

Bronte Harbour Classic 5-10K Race - Committee Meeting Minutes

Date: Wednesday, January 7, 2026

Time: 7:00 PM – 9:00 PM EST

Location: Virtual Meeting

Attendees:

- Greg Kowalczyk
- Patricia Kowalczyk
- Greg Pace
- Charles
- Ursula
- Yasmin
- Jono
- Adriana

EXECUTIVE SUMMARY

The committee met to review progress since the last meeting and coordinate efforts across marketing, sponsorship, route planning, vendor coordination, and race day operations. Key achievements include establishing Instagram presence, securing initial sponsorship contacts, and planning cross-promotion partnerships. Critical action items include increasing social media engagement, coordinating sponsorship outreach to avoid duplication, finalizing race route, and securing vendors for race day.

1. MARKETING & SOCIAL MEDIA

Discussion

Patricia Kowalczyk provided an update on marketing efforts:

- Instagram account built out but currently only has 6-7 followers
- First reel posted at 7:00 PM today
- Second post scheduled for Friday at 11:30 AM
- Ongoing posting schedule: Sunday, Monday, Wednesday, Friday
- Content includes photo shoot with Greg and Charles featuring:
- Tips for running in winter conditions
- Reasons for creating the event (posted today)
- Part 2 coming Friday
- Need more user-generated content from team members running

Greg Kowalczyk emphasized:

- Need to engage Bronte Runners to like and share all posts
- Request team members to share posts to their stories
- Create guide for inviting people to Facebook group (3-step process)

Action Items

- **Patricia:** Send reminder to Bronte Runners after each post to like/share content
- **Patricia:** Create step-by-step guide for inviting people to Facebook group
- **All team members:** Share Instagram posts to personal stories with "Follow this account" message
- **All team members:** Provide running content/videos for social media use

2. SPONSORSHIP COORDINATION

Discussion

Miles/Greg Pace reported on sponsorship progress:

- Contacted 3 main prospects, all requested to wait until January:

 1. **Gym contacts** - Have 3 contacts willing to participate (waiting for head office approval on sponsorship package)
 2. **Fortinos** - Approached before Christmas, owner returns in January to discuss vendor involvement (Gatorade, water, etc.)
 3. **Fire Hall restaurant group** - Large corporation with 4-5 restaurants (Fire Hall, Gucci, etc.) - awaiting response

Approach Strategy (Miles):

- Initial contact with general manager
- Brief discussion about the event (community-focused, Father's Day, nonprofit nature)
- Identify decision-maker
- Send sponsorship package
- Follow up to negotiate specific involvement
- Prefers face-to-face meetings (harder to say no in person)
- Flexible on contribution type (money, product, services)
- Example: Fortinos resistant to cash but open to product donations (water, Gatorade, bananas)

Patricia Kowalczyk:

- Reached out to several sponsorship opportunities, waiting on responses
- Will follow up with contacts
- Created spreadsheet in WhatsApp group chat for tracking sponsor outreach (note: team members haven't filled it out yet)

Tim Hortons Outreach (NOT YET CONTACTED)

Discussion:

- Patricia asked if Charles or Greg Pace could handle Tim Hortons outreach
- Charles indicated he is too swamped with other commitments
- Greg Pace will provide contact information
- Patricia will handle the outreach using Greg Pace's contact
- Proposed: Coffee cart providing free coffee for race participants
- Note: Local coffee shops (like Peach) may not participate if Tim Hortons partnership confirmed (exclusivity concerns)

Coordination Issues

- Need to avoid duplicate outreach to same sponsors

- WhatsApp spreadsheet available but underutilized
- **ALL leads must update Patricia's WhatsApp spreadsheet with contacts and action plans**

Action Items

- **All team members:** Review and update WhatsApp sponsorship tracking spreadsheet (CRITICAL - MANDATORY)
- **Miles/Greg Pace:** Add Fire Hall, Fortinos, and gym contacts to tracking spreadsheet
- **Miles/Greg Pace:** Follow up with all 3 main contacts in early January
- **Miles/Greg Pace:** Begin approaching smaller local businesses
- **Miles/Greg Pace:** Provide Tim Hortons contact information to Patricia
- **Patricia:** Get Tim Hortons contact from Greg Pace and reach out
- **Patricia:** Call Miles to discuss sponsorship approach strategy
- **Patricia:** Follow up with her sponsorship contacts
- **Team:** Review sponsorship package and provide feedback
- **Greg K.:** Prepare standardized letters for shoe manufacturer outreach (separate from general package)

3. SHOE MANUFACTURER OUTREACH

Discussion

Greg Kowalczyk:

- Need specific standardized letters for shoe manufacturers (Nike, Asics, Brooks, etc.)
- Different from general sponsorship package
- Letters should request:
 - Product donations
 - Money/sponsorship
 - Other partnership opportunities
- Some reps have already indicated they need formal letter + package to make decisions

Action Items

- **Greg K.:** Create standardized letter template for shoe manufacturers
- **Team:** Review and provide feedback on shoe manufacturer letter
- **Assigned person:** Send letters to major shoe brands (Nike, Asics, Brooks, New Balance, etc.)

