any use of the other's trademarked or copyrighted materials, including logos, names, commercial styles, or any other identification that the other party claims proprietary rights to, is only being used under license, and the license is restricted to the promotion of this is only being used for the promotion of this event. Both parties agree not to hold themselves out as representing the other party except for the purpose of this event.
13. The Producer further acknowledges and agrees that the Contractor is to have full production control of the Rodeo performances.
14. The Producer further acknowledges that the Contractor offers rodeo productions and performances on a tour and that the tour is sponsored by RAM trucks. The Producer acknowledges that all advertising concerning the Rodeo must include the official RAM Rodeo Tour or RAM Rodeo Tour logos and promotional materials.
15. The Producer further acknowledges that the Contractor has other tour sponsors associated with different categories of competition within the Rodeo and that the Contractor will be displaying promotional material for each of these sponsors. The Producer acknowledges that the Contractor's tour sponsors who are sponsoring a specific category of competition within the Rodeo are to get exclusive recognition for that category of competition.

16. The Producer further agrees to provide the rodeo tour sponsors with space for a 10'x 10' display booth, if they so request one prior to the week preceding the performance dates.
17. The Contractor acknowledges and agrees that the Producer will be seeking independent sponsors of its own for the festival and that some of these sponsors will want to sponsor the Rodeo. The Contractor acknowledges and agrees that the Producer may provide promotional space and materials for these sponsors within the Rodeo arena, and that the Producer is to be the beneficiary of these sponsorships, not the Contractor.
18. The Producer acknowledges and agrees that all advertising for the festival must include mention of the RAM Rodeo.
19. The Contractor agrees and undertakes to have each competitor in the Rodeo competitions sign a waiver of responsibility, releasing both the Contractor and the Producer from any liability for personal injury that any competitor might sustain during the Rodeo competitions. The Contractor agrees and undertakes to have a parent or guardian sign such a waiver for any competitor that is under the age of 18.

IN WITNESS WHEREOF the parties have set their hands and seals this 25th day of November
2024.

WITNESS:

Ellen Oatmeyer

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per: Ross Millar

Ross Millar

I have authority to bind the Corporation

RODEO MANAGEMENT GROUP INC.

per:

I have authority to bind the Corporation

RODEO MANAGEMENT GROUP

347345 15th Sideroad
Mono, ON L9W 6S4

The Corporation of the
Municipality of South Huron

Invoice: 007-26

GST#: 855707683RT0001

Date: Nov. 13, 2026

Description	Rate	Quantity	Amount
Exeter RAM Rodeo 2 Rodeo Performances: • August 8 and 9, 2026	45,000.00	1	\$45,000.00
HST			\$ 5,850.00
Total Owing			\$50,850.00
Total Amount Owing Less Deposit due at Signing			\$50,850.00
Balance Owing			

From: Alex Wolfe
Sent: October 3, 2025 1:19 PM
To: Mike Clarke
Cc: Laurie Clapp
Subject: RE: New member

Hi Mike,

Sorry for the delay in getting back to you. If the Rodeo is looking to recruit further members, staff can proceed with advertising for same, as committee member recruitment needs to go through the Committee Recruitment Policy as it is a Committee of Council. This would be advertised for any individuals interested in joining the Committee to submit applications for consideration. How many voting and non-voting positions is the committee looking to fill? The Terms of Reference note the committee composition can be made up of 6-20 members, with a minimum of 6 as voting. Currently the Committee has 7 voting members. As previously mentioned, the more voting members the Committee has the more individuals needed to have quorum for a meeting. Currently you need 4, if there are 8 voting members then you would need 5.

Let me know if the Committee would like us to proceed with recruitment.

Reach out if you have any questions.

Thanks,
Alex Wolfe | Clerk
Municipality of South Huron | 322 Main Street South | PO Box 759 | Exeter, ON, N0M 1S6
519-235-0310 x224 | clerk@southhuron.ca | www.southhuron.ca

-----Original Message-----

From: Mike Clarke
Sent: Friday, October 3, 2025 12:59 PM
To: Alex Wolfe
Subject: New member

Hi Alex, we had a volunteer [REDACTED] help with this years rodeo and she is interested in becoming a voting member. Can you please explain the process of adding her to the committee in either a voting or non voting capacity.

