



Corporation of the Municipality of South Huron

Exeter Rodeo Committee

Wednesday, March 11, 2026, 7:00 p.m.

Remote Electronic Meeting

Contact the Clerk (clerk@southhuron.ca) for meeting invitation details.

Accessibility of Documents:

Documents are available in alternate formats upon request. If you require an accessible format or communication support, please contact the Clerk's Department at 519-235-0310 or by email at clerk@southhuron.ca to discuss how best we can meet your needs.

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 January 21, 2026 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)

5.1.2.1 Print advertising

Exeter Examiner group of papers

- First issue: week leading up to Canada day and week leading up to Civic holiday

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

6.1 Saddle Club Inquiry 5

7. Other Business

7.1 2025 Financial Report 6

8. Adjournment

Recommendation:

**That Exeter Rodeo Committee hereby adjourns at pm, to meet again on
, 2026 at pm or at the Call of the Chair.**



Corporation of the Municipality of South Huron
Exeter Rodeo Committee
Minutes

Wednesday, January 21, 2026, 7:00 p.m.
South Huron Recreation Center

- Members Present: Mike Clarke, Chair
 Steve Clarke, Vice-chair
 Jo-Anne Fields, Voting Member
 Jim Dietrich, Voting Member
 Laura Goulding, Voting Member
 Caroline Hill (BIA), Voting Member
 Dennis Gower, Voting Member
 Scott Nickles, Non-Voting Member
- Staff Present: Amanda Johnston, Manager of Community Services
 Laurie Clapp, Recording Secretary
- Others Present: Miranda Upshall

1. Call to Order

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

2. Agenda

Motion: 1-2026

Moved: D. Gower

Seconded: C. Hill

That Exeter Rodeo Committee approves the Agenda as presented.

Disposition: Carried

3. Disclosure of Pecuniary Interests and the General Nature thereof

4. Minutes

Motion: 2-2026

Moved: C. Hill

Seconded: D. Gower

That Exeter Rodeo Committee adopts the minutes of December 15, 2025 as printed and circulated.

Disposition: Carried

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)

L. Goulding shared various promotional opportunities the rodeo will be using, including the Examiner, an interview with Scott Nixon from the Times Advance and radio spots. She will be posting early ticket promotions on the rodeo socials now that RMG has updated their website.

5.1.2.1 Logo review

After review, the committee decided to use all of the designs interchangeably.

5.1.3 Vendors (M. Clarke/C. Hill)

C. Hill advised the committee that vendors have been inquiring about involvement. Messaging has been updated on RMG website.

5.1.4 Admissions & Volunteers (S. Clarke)

S. Clarke will reach out to RBC for their continued support with admissions. L. Goulding will post volunteer recruitment on social media.

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

L. Goulding will speak to the Optimists about their involvement in a Saturday family event. M. Clarke will follow up with Joe from the beverage service regarding their interest in entertainment for Friday evening.

5.1.6 Sponsorships (D. Gower)

5.1.6.1 Sponsorship package review

L. Goulding will submit the updates to the sponsorship package. The sponsorship form will be simplified and fee changes will be updated.

Motion: 3-2026

Moved: D. Gower

Seconded: C. Hill

That the fees for SLT & Big Horn sponsorships be increased by \$50, as follows.

- **SLT raised to \$300**
- **Big Horn raised to \$600**

Disposition: Carried

6. Correspondence

6.1 Expression of interest - Committee membership

Motion: 4-2026

Moved: S. Clarke

Seconded: D. Gower

That the Exeter Rodeo Committee recommends to South Huron Council the appointment of Miranda Upshall as a voting member to the Exeter Rodeo Committee, without following the Municipal Committee Recruitment Policy process.

Disposition: Carried

7. Other Business

8. Adjournment

Motion: 5-2026

Moved: J. Dietrich

Seconded: S. Clarke

That Exeter Rodeo Committee hereby adjourns at 8:15pm, to meet again on Wednesday, March 11 at 7pm or at the Call of the Chair.