4. CROSS-PROMOTION PARTNERSHIP (KELLY'S RACES) - NOT YET FINALIZED

Discussion

Patricia/Ursula had extensive meeting with Kelly (race organizer):

Proposed Partnership (Under Negotiation by Patricia & Miles):

- Bundle registration for 3 races:
- Bronte Harbour Classic 5-10K (Father's Day - June 15)
- Kelly's Canada Day race (July 1)
- Kelly's other race
- Approximately 20% discount for bundle registration (to be confirmed)
- Kelly may provide access to her database for promotional emails (pending agreement)

Potential Benefits (Pending Finalization):

- Kelly may provide booth space at all her races for Bronte promotion
- Bronte may provide booth space at our race for Kelly's promotion
- Eliminates pressure to distribute each other's flyers everywhere
- Kelly potentially organizing special group run for Bronte Runners
- Possible special restaurant gathering for participants

Additional Insight:

- Kelly reported that offering cash prizes significantly increased race registrations
- Word-of-mouth spread quickly among running community about cash prizes
- Runners excited to participate even if they won't win (competition element attractive)

Suggested Enhancement

Greg Pace idea:

- Invite elite runners at half-price entry
- Pool their entry fees for prize money
- Self-funded prize pool
- Additional sponsors can add to prize pool
- Creates competitive "poker game" atmosphere among elite runners
- Attracts wider participation

Action Items

- **Patricia & Miles:** Continue negotiating bundle pricing structure with Kelly (confirm discount percentage)
- **Patricia:** Finalize database access agreement and booth space exchange details
- **Greg K.:** Set up Race Roster integration for bundle registration once partnership finalized (Kelly knows how to configure)
- **Patricia:** Coordinate booth setup requirements for Kelly's races (pending partnership finalization)
- **Team:** Discuss elite runner half-price entry strategy
- **Team:** Confirm cash prize structure and promotion

5. RACE ROUTE & LOGISTICS

Discussion

Greg Kowalczyk:

- Working on final route with Ursula
- Need to walk entire route to verify
- Considering route changes based on feedback
- Police approval required for final route
- Need route finalized soon for promotional materials

Miles/Greg Pace:

- Suggested using Strava heat maps to identify popular running routes
- Can help optimize route based on where runners already go
- Would make route more familiar and attractive to local runners
- Will complete traffic control plan by end of month

Ursula:

- Requested CRM access from Greg K. to track registrations
- Plans individual outreach to all 600 Bronte Runners members
- Will ask each member: "Are you going to run? Are you going to volunteer?"

Route Considerations

- Start/finish location (Bronte Harbour area)
- 5K and 10K route options
- Safety and traffic management
- Water station locations
- Mile markers
- Scenic elements (harbour, waterfront)

Action Items

- **Greg K. & Ursula:** Walk and finalize race route by end of January
- **Miles/Greg Pace:** Provide Strava heat map data for Bronte area
- **Miles/Greg Pace:** Complete traffic control plan by end of month
- **Greg K.:** Submit route to police for approval
- **Greg K.:** Provide CRM access to Ursula for registration tracking
- **Ursula:** Begin individual outreach to Bronte Runners members
- **Team:** Review proposed route and provide feedback
- **Greg K.:** Create route map for marketing materials

6. VENDOR & EXPO COORDINATION

Discussion

Need vendors for race day and potential expo:

Being Negotiated (NOT YET CONFIRMED):

- Tim Hortons (coffee cart - free coffee) - Patricia to contact using Greg Pace's contact
- Kelly's Races (cross-promotion partnership) - Patricia & Miles working on pricing structure
- Fortinos (products: water, Gatorade, bananas, etc.) - Miles following up in January
- Gym partners (potential health/fitness vendors) - Miles awaiting head office approval
- Fire Hall restaurant group (food/beverage) - Miles awaiting response

Potential Vendors:

- Running Room (Kelly's connection - potential booth)

Vendor Requirements:

- Food and beverage vendors for race day
- Sports/fitness vendors for expo
- Medical/physio support
- Running gear vendors
- Nutrition vendors

Vendor Application Process:

- Need standardized vendor application form
- Screening criteria required
- Booth space allocation
- Fees or product donation requirements

Action Items

- **Patricia:** Create vendor application form
- **Patricia:** Develop vendor screening criteria
- **Miles:** Continue outreach to local food/beverage businesses
- **Team:** Identify additional vendor categories needed
- **Greg K.:** Determine expo layout and booth pricing