Thanks,
Mike Clarke

On Oct 31, 2025, at 12:01 PM, Buck Twenty wrote:

Dear Michael,

We are Mike & Aidan from **Buck Twenty**. We are a high-energy country band that recently performed at **Boots and Hearts** in 2024 & opened for **Shania Twain** this year. We would love the opportunity to bring our live show to **YOU**! Click here for more info on us: <https://bucktwenty.komi.io/>

Why We'd Be a Great Fit:

- Full band set with quality live sound & high energy show
- Professional marketing assets (high-res photos, video clips, and social media-ready content) to help promote the show
- A growing fan base across Ontario/Canada and a track record of engaging and responsive fans.

If you like what you hear, we would love to discuss booking with you. Thank you for your consideration.

All the best,
Mike Ure



| @BUCKTWENTYBAND // #B20 // #BUCKYEAH

Hi Mike,

I understand you are happy with your current providers, I'd love to provide the committee some more details.

If that sparks any interest, let me know. We would love the opportunity to work with you. We are always open to collaborations, that's what our business is based on.

Our team specializes in full-service bar management for large-scale events, and we'd love to collaborate to make the rodeo's beverage experience both seamless and profitable for everyone involved.

Here's one of our festival collaboration models:

Bar Operations & Staffing

- Our team will handle full bar setup, staffing, and service.
- We'll provide Smart Serve certified/trained bartenders, all necessary bar equipment, and POS systems.
- A \$1,000 + HST per day fee would cover setup, tear down, operating costs for the rig rental.

(Rig Options: The Albert 1940's Chevy Truck with 5 Keg Taps, Pesky Tapster Speakeasy Milk Truck outfitted with 4 Keg Taps, Loaded Mule Horse Trailer Bar, Wobbly Wheel Horse Trailer Bar, Rustic Mobile Tap Tables and Barrels + Live Edge Wood Bar setup).

Product & Sales

- We would provide liquor, beer and RTD cocktails from our existing vendor relationships.
- We hold valid liquor vendor agreements and wholesale pricing, giving us access to competitive rates for spirits and mixers.
- Using our liquor license, we'd manage all beer, cocktail and mixed drink sales in compliance with AGCO.

Revenue Share

- After covering expenses such as product, staff, ice, garnishes, and cups, we propose a 50/50 profit split between our company and Exeter Ram Rodeo.
- A transparent post-event sales report will be provided for full accountability.

For context, at a recent two-day festival with 2,400 attendees, our full bar setup generated \$47,000 in sales, showing the potential of a well-managed, high-volume bar program.

This model ensures the rodeo has no upfront alcohol costs while sharing in the profits and maintaining a professional, well-managed bar experience for guests.

If you have any questions I'd be happy to walk through details or adjust based on your needs.

Whether that's expanding to multiple bar stations, customizing drink menus, or collaborating with event sponsors, you name it - we are here to help.

We are here to make this a memorable event for everyone!

Warm Regards,

Brittany Ball

On Thu, 16 Oct 2025 at 08:03, Mike Clarke wrote:

Hi Brittany,

Thanks for your email. I will circulate the offer with our committee but we are happy with our current bar tending provider. If anything changes we will reach out.

Best regards,

Mike

From: Brittany B

Sent: October 14, 2025 6:49 PM

To: Mike Clarke

Cc: [REDACTED]

Subject: Partnership Proposal - B&B as Official Liquor & Bar Staff Provider 2026

Hi Exeter Ram Rodeo,

I hope you're doing well! I wanted to reach out about a potential partnership opportunity for next year's rodeo. Our team at B&B would love to collaborate as the official alcohol supplier and/or bar service provider for the event.

We specialize in event bartending, bar management, and full-service liquor supply - from securing all necessary permits to staffing experienced, Smart Serve certified bartenders who bring great energy and professionalism to large-scale events. We are a fully licensed AGCO mobile bar unlike most bartending organizations and this is why we can manage the entire bar from end to end.

Our experience includes working with Hrzn Fest, Oktoberfest, Norfolk TNT Tractor Pull, Woodstock Bulls & Bikes Fashion Show, Richmond Rides Car Show, Nikki's Western Outfitters and many more private events, weddings and corporate functions where we've handled everything from inventory logistics to on-site setup and breakdown. We have partnerships with local manufacturers to assure we support local. We pride ourselves on keeping lines short, drinks flowing, and guests happy.

We can provide:

- Full liquor supply (beer, wine, spirits, and mixers) tailored to your crowd and budget

- Bar setup & equipment (mobile bars, POS systems, ice, glassware, etc.)
- Professional staff (bartenders, barbacks, and managers)
- Custom drink menus or branded cocktails to fit your event theme

We'd love the chance to discuss what you're envisioning for next year's rodeo and how we can make the bar service a standout part of the experience.

Would you be open to a quick call or meeting next week to talk through details?

Cheers,
Brittany Ball