

BRONTE HARBOUR CLASSIC RACE - COMPREHENSIVE MEETING MINUTES

Date: December 2, 2025 **Time:** Evening Session **Location:** In-person meeting **Meeting ID:** lindyMeeting_5mv6m

ATTENDANCE

Present (11 attendees):

- **Greg Kowalczyk (Gregk)** - Overall Organizer
- **Greg Pace (GregP)** - Moon in June Organizer/Race Advisor
- **Charles** - Traffic Control & Route Lead
- **Liz** - Marketing & Social Media Lead
- **Patricia** - Marketing & Social Media Lead
- **Ursula** - Registration Lead
- **Adriana** - Volunteer Coordinator
- **Myles (Miles)** - Sponsorship & Content
- **Jono**
- **Yasmin**
- **Gus**

Absent (3 attendees):

- **Donna** - Last-minute cast meeting conflict
 - **Judy (Judi)** - In California
 - **Jocelyn** - Park Layout & Logistics Lead
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RACE OVERVIEW

Race Date: Sunday, June 21, 2025 (Father's Day) **Location:** Bronte Harbour Park, Oakville **Races:** Kids 1K (8:00 AM) + 5K Main Race (8:20 AM) **Target Participation:** 800+ runners (optimistic: 1,500) **Current Registration:** 41 runners (as of December 2, 2025) **Website:** BronteHarbourClassic.com

1. MEETING OPENING & INTRODUCTIONS

Greg Kowalczyk welcomed all attendees and introduced **Greg Pace**, organizer of the Moon in June race, who will serve as advisor for the inaugural Bronte Harbour Classic.

Key Context:

- This is a planning meeting for the first-ever Bronte Harbour Classic
 - Event positioned as a "Father's Day Festival" (not just a race)
 - Focus is on getting the event off the ground successfully in Year 1
 - Plans to refine and expand in future years
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2. DASHBOARD SYSTEM & PROJECT MANAGEMENT

Presenter: Greg Kowalczyk

Dashboard Features:

- **HTML-based program** accessible via URL from any device (phone, computer)
- NOT a spreadsheet - centralized update system managed by Greg
- Multiple tabs for different teams
- Each tab includes:
 - Scope of work for each team
 - Task lists and action plans
 - References and resources
 - Preliminary to-do lists

Dashboard Shortcuts:

1. **Landing Page:** BronteHarbourClassic.com (domain purchased)
2. **Race Registration/Roster:** Direct link to Race Roster platform
3. **AI Content Creator Tool:** Google Gemini for image generation

Process:

- All team members submit updates to Greg
- Greg inputs updates into dashboard
- Everyone has access to current information
- Single source of truth for all race planning

ACTION REQUIRED: All team members to review dashboard, validate tasks/dates, and provide feedback

3. WEBSITE & DIGITAL PRESENCE

Website Status:

- **Domain:** BronteHarbourClassic.com (purchased and live)
- **Current Status:** Landing page only (not full functional website yet)
- **Future Development:** Will be updated continuously with race information throughout planning process

Website Links:

- Race registration/roster
 - AI content creator tool
 - Race information and updates
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4. AI IMAGE GENERATION & CONTENT CREATION TOOL

Tool Details:

- **Platform:** Google Gemini AI (Nano Banana feature)
- **Access:** Everyone has access to Google Gemini

Capabilities:

- Generate race-themed images from existing photos
- Modify backgrounds, add/replace runners, adjust colors
- Create social media content with captions
- Generate marketing materials
- Transform existing photos into race scenes
- Create runner-themed images for social media posts
- Generate complete post packages (image + caption + links)

How It Works:

1. Take a photo (e.g., Saturday run with Bronte Runners)
2. Request modifications (e.g., "Show this as a race scene with bibs and numbers")
3. AI generates new images with requested modifications
4. Request variations (different colors, more runners, random numbers)
5. Export with ready-to-use captions and links

Important Note on Photo Usage:

- Greg has permission to use team members' photos for promotional purposes
- Photos may be modified using AI for marketing materials
- Team members should be aware their images may appear in modified form
- Already used photos of Greg and Charles for image generation

Deliverables:

- Social media posts (Instagram, Facebook) with images and captions
 - Promotional links for easy sharing
 - Invitation graphics for runners to share with friends
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5. CURRENT REGISTRATION STATUS

Lead: Ursula

Current Numbers:

- **Registered:** 41 runners (as of December 2, 2025)
- **Target:** 800+ participants
- **Optimistic Goal:** 1,500 runners

Registration Pricing:

Early Bird Deadline:

- **Deadline:** Friday, December 5, 2025
- **Status:** LAST extension of early bird pricing (no more extensions)
- **Price:** Lowest available rate

Pricing Tiers:

1. **Early Bird (until Dec 5):** Base price
2. **Regular (after Dec 5):** Higher price
3. **Promo Code Option:** 15% off regular price (still more expensive than early bird)

KEY DECISION: Use promo codes (15% off) rather than extending early bird pricing again

Special Promotions:

- **Valentine's Day Promotion:** \$5 off if you sign up your partner 3 days before Valentine's Day
- **St. Patrick's Day Promotion:** Extra beer ticket if you sign up 3 days before St. Patrick's Day
- **Group Codes:** Specific promo codes for different organizations

Group Participation:

- **Georgetown Runners:** Already have 20+ people signed up
- Groups of 20+ eligible for special pricing and custom t-shirts

Participant Communication Strategy:

- Access to list of all registered participants
- Targeted email campaigns to registered runners
- Promo codes for registered runners to share with friends
- Follow-up emails with group leaders showing signup status
- Email campaigns 3 weeks before race with current numbers

ACTION ITEMS:

- Confirm exact early bird deadline (December 4 or 5)
- Create promo codes for different groups/organizations
- Pull lists of registrants by promo code for follow-up
- Send targeted emails to registered participants
- Provide team members with access to Race Roster platform
- Set up communication templates for participant outreach

6. MARKETING & SOCIAL MEDIA

Leads: Patricia and Liz

Completed:

- Facebook page created and active

- Instagram page created and active
- Several posts published
- Flyer design in progress (not yet ready)
- Additional content pieces in development

Content Needs:

1. **Images and videos** from Bronte runners
2. **"Tip of the Week"** content (training tips, nutrition, etc.)
3. **Feature stories** from Bronte runners about why they love the group
4. **Interview content** with team members
5. **Training videos** and workout demonstrations
6. **Personal stories** from group members
7. **Behind-the-scenes** content from race planning

Content Strategy:

- Feature group members' personal stories
- Make content relatable and personal
- Create shareable moments
- Regular posting schedule (content calendar needed)
- Encourage engagement (likes, comments, shares)