Disposition: Carried

Mike Clarke, Chair

Laurie Clapp, Recording Secretary

Email: exetersaddleclub@gmail.com

Message: **Hi Mike, so sorry to contact you this way on short notice, but I was not sure what email to use for the Rodeo Committee, this was easier! The 2025 Exeter Saddle Club President just asked me today to contact you the Rodeo Committee to see if you would be interested in donating 2 tickets to the 2026 Rodeo to our 2025 Annual Gathering and Awards Banquet on February 8th. We are celebrating our 2025 show season then. I understand your committee is very formal and we may be too late to ask such a request. I will be in touch at your next meeting, as we our new 2026 Exeter Saddle Club Committee would like to build a relationship with your Committee as we share the same ring. Sincerely, Mellissa Erb Exeter Saddle Club Secretary.**

Actual vs Budget Year To Date by Costing Center

Costing Center 5245 - Rodeo

January 2025 To December 2025 (12 Months)

	Budget	YTD Actual Cost	Variance Over/Under	Percentage Variance
Revenues				
Donations/Fundraising	51,000	72,891	21,891	142.92%
Total Revenues	51,000	72,891	21,891	142.92%
Expenses				
Contracted Services	31,000	52,721	21,721	170.07%
Supplies	20,000	13,496	(6,504)	67.48%
Wages	-	3,668 *	3,668	0.00%
W-Benefits	-	703 *	703	0.00%
Total Expenses	51,000	70,588	19,588	138.41%
Net Total	-	2,304	2,304	0.00%

* Wages and W-Benefits of operations staff are included for tracking purposes but are excluded from the Rodeo surplus/deficit calculation for reserve transfer purposes

General Ledger

Operating/General (10)

For the Fiscal Year 2025 Periods 1-12 Ending December 31, 2025

							Debit	Credit	
10-520-5245-5805 Rodeo - Unrestricted Donations/Fundraising							Beginning Balance		0.00
Trans action	Src	Typ	Date	Document Number	PO/Ref Number	Payor/ Vendor	Description	Debit	Credit
123505	MR	CR	05/09/25	55194	REC 052		Rodeo Revenues	0.00	206.00
123509	MR	CR	05/09/25	55197	REC 006		Rodeo Revenues	0.00	200.00
123512	MR	CR	05/09/25	55198	REC 0000		Rodeo Revenues	0.00	400.00
123515	MR	CR	05/09/25	55199	REC 6381		Rodeo Revenues	0.00	200.00
128459	MR	CR	07/28/25	57025	REC 0664		Rodeo Revenues	0.00	200.00
129126	MR	CR	08/11/25	57331	REC ATM		Rodeo Revenues	0.00	5,255.00
129161	MR	CR	08/11/25	57333	REC ATM		Rodeo Revenues	0.00	4,650.44
129164	MR	CR	08/11/25	57334	REC ATM		Rodeo Revenues	0.00	3,088.49
129167	MR	CR	08/11/25	57334	REC ATM		Rodeo Revenues	0.00	0.01
129274	GL	GJ	08/11/25	Reverse C			Reverse GL Tx 129126	5,255.00	0.00
129282	MR	CR	08/11/25	57356	RODEO		Rodeo Revenues	0.00	8,327.43
129285	MR	CR	08/11/25	57356	RODEO		Rodeo Revenues	0.00	0.01
129286	MR	CR	08/11/25	57358	RODEO		Rodeo Revenues	0.00	200.00
129289	MR	CR	08/11/25	57359	RODEO		Rodeo Revenues	0.00	2,171.46
129292	MR	CR	08/11/25	57360	RODEO		Rodeo Revenues	0.00	4,057.52
129957	MR	CR	08/14/25	57513	REC		Rodeo Revenues	0.00	200.00
130917	MR	CR	09/10/25	58020	REC CHQ		Rodeo Revenues	0.00	27,890.00
							Ending Balance		51,791.36

