

# 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

**Highly Engaged:**

- Greg Kowalczyk (leading route, operations, overall coordination, CRM management)
- Patricia Kowalczyk (leading marketing, vendor coordination, partnerships, Tim Hortons outreach)
- Miles/Greg Pace (leading sponsorship outreach with strong strategy, traffic control plan, Tim Hortons contact provider)

**Contributing:**

- Ursula (route planning with Greg, Bronte Runners individual outreach, requesting CRM access)
- Charles (content creation - photo shoot participant)

**Present but Need Specific Role Assignments:**

- Yasmin (present at meeting, needs ownership area to increase engagement)
- Jono (present at meeting, needs ownership area to increase engagement)
- Adriana (present at meeting, needs ownership area to increase engagement)

**Action:** Assign specific roles to Yasmin, Jono, and Adriana (e.g., volunteer coordination, vendor liaison, awards management) to ensure balanced workload and engagement across all committee members.

## 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	Description
Update WhatsApp sponsorship tracker with ALL contacts/plans	ALL	Jan 14	CRITICAL	Pending	Provide Tim Hortons contact to Patricia Miles/Greg Pace
Jan 14HIGH	Pending	Contact Tim Hortons (after getting contact)	Patricia Jan 14-21HIGH	In Progress	Miles/Greg Pace
Pending	Follow up with Fortinos, gyms, Fire Hall	Miles/Greg Pace	Jan 14-21HIGH	In Progress	Call Miles for
Progress	Continue negotiating Kelly partnership	Patricia & Miles	Jan 21HIGH	In Progress	sponsorship strategy session
Patricia	Jan 14HIGH	Pending	Send Bronte Runners social share request	Patricia After each post	High Ongoing Create Facebook group invitation guide
Patricia	Jan 14MEDIUM	Pending	Finalize route with Ursula & submit to police	Greg K.Jan 31HIGH	In Progress Provide CRM access to Ursula
Greg K.Jan 21HIGH	Pending	Begin Bronte Runners individual outreach	Ursula	Jan 21HIGH	Pending Complete traffic control plan
Jan 21HIGH	Pending	Miles/Greg Pace	Jan 31HIGH	Pending Create shoe manufacturer letter template	Patricia Jan 31MEDIUM
Patricia	Jan 31MEDIUM	Pending	Create vendor application form	High Ongoing	Pending Share Instagram posts to stories
High Ongoing	ALL	MEDIUM	Provide Strava heat map data	MEDIUM	Pending Provide running content for social media
ALL	Ongoing	MEDIUM	Greg K.Jan 31MEDIUM	Pending	Pending Create detailed budget spreadsheet
Ongoing	Greg K.Jan 31MEDIUM	Pending	Define prize money structure	High Ongoing	Pending Source medals and trophies quotes
High Ongoing	Greg K.Jan 31MEDIUM	Pending	Feb 15MEDIUM	Not Started	TBD Create volunteer recruitment plan
Not Started	Greg K.Jan 31HIGH	Pending	Companies	Greg K.Jan 31HIGH	Pending Research timing
Companies	Greg K.Jan 31HIGH	Pending			

**END OF MINUTES**