Video Content (Myles volunteering):

- Training tips
- Interviews with runners
- "How to prepare for race" content
- Feature stories about why people love Bronte Runners
- Behind-the-scenes race preparation

Media Outreach & PR:

Strategy:

- Need quotes/endorsements from important community figures
- Approach local contacts before going to higher-level officials
- Personal meetings preferred over cold emails
- Build relationships first, then ask for support

Contacts to Approach:

1. **Oakville Chamber of Commerce** - President (Charles to connect)
2. **Town Councilors** - Work up the ladder
3. **Mayor's Office** - After establishing local support
4. **Oakville Dads Organization** - Two contacts available
5. **Doctor Dads** (chosen charity partner)

PR Goals:

- Get media coverage (newspapers, TV)
- Secure endorsement quotes from community leaders
- Generate buzz for inaugural event

Distribution Channels:

Email Outreach:

- Workplace emails (templates to be provided)
- Schools (elementary) - newsletter outreach
- Gyms and fitness centers
- Running clubs
- Community organizations

Social Media:

- Oakville Facebook groups (Myles volunteered to post)
- Running group pages throughout GTA
- Instagram posts and stories
- Personal sharing by team members

Physical Promotion:

- Posters (limited distribution - approximately 10 around town)
- Banners over streets (2 locations in Oakville identified)
- Window displays at local businesses (Starbucks, Second Cup, Peach Coffee, etc.)
- Flyers (minimal use - mainly digital)

Marketing Templates:

- Email templates for different audiences
- Social media post templates
- Workplace promotion templates
- Group invitation templates

ACTION ITEMS:

- Finalize flyer design
 - Create content calendar
 - Feature member stories on social media
 - Develop interview content
 - Create training tip videos
 - Post in Oakville Facebook groups (Myles)
 - Arrange banner placement (2 locations minimum)
 - Contact window display locations
 - Create email/social media templates for all audiences
 - Collect photos and videos from team members (submit to Google Drive)
 - Develop personal story features
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7. ROUTE PLANNING & TRAFFIC CONTROL

Lead: Charles

Traffic Control Plan:

Status:

- Planning consultant preparing traffic control plan
- Consultant was in Detroit for Thanksgiving weekend
- **Timeline:** Plan expected by end of week/early next week
- Plan includes technical specifications for city review

Process:

1. Receive traffic control plan from consultant
2. Quick team review (will include technical jargon)
3. Submit to City of Oakville
4. City dissects plan (pylon sizes, placement, etc.)
5. City forwards to police
6. Police determine number of officers needed
7. City and police approve final plan

Road Closure Details:

Timeline:

- **Closure Start:** 6:30 AM (minimum 3-hour police commitment)
- **Kids Race:** 8:00 AM - 8:10 AM

- **Main 5K Race:** 8:20 AM - 9:30 AM
- **Closure End:** 9:30 AM (roads begin reopening)
- **Ontario Street:** Can reopen at 10:00 AM once all runners in park

Police Requirements:

- Minimum 3-hour commitment per officer
- Number of officers determined by traffic control plan
- Police will close roads at 6:30 AM
- Police approve road reopening after race completion

Route Considerations:

Current Challenges:

- **Construction at Coben Lodge:** May require route adjustment
- **Original Plan:** Direct route to Lakeshore
- **Potential Reroute:** Via Third Line and Lakeshore
- **City Preference:** Avoid blocking Third Line/Lakeshore intersection
- **Construction Crew:** Will seal hole once finished, forcing Third Line route

Route Details:

- Brief transition onto Lakeshore from Coben Lodge area
- Path width: 6 feet (current)
- Scenic route through Bronte area
- Chip timing with race bibs

Athletics Ontario Certification:

Status for Year 1:

- **NOT POSSIBLE** for inaugural race
- **Reason:** Path width requirements not met
 - Current path: 6 feet wide
 - Required width: 8 feet wide
- **City Position:** Will not widen path for this event

Plan for Year 2:

- Can pursue certification next year
- May require keeping race on road instead of path
- Can make alterations to meet certification requirements

- Not expected to impact Year 1 participation

Race Course Validation:

- Need subcommittee to validate race course
- Ensure course is safe and accurate
- Review with traffic control plan

ACTION ITEMS:

- Finalize traffic control plan (Charles)
- Review plan with team
- Submit plan to City of Oakville
- Coordinate with police on officer requirements
- Validate race course with subcommittee
- Confirm final route based on construction status

8. RACE DAY SCHEDULE - JUNE 21, 2025

COMPLETE TIMELINE:

Time	Activity	Details
5:00 AM	Park opens for setup	Vendors and staff begin setup
6:30 AM	Road closure begins	Police close roads for race
8:00 AM	Kids' race starts	Children's race begins
8:10 AM	Kids' race finishes	Children's race ends (10 minutes)
8:20 AM	5K race starts	Main race begins; elite runners may start first lap before general participants
9:00 AM	Live music begins	Entertainment starts when lead finishers expected
9:15-9:30 AM	5K race finishes	Slowest runners finish (~50 min for 5K)

9:30 AM	Roads begin reopening	After police approval
10:00 AM	Ontario Street reopens	Once all runners in park
9:30 AM - 3:00 PM	Festival activities	Vendors, food, entertainment, kids' activities
3:00 PM	Vendors pack up	End of event
3:00 PM	Event officially ends	Cleanup begins

Race Format Details:

Elite Runner Strategy (Consideration):

- Elite runners start first lap before general group
- General participants start after elite runners complete first lap
- Prevents elite runners from lapping slower participants
- Allows general participants to see elite runners in action
- Makes race more exciting for all participants

Timing Details:

- Kids' race: 10 minutes
- 5K race: ~70 minutes (accounting for slowest runners at 50 minutes)
- Lead finishers: ~25-30 minutes
- Total road closure: 3 hours (6:30 AM - 9:30 AM)

9. EVENT HOURS & FESTIVAL ACTIVITIES

Event Hours (REVISED):

- **Original Plan:** 10:00 AM - 5:00 PM
- **REVISED PLAN:** 8:00 AM - 3:00 PM

Rationale for Revision:

1. Avoid conflict with Sound of Music event in Burlington (12:00 PM)
2. Prevent dead time between lunch and late afternoon
3. More realistic for first-year event
4. Vendors need consistent traffic to justify staying
5. Most runners will leave by 2:00-2:30 PM
6. Gives vendors 6 hours of selling time (8 AM - 3 PM)

Post-Race Festival Activities:

Kids' Activities:

- Bouncy castle/jumping castle
- Face painting
- Balloon artists
- Magicians
- Clowns
- Games and activities