							Debit	Credit	
10-520-5245-5810 Rodeo - Sponsorships							Beginning Balance		0.00
Trans action	Src	Typ	Date	Document Number	PO/Ref Number	Payor/ Vendor	Description	Debit	Credit
127657	MR	CR	07/14/25	56714	REC		Rodeo Sponsorships	0.00	1,200.00
127810	MR	CR	07/17/25	56798	REC 0053		Rodeo Sponsors	0.00	250.00
127811	MR	CR	07/17/25	56799	REC 8907		Rodeo Sponsors	0.00	1,000.00
127812	MR	CR	07/17/25	56800	REC 3613		Rodeo Sponsors	0.00	250.00
127813	MR	CR	07/17/25	56801	REC 0726		Rodeo Sponsors	0.00	250.00
127814	MR	CR	07/17/25	56803	REC 0010		Rodeo Sponsors	0.00	250.00
127869	MR	CR	07/18/25	56833	REC 3303		Rodeo Sponsors	0.00	250.00
127870	MR	CR	07/18/25	56834	REC 7165		Rodeo Sponsors	0.00	1,200.00
128128	MR	CR	07/23/25	56925	REC 0177		Rodeo Sponsors	0.00	550.00
128129	MR	CR	07/23/25	56926	REC 0035		Rodeo Sponsors	0.00	550.00
128525	MR	CR	07/29/25	57079	REC 4243		Rodeo Sponsors	0.00	250.00
128526	MR	CR	07/29/25	57080	REC 0014		Rodeo Sponsors	0.00	550.00
128527	MR	CR	07/29/25	57081	REC 0741		Rodeo Sponsors	0.00	550.00
128528	MR	CR	07/29/25	57082	REC 2134		Rodeo Sponsors	0.00	1,000.00
128560	MR	CR	07/30/25	57116	REC 0002		Rodeo Sponsors	0.00	550.00
128657	MR	CR	08/01/25	57224	EFT AUG		Rodeo Sponsors	0.00	1,200.00
128723	MR	CR	08/05/25	57233	REC		Rodeo Sponsors	0.00	250.00
128724	MR	CR	08/05/25	57235	REC 009		Rodeo Sponsors	0.00	1,000.00
128751	MR	CR	08/06/25	57247	REC 1178		Rodeo Sponsors	0.00	1,000.00
128752	MR	CR	08/06/25	57252	REC 0106		Rodeo Sponsors	0.00	550.00
129084	MR	CR	08/08/25	57289	REC 1539		Rodeo Sponsors	0.00	550.00
129147	MR	CR	08/11/25	57320	REC		Rodeo Sponsors	0.00	250.00
129514	MR	CR	08/15/25	57405	REC 0192		Rodeo Sponsors	0.00	250.00
131649	MR	CR	09/22/25	58571	003294		Rodeo Sponsorships	0.00	250.00
131668	MR	CR	09/22/25	58568	REC 0013		Rodeo Sponsors	0.00	1,000.00
131740	MR	CR	09/23/25	58595	REC		Rodeo Sponsorships	0.00	250.00
131741	MR	CR	09/23/25	58596	REC		Rodeo Sponsorships	0.00	1,200.00
131742	MR	CR	09/23/25	58599	REC		Rodeo Sponsorships	0.00	1,200.00
132131	MR	CR	10/01/25	58653	REC		Rodeo Sponsorships	0.00	3,500.00

General Ledger

Operating/General (10)

For the Fiscal Year 2025 Periods 1-12 Ending December 31, 2025

	Ending Balance		21,100.00
Total Debits and Credits		5,255.00	78,146.36
Grand Total Debits and Credits		5,255.00	78,146.36

General Ledger

Operating/General (10)

For the Fiscal Year 2025 Periods 1-12 Ending December 31, 2025

10-520-5245-6602 Rodeo - General Supplies							Beginning Balance	Debit	Credit
								0.00	
Trans action	Src	Typ	Date	Document Number	PO/Ref Number	Payor/ Vendor	Description	Debit	Credit
121358	AP	IN	03/29/25	#23011226		1053-Bleacher Rentals	Bleachers for Exeter Rodeo 2025	3,175.00	0.00
126474	AP	IN	06/21/25	1-62711		392-South Huron Office Soluti	Colored copy paper, machine stapling	161.25	0.00
128175	AP	IN	07/19/25	1-62998		392-South Huron Office Soluti	Weekly Monthly Planner	13.99	0.00
128188	AP	IN	07/19/25	LCONNOLL		547-MISCELLANEOUS VEND	Laura Connolly Rodeo Marketing	150.00	0.00
128355	GL	GJ	07/24/25				Tent Permit #2025-95 - Exeter Rodeo	150.00	0.00
129727	AP	IN	08/16/25	17297		63-Canadian Tire	Extension Cords	276.93	0.00
129748	AP	IN	08/16/25	6023		289-Mike's Signs	Signs for the Rodeo	3,115.00	0.00
129752	AP	IN	08/16/25	4077366		297-Moffatt & Powell	Stakes, Roof Screws, Deck Bits, Impact Ready Nutsetter	122.68	0.00
129753	AP	IN	08/16/25	4077987		297-Moffatt & Powell	Tie Cable Shelf lock, cable ties	95.05	0.00
129758	AP	IN	08/16/25	4076639		297-Moffatt & Powell	4x8 - 3/4 STD Fir Plywood	1,239.00	0.00
129800	AP	IN	08/16/25	007-11AUG		1082-Brenda McCarter	50-Hay Bales	325.00	0.00
129801	AP	IN	08/16/25	008		1082-Brenda McCarter	Wagon Storage	300.00	0.00
130548	AP	CM	08/30/25	331935		297-Moffatt & Powell	STD Fir Plywood	0.00	1,239.00
131356	AP	IN	09/13/25	1-63507		392-South Huron Office Soluti	Envelopes	10.58	0.00
131398	AP	IN	09/13/25	#23011226		1053-Bleacher Rentals	Bleachers	3,175.00	0.00
132211	AR	IN	10/01/25	00003676			JOE STRAW OPP SECURITY - EXETER RAM RODEO	0.00	3,217.74
140020	GL	GJ	12/31/25				Move Rodeo OPP Security rebill Joe Straw from Gen Supplies to Contracted Serv	3,217.74	0.00
							Ending Balance	11,070.48	