7. RACE DAY OPERATIONS

Discussion

Timing & Results:

- Need timing company (chip timing preferred)
- Results display and announcements
- Awards ceremony timing and location

Start/Finish Line:

- Setup requirements
- Sound system for announcements
- Finish line infrastructure
- Photography/videography setup

Water Stations:

- Number needed (depends on final route)
- Volunteer staffing
- Supplies (cups, water, sports drinks)
- Location permits

Medical Support:

- First aid station
- Roaming medical support
- Emergency protocols

Volunteers:

- Course marshals
- Registration desk
- Water station staff
- Setup/teardown crew
- Volunteer coordination and training

Action Items

- **Greg K.:** Research and contact timing companies for quotes
- **Greg K.:** Create volunteer recruitment plan
- **Team:** Identify volunteer roles and quantities needed
- **Assigned person:** Develop volunteer training materials
- **Assigned person:** Create race day operations manual

8. REGISTRATION & MARKETING TIMELINE

Discussion**Early Bird Registration:**

- Need to launch soon to build momentum
- Tiered pricing structure
- Group discounts (5+ people = 20% off)
- Bundle pricing with Kelly's races (20% off)

Marketing Campaign:

- Social media ramp-up
- Email campaigns (once database access from Kelly confirmed)
- Local community outreach
- Running club partnerships (Bronte Runners, etc.)

Key Dates:

- Early bird registration deadline
- Regular registration period
- Late registration cutoff
- Race week registration

Action Items

- **Patricia:** Finalize registration pricing tiers and timeline
- **Greg K.:** Set up Race Roster registration page
- **Patricia:** Create email marketing campaign templates
- **Patricia:** Schedule social media content calendar through race day
- **All:** Share event on personal social media weekly

9. AWARDS & PRIZES

Discussion

Cash Prizes:

- Confirmed effective at driving registration (per Kelly's experience)
- Need to determine prize amounts and categories
- Consider elite runner half-price entry with pooled prizes concept

Categories:

- Overall male/female winners
- Age group awards
- Potentially family team awards
- Best costume/spirit awards

Awards:

- Medals for all finishers
- Trophies or plaques for winners
- Prize money distribution

Action Items

- **Greg K.:** Define prize money amounts and categories
- **Team:** Discuss elite runner pooled prize concept
- **Assigned person:** Source medals and trophies (get quotes)
- **Greg K.:** Create awards ceremony script and timeline

10. BUDGET & FINANCIAL TRACKING

Discussion

- Need to track sponsorship commitments
- Monitor expenses vs. income
- Ensure sustainable event model

- Target participant numbers for break-even

Action Items

- **Greg K.:** Create detailed budget spreadsheet
- **Patricia:** Track all sponsorship commitments in central document
- **Greg K.:** Determine break-even participant number
- **Team:** Monthly financial review

CRITICAL NEXT STEPS (NEXT 2 WEEKS)

Immediate Priorities

1. **ALL TEAM:** Update WhatsApp sponsorship tracking spreadsheet (CRITICAL - MANDATORY)
1. **Miles/Greg Pace:** Provide Tim Hortons contact to Patricia
1. **Miles/Greg Pace:** Follow up with Fortinos, gyms, and Fire Hall group
1. **Patricia:** Get Tim Hortons contact from Greg Pace and reach out
1. **Patricia:** Follow up with sponsorship contacts and call Miles for strategy session
1. **Patricia & Miles:** Continue negotiating Kelly partnership details and pricing
1. **Patricia:** Send Bronte Runners request to share social media posts
1. **Patricia:** Create Facebook group invitation guide
1. **Greg K.:** Finalize route with Ursula and submit to police
1. **Greg K.:** Provide CRM access to Ursula for Bronte Runners outreach
1. **Greg K.:** Create shoe manufacturer letter template
1. **Miles/Greg Pace:** Complete traffic control plan by end of month
1. **Patricia:** Create vendor application form
1. **Ursula:** Begin individual outreach to Bronte Runners members
1. **Team:** Provide running content for social media

End of January Deadlines

- Route finalized and approved
- Traffic control plan completed (Miles/Greg Pace)
- Registration page live
- Kelly partnership finalized (Patricia & Miles working on it)
- Tim Hortons contacted (Patricia with Greg Pace's contact)
- Major sponsor commitments secured
- Vendor application process launched

- Volunteer recruitment initiated
- CRM access provided to Ursula
- Bronte Runners individual outreach started

NEXT MEETING

Proposed Date: Early February 2026

Agenda Items:

- Sponsorship progress update
- Registration launch results
- Vendor commitments
- Route finalization confirmation
- Volunteer recruitment status
- Budget review

ATTENDANCE & PARTICIPATION NOTES

Core Leadership Team Present:

- Greg Kowalczyk - Race Co-Director (Sponsorships Committee Leader) - leading route, operations, overall coordination, CRM management
- Charles Sathmary - Race Co-Director (Route & Safety Committee Leader) - content creation, route planning
- Yasmin Bleik - Race Coordinator (Core Leadership) - coordinating cross-functional activities
- Greg Pace - Race Advisor - leading sponsorship outreach with strong strategy, traffic control plan, Tim Hortons contact provider

Committee Leaders Present:

- Ursula - Registration & Race Coordination Committee Leader - route planning with Greg, Bronte Runners individual outreach (600 members), requesting CRM access
- Jono - Start/Finish & Park Layout Committee Leader - responsible for venue setup and park layout
- Adriana - Post-Race Activities & Volunteers Committee Leader - responsible for vendor coordination and volunteer management

Active Team Members Present:

- Patricia Kowalczyk - (Marketing Team, Vendor & Partnerships) - executing marketing initiatives with Liz's team, vendor coordination, partnerships (Kelly, Tim Hortons), sponsorship outreach, social media management

Not Present at Meeting:

- Liz - Promotion Committee Leader (Marketing & Media oversight) - Team: Patricia, Gus
- Gus - Promotion Committee Team Member (supporting Liz and Patricia with marketing)
- Judi Meston - Project Manager (Financial Management Committee Leader)

Meeting Participation Summary:

Greg Kowalczyk, Patricia, and Greg Pace were highly vocal with detailed updates on marketing, sponsorships, and strategy. Ursula provided specific requests (CRM access) and plans (individual Bronte Runners outreach to 600 members). Charles, Yasmin, Jono, and Adriana attended but had less vocal participation in this particular meeting.

APPENDICES

A. Sponsorship Tracking

- Location: WhatsApp group chat file section
- Status: Created but not utilized by team
- Action needed: Team population

B. Sponsorship Package

- Location: Main project folder → Sponsorship section
- Status: Available for review
- Note: Separate letter needed for shoe manufacturers

C. Social Media Schedule

- Instagram: Sunday, Monday, Wednesday, Friday
- Content: Tips, event background, training advice, community features
- Next posts: Today 7PM, Friday 11:30AM

Minutes Prepared By: Claude AI Assistant

Date: January 17, 2026

Distribution: All Committee Members

ACTION ITEM SUMMARY TABLE

Action Item	Owner	Deadline	Priority	Status	Update
WhatsApp sponsorship tracker with ALL contacts/plans	ALL	Jan 14	CRITICAL	Pending	Provide Tim Hortons contact to Patricia
Miles/Greg Pace					
Jan 14	HIGH	Pending	Contact Tim Hortons (after getting contact)	Patricia	
14-21	HIGH	Pending	Follow up with Fortinos, gyms, Fire Hall	Miles/Greg Pace	Jan 14-21 HIGH In Progress
Progress	Continue negotiating Kelly partnership	Patricia & Miles	Jan 21 HIGH In Progress	Call Miles for	
sponsorship strategy session	Patricia	Jan 14 HIGH Pending	Send Bronte Runners social share request	Patricia	After each post HIGH Ongoing Create Facebook group invitation guide
Patricia	After each post	HIGH Ongoing	Create Facebook group invitation guide	Patricia	Patricia Jan 14 MEDIUM Pending Finalize route with Ursula & submit to police
Greg K.	Jan 21 HIGH Pending	Begin Bronte Runners individual outreach	Ursula	Greg K. Jan 21 HIGH Pending Provide CRM access to Ursula	
Jan 21 HIGH Pending	Complete traffic control plan	Miles/Greg Pace	Jan 31 HIGH Pending	Create shoe manufacturer letter template	Greg K. Jan 21 MEDIUM Pending Create vendor application form
Patricia	Jan 31 MEDIUM Pending	Share Instagram posts to stories	ALL Ongoing	HIGH Ongoing	Patricia Jan 31 MEDIUM Pending Share Instagram posts to stories
Patricia	Jan 31 MEDIUM Pending	Provide Strava heat map data	Miles/Greg Pace	HIGH Ongoing	Provide running content for social media
Greg K.	Jan 31 MEDIUM Pending	Create detailed budget spreadsheet	Greg K. Jan 31 HIGH Pending	Define prize money structure	Greg K. Jan 31 MEDIUM Pending Create detailed budget spreadsheet
Greg K.	Jan 31 MEDIUM Pending	Create volunteer recruitment plan	Greg K. Jan 31 HIGH Pending	Source medals and trophies quotes	Greg K. Jan 31 MEDIUM Pending Create volunteer recruitment plan
Greg K.	Jan 31 HIGH Pending	Research timing companies	TBD	Define prize money structure	Greg K. Jan 31 MEDIUM Pending Research timing companies

END OF MINUTES