Entertainment:

- **Live Music:** Starting at 9:00 AM (when lead finishers complete)
- **PA System:** For announcements and music
- **Branded Photo Booth:** For race photos and social sharing
- **Music continues** throughout event until 3:00 PM

Food & Beverage:

- Food trucks (maximum 2)
- Coffee service (Tim Hortons mobile unit)
- Breakfast items (donuts, bagels)
- Lunch options (if vendors stay)
- Sports drinks and water
- Post-race snack bags

Event Branding:

- **Official Name:** "Bronte Harbour Classic Father's Day Festival"
 - **Positioning:** Community festival, not just a race
 - **Goal:** Attract families and non-runners
 - **Marketing Message:** Family-friendly Father's Day celebration with racing component
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10. PARK LAYOUT & LOGISTICS

Leads: Jocelyn and Judy (NOT PRESENT AT MEETING)

Vendor Setup:

Day-Before Setup (June 20, 2025):

- **Setup Window:** 5:00 PM - 6:37 PM
- **Requirement:** All vehicles must leave by 6:37 PM
- **Road Closure:** Streets close at 7:00 PM (police enforcement)
- **Parking:** Vendors use smaller parking lot closer to park
- **Process:** Vendors unpack from SUV/vehicle, then park and leave

Race Day Setup (June 21, 2025):

- **Park Opens:** 5:00 AM for any additional setup
- **All Setup Complete:** By 6:37 AM (before road closure)
- **No Cars Allowed:** After 6:37 AM in vendor areas

Vendor Count:

- **Initial Estimate:** 25-30 vendor booths
- **Potential Capacity:** 75-100 vendor booths
- **Space Available:** Large sidewalk in front of gazebo + grass areas
- **City Approval:** No objections to higher numbers mentioned

Vendor Requirements & Restrictions:

Location Requirements:

- **Food Vendors:** MUST stay on sidewalk/paved areas (city requirement)
- **Non-Food Vendors:** Can be on grass with proper setup
- **Setup Time:** Day before if needed, or early morning race day
- **Grass Setup:** If setting up day before, must be fenced (city requirement)

Vendor Types Allowed:

- Food trucks (maximum 2)
- Coffee service
- Market items

- Pottery and crafts
- Sports equipment/gear
- IT/tech vendors
- Water stations
- Sports drink vendors
- Swag bag sponsors
- Running gear vendors

Parking Plan:

Available Parking:

1. **Main Lot:** Race participants
2. **Smaller Lot (near park):** Vendors
3. **St. Dominic School:** Partial availability (mass at 9:00 AM, but end parking may be available)
4. **Docks Area Lot:** Across bridge (additional parking)
5. **Remote Parking:** School parking (~1 km away - too far)

Parking Challenges:

- Insufficient parking for 800+ participants
- Need to utilize multiple parking areas
- School parking timing conflict with mass (9:00 AM)
- Distance from some lots to park

Parking Solutions:

1. **Bike Racks (RECOMMENDED):**
 - Encourage cycling to reduce parking demand
 - Fenced area with volunteer supervision
 - Equipment available through traffic control company
 - Doubles as baggage check area
 - City loves this initiative (promotes active transportation)
 - Requires responsible volunteer (bikes can be very expensive)
2. **Shuttle Service** (under consideration):
 - Potential shuttle from remote parking
 - Used by Oakville Half Marathon (from GO station)
 - May not be necessary if bike racks successful
3. **Multiple Lot Strategy:**
 - Direct runners to different lots based on distance
 - Signage directing to available parking
 - Volunteers at parking lots to assist

IMPORTANT NOTE: Consider criminal background checks for bike rack volunteers due to expensive equipment responsibility

11. FOOD & BEVERAGE PLANNING

Food Vendors:

Strategy:

- **Maximum:** 2 food trucks
- **Rationale:** Avoid oversaturation; ensure vendors can make profit
- **Requirement:** Different food types (variety without competition)
- **Setup:** Must stay on paved areas (city requirement)

Potential Food Vendors:

- **Tim Hortons Mobile Unit** - Just send letter (FREE)
- **Maple Lunch BBQ** - Approached before, willing to participate
- **Pizza vendor** - Possible (though questioned for morning event)
- **Food trucks** - 2 maximum, different cuisines

Post-Race Snacks (Included in Registration):

- Brown bag with snacks for each runner
- Chips/snack bags
- Baked goods (donuts, bagels, muffins)
- Juice boxes or sports drink
- Bananas
- **Avoid fresh food** requiring special handling (cream, dairy)

Beverage Options:

Coffee:

- Tim Hortons mobile unit (free - just send letter)
- Local coffee shops as vendors
- Peach Coffee potential sponsor

Sports Drinks:

- **Target Sponsor:** Sports drink company to provide samples
- Individual bottles for swag bags

- Water stations throughout course
- Post-race hydration stations

Alcohol (Post-Race):

- **Legal serving time:** 9:00 AM onwards (recently changed from 10-11 AM)
- **Potential Sponsors:**
 - Nickel Brook Brewery (already interested, sponsored pinball event)
 - Mill Street Brewery
 - Brock's Beer (cases available)
 - Tin Cup Whiskey (under discussion)
- **Promotion Idea:** Beer ticket or wine ticket with registration
 - St. Patrick's Day promo: Extra beer ticket if register 3 days before
- **Challenge:** Timing (most runners will have finished and left by 9:30 AM)

Food & Beverage Vendor Fee:

- **Booth Fee:** \$250
- **Benefits:** Booth space only (no additional sponsorship benefits)
- **Setup:** Access to power if available

ACTION ITEMS:

- Send letter to Tim Hortons for mobile unit
- Contact Maple Lunch BBQ
- Identify 2 food truck vendors (different cuisines)
- Source sports drink sponsor for swag bags
- Finalize post-race snack bag contents
- Determine alcohol sponsor and serving logistics
- Confirm power availability for vendors

12. SPONSORSHIP PACKAGES & STRATEGY

Sponsorship Revenue Target:

- **Budget Goal:** \$80,000
- **Context:** Moon in June (Greg Pace's race) generates ~\$25,000 annually
- **Note:** Original budget may have had extra "0" added accidentally, but team committed to \$80,000 goal

Sponsorship Levels (18 Packages):

1. **Title Sponsor / Presenting Sponsor**
2. **Kids' Title Sponsor / 1K Run Sponsor**
3. **Shoe Sponsor**
4. **Registration Sponsor**
5. **Timing Sponsor**
6. **Entertainment Sponsor**
7. **Awards Sponsor**
8. **After Party Sponsor**
9. **Events Sponsor**
10. **Signage Sponsor**
11. **T-Shirt Sponsor**
12. **Bib Sponsor**
13. **Medal Sponsor**
14. **Water Stop Sponsors** (2 available)
15. **Photo Sponsor**
16. **Kilometer Sponsors** (multiple available)
17. **Swag Bag Sponsor**
18. **Vendor Booth Sponsor**