10-520-5245-6624 Rodeo - Advertising							Beginning Balance	Debit	Credit
								0.00	
Trans action	Src	Typ	Date	Document Number	PO/Ref Number	Payor/ Vendor	Description	Debit	Credit
125439	AP	IN	06/07/25	3319		179-Greg O'Brien Graphic De	Exeter Rodeo Logo - Sponsorship package	100.00	0.00
126429	AP	IN	06/21/25	17049		948-Daytripping	Event Ad Summer 2025 Issue	200.00	0.00
129766	AP	IN	08/16/25	IN282809		351-Postmedia Network Inc.	Exeter Lakeshore Times Advance	400.00	0.00
131277	AP	IN	09/13/25	616-03454		49-Blackburn Radio Inc.	Exeter Rodeo 2025 Advertising	390.00	0.00
131278	AP	IN	09/13/25	617-40166		49-Blackburn Radio Inc.	Exeter Rodeo 2025 Advertising	390.00	0.00
131279	AP	IN	09/13/25	622-45660		49-Blackburn Radio Inc.	Exeter Rodeo 2025 Advertising	470.00	0.00
131280	AP	IN	09/13/25	623-53452		49-Blackburn Radio Inc.	Exeter Rodeo 2025 Advertising	470.00	0.00
132004	AP	IN	09/27/25	INV-405457		310-My Broadcasting Corpora	Exeter Ram Rodeo 2025 - Advertising	294.00	0.00
132004	AP	IN	09/27/25	INV-405457		310-My Broadcasting Corpora	HST (8% Prov Comp)/Partially Expensed (A/P)	5.17	0.00
132826	AP	CM	10/11/25	INV-405457		310-My Broadcasting Corpora	Credit for the Exeter Ram Rodeo 2025 Invoice that is part of normal contract	0.00	294.00
							Ending Balance	2,425.17	

10-520-5245-6701 Rodeo - Contracted Services							Beginning Balance	Debit	Credit
								0.00	
Trans action	Src	Typ	Date	Document Number	PO/Ref Number	Payor/ Vendor	Description	Debit	Credit
122494	AP	IN	04/12/25	#23024434		956-Big Top Tent Rentals	Tent Rental	4,070.00	0.00
129008	AP	IN	08/02/25	1		1265-South Huron Optimist Cl	Children's events for the Rodeo August 9, 2025	2,500.00	0.00
129814	AP	IN	08/16/25	238773		1244-Environmental 360 Solut	Event Rental of restrooms and wash stations	2,745.00	0.00
129858	AP	IN	08/16/25	2260		1158-Road Apples Removal L	Trucking Per Bin	890.00	0.00
129858	AP	IN	08/16/25	2260		1158-Road Apples Removal L	HST (8% Prov Comp)/Partially Expensed (A/P)	15.66	0.00
130546	AP	IN	08/30/25	422108250		293-Minister of Finance - OPP	Official Recoveries of Salaries and Wages - 4 officers	3,217.74	0.00

General Ledger

Operating/General (10)

For the Fiscal Year 2025 Periods 1-12 Ending December 31, 2025

130557	AP	IN	08/30/25	007-2025	374-Rodeo Management Grou	Exeter RAM Rodeo August 9 & 10, 2025	40,000.00	0.00	
130643	AP	IN	08/30/25	1024	1159-2822324 Ontario Inc.	Connor Wilson - Live Music	1,500.00	0.00	
135165	AP	IN	11/22/25	442510	1102-Dennis Jacobs	Exeter Rodeo Parking	1,000.00	0.00	
140020	GL	GJ	12/31/25			Move Rodeo OPP Security rebill Joe Straw from Gen Supplies to Contracted Serv	0.00	3,217.74	
							Ending Balance	52,720.66	
							Total Debits and Credits	74,184.79	7,968.48
							Grand Total Debits and Credits	74,184.79	7,968.48