

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)

Coordination Issues

- Need to avoid duplicate outreach to same sponsors
- WhatsApp spreadsheet available but underutilized
- Tim Hortons will likely provide coffee cart (free coffee)
- Local coffee shops (like Peach) may not participate if Tim Hortons is involved (exclusivity concerns)

Action Items

- **All team members:** Review and update WhatsApp sponsorship tracking spreadsheet
- **Miles:** Add Fire Hall, Fortinos, and gym contacts to tracking spreadsheet
- **Miles:** Follow up with all 3 main contacts in early January

- **Miles:** Begin approaching smaller local businesses
- **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)

Discussion

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

Proposal:

- 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
- 20% discount for bundle registration
- Kelly will provide access to her database for promotional emails

Benefits:

- Kelly provides booth space at all her races for Bronte promotion
- Bronte provides booth space at our race for Kelly's promotion
- Eliminates pressure to distribute each other's flyers everywhere

- Kelly organizing special group run for Bronte Runners
- 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

- **Greg K. & Patricia:** Finalize bundle pricing structure with Kelly (confirm 20% discount)
- **Greg K.:** Set up Race Roster integration for bundle registration (Kelly knows how to configure)
- **Patricia:** Coordinate booth setup requirements for Kelly's races
- **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:

- 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

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:** Provide Strava heat map data for Bronte area
- **Greg K.:** Submit route to police for approval
- **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:

Confirmed/Potential Vendors:

- Tim Hortons (coffee cart - free coffee)
- Fortinos (products: water, Gatorade, bananas, etc.)
- Gym partners (potential health/fitness vendors)
- Fire Hall restaurant group (food/beverage)
- 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
1. **Miles:** Follow up with Fortinos, gyms, and Fire Hall group
1. **Patricia:** Follow up with sponsorship contacts and call Miles for strategy session
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.:** Create shoe manufacturer letter template
1. **Greg K. & Patricia:** Finalize Kelly partnership details and pricing
1. **Patricia:** Create vendor application form
1. **Team:** Provide running content for social media

End of January Deadlines

- Route finalized and approved
- Registration page live
- Major sponsor commitments secured
- Vendor application process launched
- Volunteer recruitment initiated

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)
- Patricia Kowalczyk (leading marketing, vendor coordination, partnerships)
- Miles/Greg Pace (leading sponsorship outreach with strong strategy)

Contributing:

- Ursula (route planning with Greg)
- Charles (content creation - photo shoot participant)

Present but Limited Input:

- Yasmin, Jono, Adriana (noted as participants but minimal contribution in transcript)

Action: Consider assigning specific roles to all committee members to ensure balanced workload and engagement.

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	ALL	Jan
Follow up with Fortinos, gyms, Fire HallMilesJan 14-21			HIGH	Pending	In Progress	Call Miles for		
Sponsorship strategy sessionPatriciaJan 14			HIGH	Pending	Send Bronte Runners social share requestPatricia			
After each postHIGHOngoingCreate Facebook group invitation guidePatriciaJan 14			MEDIUM	Pending	Finalize route with Ursula & submit to policeGreg K.Jan 31	In Progress	Create	
Shoe manufacturer letter templateGreg K.Jan 21			MEDIUM	Pending	Finalize Kelly partnership pricingGreg K. & PatriciaJan 21	Pending	Create vendor application formPatriciaJan 31	
Share Instagram posts to storiesALLOngoingHIGHOngoing			MEDIUM	Pending	Provide running content for social mediaALLOngoing	HIGH	Ongoing	
Provide Strava heat map dataMilesJan 21			LOW	Pending	Create detailed budget spreadsheetGreg K.Jan 31	HIGH	Pending	Define prize money structureGreg K.Jan 31
Source medals and trophies quotesTBDFeb 15			MEDIUM	Pending	Create volunteer recruitment planGreg K.Jan 31	HIGH	Pending	Research timing companiesGreg K.Jan 31
Not Started								

END OF MINUTES