Standard Sponsorship Benefits (All Levels):

- Website recognition
- Social media recognition
- Email recognition
- Opportunity for banners throughout course
- Promotional material recognition
- Pre-event and post-event publicity
- Free race entries (varies by level)

Premium Sponsorship Benefits (Higher Tiers):

- **T-Shirt Sponsor:** Company logo watermark on all race photos
- **Bib Sponsor:** Logo on all race bibs
- **Title/Presenting Sponsor:** Logo on t-shirts, bibs, all materials
- **Photo Sponsor:** Logo on all race photos
- **Branded booth** at event
- **Six complimentary entries** (varies by level)

Race Bib Redesign Strategy:

- **Traditional Format:** Large number, small sponsor logos
- **New Strategy:** Chip timing eliminates need for large numbers
 - Make number smaller
 - Make sponsor logo MUCH larger

- Maximize sponsor visibility
 - Participants don't need to see number (chip does timing)
- **Opportunity:** Sell as premium sponsorship feature

Swag Bag Sponsorship:

Pricing Tiers:

- **\$250:** For marketing materials (coupons, flyers, paper items)
- **\$100:** For quality branded items (whistles, products, samples)

Strategy:

- Goal: Swag bag value should cover 50% of \$50 entry fee (\$25 value)
- Quality products preferred over paper materials
- Items should be useful/desirable to runners
- Sponsor logo on packaging/products

Potential Swag Bag Items:

- Sports drink samples (individual bottles)
- Energy bar samples
- Running accessories (whistles, headbands, etc.)
- Discount coupons from sponsors
- Product samples from vendors
- Branded items from sponsors

Vendor Booth Fee:

- **Cost:** \$250
- **Includes:** Booth space ONLY
- **Does NOT include:** Logo placement, promotional benefits, or sponsorship recognition
- **Purpose:** Generate vendor revenue separate from sponsorship

Current Sponsorship Developments:

Confirmed Interest:

- **On Running:** Approached about sponsoring race (shoe sponsor)
- **CIBC Bank:** \$5,000 potential commitment (letter to be reviewed by Judy)
- **Real estate agents:** Multiple expressing interest
- **Nickel Brook Brewery:** Already interested (sponsored pinball event before)

In Discussion:

- **Tin Cup Whiskey:** Potential alcohol sponsor
- **Brock's Beer:** Cases available for event
- **Cielo (Winter Caps):** Montreal-based, \$40-50 value per cap (100 caps = \$4,000-5,000 value)
- **Primal (Fitness/Wellness):** Local connection
- **Be Active (Physiotherapy):** Local clinic
- **Dr. Frank (Physiotherapy):** Potential sponsor

Sponsorship Strategy:

Approach:

1. **Initial Connection:** Make personal connection FIRST
2. **Face-to-Face Meeting:** Discuss sponsorship in person (not just email)
3. **Tailored Package:** Customize benefits to sponsor's needs
4. **Relationship Building:** Build long-term partnership, not just one-year deal
5. **Follow-Up:** Personal follow-up after initial contact

Target Sponsors:

Running-Specific:

- Shoe companies (On Running, Brooks, Nike, etc.)
- Running apparel companies
- Canadian clothing manufacturers (Cielo, etc.)
- Sports drink companies
- Energy bar/nutrition companies

Local Businesses:

- Banks (CIBC, TD, RBC, etc.)
- Real estate agents (exclusivity available)
- Physiotherapy/athletic therapy clinics
- Gyms and fitness centers (GoodLife, YMCA, etc.)
- Coffee shops (Starbucks, Second Cup, Peach Coffee)
- Restaurants and cafes
- Breweries (Nickel Brook, Mill Street)

Community Organizations:

- Oakville Chamber of Commerce
- Oakville Dads
- Doctor Dads (charity partner)
- Terry Fox Run committee

- Hockey clubs
- Schools

In-Kind Sponsorship Strategy:

- Target: Canadian clothing/gear manufacturers
- Request: Quantity based on age categories (e.g., 41 first-place finishers = 40 pieces)
- Items: Caps, hats, socks, underwear, technical apparel
- Value: \$40-50 per item = significant in-kind value
- Benefit: Quality prizes for age category winners

Exclusivity Options:

Strategy:

- Sponsors CAN request category exclusivity
- **Requirement:** 3-year commitment minimum
- **Examples:**
 - Only one real estate agent
 - Only one physiotherapist
 - Only one bank
 - Only one shoe company
- **Pricing:** Higher tier for exclusive sponsorship
- **Benefit:** Sponsor feels special and committed; prevents competition

Current Exclusivity Requests:

- At least one real estate agent requested exclusivity

Sponsorship Team Approach:

Assignments:

- **Myles:** Nickel Brook, Cielo, Canadian clothing manufacturers, face-to-face meetings
- **Charles:** Oakville Chamber of Commerce, local businesses
- **All Team Members:** Personal connections and networks

Tools & Resources:

- Sponsorship package flipbook (digital)
- Sponsor benefits breakdown
- Customizable sponsorship proposals
- Email templates for outreach

- Meeting presentation materials

ACTION ITEMS:

- Create detailed list of potential sponsors
 - Assign team members to specific sponsor outreach
 - Prepare customizable sponsorship packages
 - Confirm exclusivity agreements with interested sponsors
 - Send sponsorship packages to interested parties
 - Follow up with face-to-face meetings (Myles leading)
 - Review CIBC letter (Judy)
 - Contact Nickel Brook (Myles)
 - Contact Cielo for in-kind caps (Myles)
 - Contact Canadian clothing manufacturers
 - Approach local gyms, coffee shops, restaurants
 - Create sponsor tracking system
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13. T-SHIRTS & MERCHANDISE

T-Shirt Strategy:

Standard Option:

- **Material:** Cotton t-shirts (NOT polyester)
- **Rationale:**
 - Better for everyday wear (more advertising value)
 - Comfortable and wearable regularly
 - Not just for running
 - More likely to be worn repeatedly (not sitting in closet)
- **Pricing:** \$5-\$9 per shirt (depending on quality)
- **Printer:** Brent (multiple quality options available)
- **Production:** Can produce 1,500 shirts in 7 days if given size list

Premium Upgrade Option:

- **Material:** Dry-fit polyester (technical running shirt)
- **Pricing:** Additional \$6 upgrade at checkout
- **Benefit:** Allows participants to choose preferred shirt type
- **Target:** Serious runners who prefer technical fabrics

Group Custom T-Shirts:

- **Eligibility:** Groups of 20+ participants
- **Options:** Custom "Bronte Runners" design with race logo
- **Process:** Contact printer with group size and preferences
- **Example:** Burlington/Bronte Runners gym t-shirt with custom design

T-Shirt Sponsor Benefits:

- Logo on all t-shirts
- Logo watermark on all race photos
- Branded booth at event
- Social media recognition
- Six complimentary race entries

Design Considerations:

- **Race Logo:** Prominent placement
- **Sponsor Logos:** Reasonable size/placement
- **Readability:** Clear race name and date
- **Quality:** Comfortable fit, good quality material
- **Sizes:** Full range (XS to XXL+)

DECISION: Cotton t-shirts as standard, with optional \$6 upgrade to technical shirts

14. MEDALS & AWARDS

Finisher Medals:

- **Status:** Medals sourced and ready
- **Design:** To be finalized
- **Recipient:** All race finishers
- **Specifications:** To be confirmed

Cash Prizes (MAJOR DRAW):

Prize Categories:

- **Overall Winners:**
 - 1st, 2nd, 3rd place overall (male)
 - 1st, 2nd, 3rd place overall (female)
- **Open Division:**

- 1st, 2nd, 3rd male
 - 1st, 2nd, 3rd female
- **Age Categories:** To be determined

Impact of Cash Prizes:

- Kelly's race (similar event) saw **50% increase** in participation by offering cash prizes
- Attendance jumped from 89 to 139 runners
- Cash prizes attract elite runners
- Elite runners bring friends and followers
- Creates competitive atmosphere

Comparison:

- **Moon in June:** No cash prizes (community event focus)
- **Kelly's Race:** Cash prizes = 50% increase
- **Bronte Harbour Classic:** Planning cash prizes to boost participation

Age Category Awards:

- **Specifics:** To be determined
- **Options:**
 - In-kind prizes (caps, gear, etc.)
 - Medals only
 - Combination of medals + products
- **Strategy:** Adjust quantities based on in-kind sponsorships

Prize Giving:

- **Timing:** After lead finishers complete race (~9:00 AM)
- **Location:** Main stage/gazebo area
- **Format:** Announcement with live music break
- **Duration:** ~15-30 minutes

ACTION ITEMS:

- Finalize medal design
 - Determine cash prize amounts
 - Finalize age category structure
 - Determine age category prize strategy
 - Coordinate prize giving ceremony logistics
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15. VOLUNTEER COORDINATION

Lead: Adriana (Volunteer Coordinator)

Volunteer Target:

- **Minimum Needed:** 50 volunteers
- **Recruitment Goal:** 130 volunteers
- **Rationale:** Account for no-shows (target 100 actual volunteers on race day)

Volunteer Recruitment Sources:

Primary Sources:

1. **High School Students:**
 - Need volunteer hours for school credit
 - Highly motivated
 - Reliable with proper supervision
 - Large pool of potential volunteers
2. **Hockey Teams:**
 - Can volunteer as a team (10-20 volunteers at once)
 - Wear team jerseys for visibility
 - Fun team-building activity
 - Strong community connection
3. **Running Clubs:**
 - Bronte Runners members who aren't racing
 - Other running club members
 - Experienced with race logistics
 - Understand runner needs
4. **Community Members:**
 - Family members of runners
 - Local residents
 - Community organization members

Volunteer Roles & Assignments:

High-Responsibility Roles:

- Start/finish line management
- Timing coordination
- Traffic control/course marshals
- Registration/check-in

- **Bike rack/baggage check** (requires trustworthy volunteers)
- Medical support coordination

Medium-Responsibility Roles:

- Water stations
- Course marshals (non-traffic)
- Setup/cleanup crews
- Vendor coordination
- Parking lot management

Lower-Responsibility Roles (Good for High School Students):

- Handing out bananas/snacks
- Directing participants
- Cheering stations
- Course signage
- General assistance

Important Volunteer Considerations:

Bike Rack Volunteers:

- **Critical:** Some bikes worth \$10,000-\$50,000
- **Requirement:** Responsible, mature volunteers
- **Consideration:** Criminal background checks may be needed
- **Alternative:** Fenced area with limited access

High School Student Assignments:

- **Appropriate:** Handing out bananas, water, cheering, signage
- **NOT Appropriate:** High-value equipment supervision, traffic control
- **Supervision:** Assign adult volunteer leaders to high school groups

Volunteer Incentives:

- Volunteer hours (high school credit)
- Free race entry (if not volunteering race day)
- Volunteer t-shirt
- Recognition and appreciation
- Post-race food/beverage
- Certificate of participation

Volunteer Management:

Organization:

- Create detailed volunteer role list with specific assignments
- Assign volunteers to specific locations/tasks
- Provide volunteer orientation materials
- Communicate expectations clearly
- Provide volunteer schedule and shift times

Race Day:

- Volunteer check-in station
- Provide volunteer t-shirts and instructions
- Assign shift leaders
- Provide support throughout day
- Thank and recognize volunteers

Bronte Runners Volunteer Engagement:

Reality:

- Many "sideline" members willing to help but need clear asks
- Run leaders likely won't be able to race (need to manage event)
- Regular members encouraged to register and run OR volunteer
- Need to be very specific about what needs to be done

Strategy:

- Create specific task list: "Do one thing"
- Assign clear, manageable tasks
- Offer back-end work options (not just race day)
- Personal outreach to specific members
- Make it easy to contribute

Possible Contributions (Beyond Race Day):

- Social media sharing
- Workplace promotion
- Vendor contact names
- Content creation
- Pre-race tasks
- Post-race cleanup

ACTION ITEMS:

- Finalize volunteer role list with specific assignments
 - Create recruitment strategy for each volunteer source
 - Contact high schools about volunteer opportunities
 - Recruit hockey teams
 - Prepare volunteer orientation materials
 - Confirm volunteer incentives
 - Create volunteer schedule
 - Consider background checks for high-responsibility roles
 - Create "Do one thing" task list for Bronte Runners
 - Assign volunteer shift leaders
-

16. BRONTE RUNNERS ENGAGEMENT & PARTICIPATION

Current Challenge:

- Many "sideline" members: aware of race, willing to help, but not actively contributing
- Need clear, specific asks to get engagement
- People forget to follow up on vague commitments
- Remote/back-end work options needed (not everyone can race or volunteer race day)

Engagement Strategy:

Clear Communication:

- Be very specific about what's needed
- Assign concrete tasks with deadlines
- Follow up with individuals personally
- Make it easy to contribute

"Do One Thing" Campaign:

- Ask every Bronte Runner to contribute ONE thing
- Create list of specific tasks/opportunities
- Post in WhatsApp group for members to claim tasks
- Track who's doing what

Personal Outreach:

- Talk to friends during runs

- Send individual messages (not just group posts)
- Meet people where they are (Wednesday runs, Saturday runs)
- Make personal asks based on people's skills/interests

Contribution Options:

Race Day Participation:

- **Run the Race:** Register and participate
- **Volunteer:** Various roles available
- **Both:** Some can do both (early shift volunteering, then race)

Pre-Race Contributions:

- Share on social media
- Post in workplace/school newsletters
- Provide vendor contacts
- Help with content creation
- Attend Robbie Burns race (January 18) to promote
- Recruit group promo codes
- Interview for social media content

Back-End Contributions:

- Email campaign to personal networks
- Facebook group posting
- Workplace promotion
- Vendor name submissions
- Sponsor lead generation
- Content ideas/strategy

Specific Member Outreach:

- **Joe & Jenny:** Consulting referral, potential multi-task contributors
- **Miles:** Sponsorship outreach, face-to-face meetings, video content
- **Others:** To be identified based on skills/connections

Run Leader Expectations:

- Most run leaders will NOT be able to race
- Need to be present for event management
- Supervising, coordinating, "putting out fires"
- Can consider running in Year 2 once event is established

Communication Methods:

- WhatsApp group (primary)
- Personal messages during runs
- Individual phone calls/texts
- Email for formal communications
- In-person conversations at Wednesday/Saturday runs

ACTION ITEMS:

- Create detailed "Do one thing" task list
 - Post task list in WhatsApp group
 - Personal outreach to specific members (Joe, Jenny, others)
 - Identify back-end contribution opportunities
 - Create templates for easy sharing
 - Set up tracking system for who's doing what
 - Follow up with individuals who expressed interest
-

17. RUNNING GROUP OUTREACH & PARTNERSHIPS

Strategy:

- Build relationships FIRST, then ask for support
- Personal contact with group leaders (not just email)
- Cross-promotion opportunities
- Group promo codes for tracking
- Face-to-face meetings preferred

Target Running Groups:

Local Groups (Close to Oakville):

- **Burlington Runners** - Cross-promotion opportunity
- **Georgetown Runners** - Already have 20+ signed up (successful collaboration)
- **Milton Runners** - Nearby, good target
- **Mississauga Running Groups** - Multiple groups

GTA Groups:

- **47,000-member GTA running group** (Toronto/Mississauga) - Large Arabic running community

- **Tanbury Park Sunday Group** - Smaller, less active in winter
- **Toronto running clubs** - Multiple to explore

Partnership Opportunities:

Cross-Promotion:

- Bronte Runners attend other races → promote Bronte Harbour Classic
- Other groups attend Bronte race → promote their events
- Group leaders share race information
- Group promo codes for tracking and incentives

Robbie Burns Race Partnership (JANUARY 18, 2026):

- **Race Details:** 4K and 8K options, run by Burlington Runners
- **Proposal:**
 - 20 Bronte Runners commit to running Robbie Burns
 - Bronte Harbour Classic gets booth at Robbie Burns race
- **Rationale:**
 - January timing is perfect (no club races until March)
 - Last year only 3-4 Bronte runners participated
 - Builds relationship with Burlington Runners
 - Direct access to race participants for promotion
- **Action Required:** Confirm with Greg Pace (Robbie Burns race director)

Group Promo Codes:

Strategy:

- Create specific code for each running group
- Track registrations by code
- 3 weeks before race: email group leaders with signup numbers
- Group leaders can follow up with members who haven't signed up

Benefits:

- Tracks which outreach is effective
- Allows follow-up with specific groups
- Creates accountability for group leaders
- Can offer group leader incentives based on signups

Examples:

- GEORGETOWN20 (Georgetown Runners)
- BURLINGTON15 (Burlington Runners)
- TERRYFOX10 (Terry Fox Run participants)
- OAKDADS15 (Oakville Dads)

Inter-Club Runs:

- Continue Wednesday/weekend inter-club runs
- Build personal relationships with runners from other groups
- Natural opportunity to mention race
- Creates organic word-of-mouth promotion

Running Group Benefits:

- Promo code (15% off or special pricing)
- Group custom t-shirts (20+ participants)
- Recognition on race website/materials
- Group photo opportunity at race
- Team competition option ("fastest 5 across the line")

ACTION ITEMS:

- Personal outreach to running group leaders (not just email)
 - Confirm Robbie Burns partnership (Greg)
 - Create group promo codes for all target groups
 - Reach out to 47,000-member GTA group
 - Contact Burlington Runners for cross-promotion
 - Schedule inter-club runs with key groups
 - Create group leader tracking system
 - Promote Robbie Burns race to Bronte Runners (target 20 participants)
-

18. OTHER ORGANIZATION OUTREACH

Schools (Elementary):

- Newsletter outreach to families
- Father's Day theme resonates with families
- Kids 1K race opportunity
- Family-friendly event messaging
- Volunteer opportunities for older siblings (not high school credit)

Gyms & Fitness Centers:

- GoodLife Fitness
- YMCA
- Local boutique gyms
- CrossFit gyms
- Personal training studios
- Yoga studios (runners often cross-train)

Hockey Clubs:

- Oakville Rangers
- Other local hockey organizations
- Teams can volunteer together (great team-building)
- Father's Day theme resonates
- Physical fitness crossover

Oakville Dads Organization:

- Two contacts available
- Natural Father's Day connection
- Active community organization
- Can promote to members
- Potential charity partnership connection

Doctor Dads (Charity Partner):

- **Status:** Chosen as primary charity
- **Next Steps:** Charles & Greg to meet and finalize details
- **Backup:** Still Care Mission (secondary charity option)
- **Other Backups:** Two additional charities identified

Terry Fox Run Committee:

- Natural connection (running community)
- Many participants are runners
- Can promote to committee and participants
- Promo code option

Chamber of Commerce:

- **Oakville Chamber of Commerce** - Charles to connect with president
- Business community outreach
- Networking opportunities
- Sponsor connections
- PR support

Community Organizations:

- Rotary Club
- Lions Club
- Local service organizations
- Community centers

Promo Code Strategy for Organizations:

- Each organization gets unique code
- Tracks effectiveness
- Allows for follow-up
- Can incentivize group participation

ACTION ITEMS:

- Contact elementary schools for newsletter inclusion (timing: after New Year)
 - Reach out to gyms with promotional materials
 - Contact hockey clubs about team volunteering + participation
 - Meet with Doctor Dads to finalize charity partnership (Charles & Greg)
 - Connect with Terry Fox Run committee
 - Contact Oakville Chamber of Commerce (Charles)
 - Create organization promo codes
 - Develop messaging tailored to each organization type
-

19. TEAM COMPETITION IDEA

Concept:

- "Fastest 5 Across the Line" team competition
- Inter-club competition between running groups
- Encourages groups to bring teams of 5+ runners
- Creates friendly rivalry and excitement

Benefits:

- Incentivizes group participation
- Creates buzz and friendly competition
- Encourages running clubs to recruit teams
- Adds another dimension beyond individual racing
- Potential for recurring challenge/trophy

Structure Options:

1. **Combined Time:** Fastest combined time of 5 team members
2. **Average Time:** Fastest average time across 5 runners
3. **First 5:** First 5 from each team across the line
4. **Mixed Division:** Teams must include mix of male/female or age groups

Potential Participating Groups:

- Bronte Runners
- Georgetown Runners
- Burlington Runners
- Hockey teams
- Gym teams
- Corporate teams

Prizes:

- Team trophy
- Team recognition on website
- Team photo opportunity
- Custom team award
- Bragging rights for next year

DECISION: Consider implementing for Year 1 or wait until Year 2 once event established

20. COMMUNICATION & COORDINATION

WhatsApp Group:

Purpose:

- Quick team communication
- Coordination and updates

- Share photos/videos
- Real-time problem solving
- More immediate than email

Setup:

- Collect phone numbers from all team members
- Create group chat
- Establish communication norms
- Use for time-sensitive updates

Alternative:

- Email for those without WhatsApp
- Ensure everyone has access to communications

Photo & Video Submission:

- **Method:** Google Drive link (to be shared in WhatsApp group)
- **Content Needed:**
 - Photos from Saturday/Sunday runs
 - Video clips of runners
 - Bronte area scenic shots
 - Group photos
 - Action shots
- **Purpose:** Social media content, marketing materials, AI image generation
- **Deadline:** Before January 7 meeting (ongoing submission)

Newsletter Inclusion:

- **ACE Newsletter:** Include race information
- **Timing:** After New Year (not immediately)
- **Rationale:** New Year = resolution time, better timing for running event promotion

Meeting Schedule:

Next Meeting:

- **Date:** Wednesday, January 7, 2026
- **Time:** 7:00 PM
- **Format:** In-person (after club run) or virtual TBD
- **Location:** To be confirmed

Ongoing Meetings:

- Weekly on Wednesdays at 7:00 PM
- After Wednesday club run
- Online meetings available if needed
- Subcommittee meetings as required

Rationale for Wednesday:

- Many team members run Wednesday evenings
- Evening already free for running
- Can meet after run
- Consistent schedule

Subcommittees:

- **Race Course Validation:** Charles + 2-3 others
- **Park Layout:** Jocelyn, Judy + team
- **Marketing & Content:** Liz, Patricia, Miles
- **Sponsorship:** Miles, Charles, others
- **Other specialized committees:** As needed

Communication Methods:

1. **WhatsApp:** Quick updates, coordination
2. **Email:** Detailed information, formal communications
3. **In-person meetings:** Wednesdays at 7:00 PM
4. **Online meetings:** As needed for individual teams
5. **Dashboard:** Central hub for all information
6. **Individual outreach:** For specific tasks/questions

ACTION ITEMS:

- Create WhatsApp group (Greg)
- Collect phone numbers from all team members
- Share Google Drive link for photo/video submission
- Confirm January 7 meeting location and format
- Set up subcommittee meeting schedules
- Contact ACE about newsletter inclusion (timing: after New Year)

21. KEY DECISIONS MADE

1. **Use promo codes** (15% off) rather than extending early bird pricing again
 2. **Event hours:** 8:00 AM - 3:00 PM (revised from 10:00 AM - 5:00 PM)
 3. **Cotton t-shirts** as standard, with optional \$6 upgrade to technical shirts
 4. **Maximum 2 food trucks** to ensure vendor profitability
 5. **Target 130 volunteers** to ensure 100 show up (50+ needed)
 6. **Position event** as "Father's Day Festival" not just a race
 7. **Pursue bike parking** option with fenced area
 8. **Next meeting:** Wednesday, January 7, 2026 at 7:00 PM
 9. **Athletics Ontario certification** NOT pursued for Year 1 (pursue Year 2)
 10. **Cash prizes** will be offered to attract elite runners
 11. **Road closure:** 6:30 AM - 9:30 AM
 12. **Robbie Burns partnership:** Commit 20 runners to January 18 race for booth opportunity
 13. **Doctor Dads** as primary charity partner
 14. **3-year commitment required** for exclusive sponsorship
-

22. DETAILED ACTION ITEMS BY TEAM

OVERALL COORDINATION (Greg Kowalczyk):

- ☐ Create WhatsApp group
- ☐ Collect phone numbers from all team members
- ☐ Share Google Drive link for photo submissions
- ☐ Confirm January 7 meeting location
- ☐ Update dashboard with meeting notes
- ☐ Provide dashboard access to all team members
- ☐ Coordinate charity partnership meeting

TRAFFIC CONTROL & ROUTE (Charles):

- ☐ Finalize traffic control plan with consultant
- ☐ Review plan with team
- ☐ Submit plan to City of Oakville
- ☐ Coordinate with police on officer requirements
- ☐ Form race course validation subcommittee
- ☐ Arrange banner placement (2 locations in Oakville)
- ☐ Meet with Doctor Dads charity (with Greg)
- ☐ Connect with Oakville Chamber of Commerce president

MARKETING & SOCIAL MEDIA (Patricia & Liz):

- ☐ Finalize flyer design

- ☐ Create content calendar
- ☐ Feature member stories on social media
- ☐ Develop interview content (with Miles)
- ☐ Create training tip videos
- ☐ Arrange window displays at local businesses
- ☐ Create email/social media templates
- ☐ Develop personal story features
- ☐ Coordinate with Miles on video content

CONTENT & SPONSORSHIP (Miles):

- ☐ Post in Oakville Facebook groups
- ☐ Create interview/video content
- ☐ Reach out to Nickel Brook Brewery
- ☐ Reach out to Cielo (winter caps)
- ☐ Contact Canadian clothing manufacturers
- ☐ Face-to-face meetings with potential sponsors
- ☐ Approach local gyms, coffee shops, restaurants
- ☐ Collect video content from runs

REGISTRATION (Ursula):

- ☐ Confirm early bird pricing deadline (Dec 4 or 5)
- ☐ Create group promo codes
- ☐ Provide team with Race Roster access
- ☐ Set up communication templates
- ☐ Send targeted emails to registered participants
- ☐ Pull registration lists by promo code
- ☐ Finalize medal design
- ☐ Track registration progress

VOLUNTEER COORDINATION (Adriana):

- ☐ Finalize volunteer role list with assignments
- ☐ Create recruitment strategy
- ☐ Contact high schools about volunteer opportunities
- ☐ Recruit hockey teams
- ☐ Prepare volunteer orientation materials
- ☐ Create volunteer schedule
- ☐ Consider background checks for high-responsibility roles
- ☐ Assign volunteer shift leaders

PARK LAYOUT & LOGISTICS (Jocelyn & Judy - NOT PRESENT):

- ☐ Finalize park layout with city
- ☐ Confirm vendor setup logistics
- ☐ Explore parking and shuttle options
- ☐ Confirm school parking availability
- ☐ Coordinate vendor placement
- ☐ Plan bike rack fencing area
- ☐ Arrange power access for vendors

T-SHIRT COORDINATION (Brent):

- ☐ Finalize t-shirt pricing
- ☐ Confirm production timeline
- ☐ Determine final specifications
- ☐ Coordinate sizing

ALL TEAM MEMBERS:

- ☐ Submit photos/videos to Google Drive (before Jan 7)
 - ☐ Review dashboard and confirm tasks
 - ☐ Reach out to personal connections for sponsorship
 - ☐ Share race on personal social media
 - ☐ Identify "do one thing" contribution
 - ☐ Attend January 7 meeting
-

23. SPONSORSHIP TARGET LIST

Running Industry:

- ☐ On Running (already approached)
- ☐ Brooks Running
- ☐ Nike
- ☐ Cielo (winter caps - Montreal)
- ☐ Canadian clothing manufacturers
- ☐ Sports drink companies
- ☐ Energy bar/nutrition companies

Local Businesses:

- ☐ CIBC Bank (already approached - \$5K potential)
- ☐ TD Bank
- ☐ RBC
- ☐ Nickel Brook Brewery (Miles)
- ☐ Mill Street Brewery
- ☐ Brock's Beer
- ☐ Tin Cup Whiskey
- ☐ Real estate agents (multiple interested)
- ☐ Dr. Frank Physiotherapy
- ☐ Be Active (Physiotherapy)
- ☐ Primal (Fitness/Wellness)
- ☐ Tim Hortons
- ☐ Starbucks
- ☐ Second Cup
- ☐ Peach Coffee
- ☐ GoodLife Fitness
- ☐ Local gyms

Community Organizations:

- ☐ Oakville Chamber of Commerce
 - ☐ Oakville Dads
 - ☐ Doctor Dads (charity partner)
 - ☐ Terry Fox Run committee
-

24. IMPORTANT REMINDERS & CONTEXT

First-Year Event Considerations:

- Keep it manageable and realistic
- Focus on successful execution over ambitious scale
- Build foundation for future growth
- Learn and adjust for Year 2
- Document everything for next year

Father's Day Timing:

- Many people have family commitments

- Position as family-friendly event
- Morning race allows afternoon family time
- Consider this in volunteer recruitment

Relationship Building:

- Build relationships BEFORE asking for sponsorship/support
- Personal contact more effective than mass emails
- Face-to-face meetings preferred
- Long-term partnerships over one-time transactions

Clear Communication:

- Be specific about asks
- Provide clear deadlines
- Follow up personally
- Make it easy for people to contribute
- Track who's doing what

Athletic Ontario Certification:

- NOT achievable for Year 1
- Path width requirements not met (6 feet vs. 8 feet required)
- Can pursue for Year 2 with route modifications
- Not expected to impact Year 1 participation

Event Branding:

- "Bronte Harbour Classic Father's Day Festival"
- Community event, not just a race
- Family-friendly atmosphere
- Attract non-runners to increase festival attendance

25. RACE DAY SCHEDULE - QUICK REFERENCE

Time	Event
5:00 AM	Park opens for setup

6:30 AM	Road closures begin
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8:00 AM	Kids' race starts
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8:10 AM	Kids' race ends
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8:20 AM	Main 5K race starts
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9:00 AM	Live music begins
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9:30 AM	Race ends / Roads reopen
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10:00 AM	Ontario Street fully reopens
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3:00 PM	Festival ends / Vendors pack up
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26. CONTACT INFORMATION

Team Leaders:

- **Greg Kowalczyk** - Overall Organizer
- **Charles** - Traffic Control & Route
- **Liz & Patricia** - Marketing & Social Media
- **Ursula** - Registration
- **Adriana** - Volunteers
- **Jocelyn & Judy** - Park Layout & Logistics

Advisor:

- **Greg Pace** - Moon in June Organizer

WhatsApp Group:

- To be created (phone numbers being collected)
-

27. NEXT STEPS SUMMARY

IMMEDIATE (This Week):

1. Confirm early bird pricing deadline (Dec 4 or 5)
2. Create WhatsApp group
3. Share Google Drive link for photos/videos
4. Finalize traffic control plan
5. Create group promo codes

SHORT-TERM (Before January 7 Meeting):

1. Submit photos/videos to Google Drive
2. Review dashboard and confirm tasks
3. Begin sponsor outreach (Miles, Charles, others)
4. Finalize flyer design
5. Contact high schools for volunteers
6. Meet with Doctor Dads charity

MEDIUM-TERM (January - March):

1. Submit traffic control plan to city
2. Recruit 130 volunteers
3. Secure sponsorships
4. Build content calendar
5. Outreach to running groups
6. Promote Robbie Burns partnership
7. Finalize park layout

LONG-TERM (April - June):

1. Final vendor coordination
2. Volunteer training
3. Race day logistics
4. Marketing push
5. Final race preparations

DOCUMENT INFORMATION

Minutes Prepared By: Combined from meeting transcript and AI notes **Date Prepared:** December 2, 2025 **Last Updated:** December 2, 2025 **Distribution:** All meeting attendees and team members
Next Meeting: Wednesday, January 7, 2026 at 7:00 PM

APPENDIX: RACE INFORMATION

Event Name: Bronte Harbour Classic Father's Day Festival **Date:** Sunday, June 21, 2025 **Location:** Bronte Harbour Park, Oakville, Ontario **Website:** BronteHarbourClassic.com **Registration Platform:** Race Roster

Races:

- Kids 1K: 8:00 AM
- 5K Main Race: 8:20 AM

Current Status: 41 registrations (as of December 2, 2025) **Goal:** 800+ participants

END OF COMPREHENSIVE MEETING MINUTES