

Dukes Board Meeting
12/13/2023 6:17pm
Jenny's Residence

Attendees

In Person

Jenny Sanderson
Phil Keller
Jesse Armijo
Brant Lutz
Sal Perdomo

Virtual

Luke Janik
Sean Abeyta
Will Anderson
Michael Farmer

Not In Attendance

Magdalena Donahue
Arlene Espinoza-Armijo
Michael Thomas
Corey Purcella

Minutes

1. Start Time: 6:06pm
2. Approval of Minutes - Jesse motioned, Sal second. Unanimous approval.
3. Financial Update
 - a. Arlene and Farmer are meeting to discuss and will present at Board Meeting in January before Annual Meeting
4. Logo Update
 - a. Arlene is currently meeting with brand company (Brooke with BJW Branding)
5. Merch Update
 - a. Brant has emailed this to everyone. Running black quarterzip. Maybe look at other colors. White, black, and grey is usually the best colors because they are always available.

- b. Luke: Assumption is we will put new logo on the quarterzip.
 - c. Group: Might need to order these quickly as the orders are likely due soon.
 - d. Group: We can order it first and then screen when they get in.
6. Membership Outreach Strategy:
- a. Sal pitched strategy for membership
 - b. Brant agreed to house the extra membership bags and gear. Need to just make it more secure, etc.
 - c. Phil approves buying rubbermaid.
 - d. We just need to figure out how many extras to buy.
7. Jersey order timeline:
- a. Order new jerseys for new members. Screen printing can occur after we receive the quarterzips.
 - b. AI Sal: Confirm how many new jerseys and crop tops we need to order (Jersey order will occur by January 15th)**
 - c. Order quarterzips for 2nd year members
 - d. AI Sal: Confirm the number of quarterzips we need based on 2023 membership. (Quarterzip order will occur by end of year)**
 - e. AI Sal: Confirm the number of social member t-shirts needed based on 2023 membership**
 - f. AI Sal: Set up meeting with Phil and Farmer to confirm the jersey and quarterzip numbers.**
 - g. Membership will be opened after Annual Meeting
8. Year In Review
9. Annual Meeting Planning and agenda
- a. Jesse called North Domingo Baca Park - \$7.50 per hour for two hours. Need to go in person.
 - b. Date 1 - Sunday January 21st
 - c. Date 2 - Saturday January 27th
 - d. Date 3 - Sunday January 28th
 - e. Date 4 - Sunday February 4th
 - f. 3:00pm start time on whatever date Jesse chooses
 - g. AI Jesse: Send out Annual Meeting notice and date when confirmed.**
10. Elite Development Program
- a. Sal explicitly stated that we need to be committed to this program. We have tried this in the past without success and had pushback because it was “elitist”. Sal stated that he is a huge supporter of this effort and that

it would make the Dukes a full bodied organization. If we do this, we need to be fully committed to it as a board.

- b. Jesse walked through the proposal.
- c. We agreed that the times could only be counted if they were ran in the past 12 months.
- d. Sal asked if we could increase to 5 people per gender instead of 4 people per gender. Jesse and Farmer mentioned
- e. Jenny asked if there would be tiers.
- f. Phil wants to keep the service component.
- g. The team decided to add a “race requirement” unless pregnant or injured.
- h. Luke asked if the finances could support it.
- i. **AI: Farmer will review and see if the finances make sense.**
- j. Do we want to do this?
 - i. Sal - Yes, it will legitimize us as a group and not detract from our membership.
 - ii. Farmer: We have to agree on how the finances will be utilized.
 - iii. Luke: We need to make sure members will understand what their membership is worth.
 - iv. Phil: He is donating to the youth scholarship program, and that extra money is going to larger organization. Phil sees that as a problem. Charge the parents less or pay the coaches.
 - v. Sean:
 - vi. Jenny: It’s good to have goals and standards so people have something to chase.
 - vii. Brant: Asked Phil how it compares to other organizations.
 - viii. Phil: Likes that the Dukes youth fee covers everything and there aren’t little fees here and there.
 - ix. Farmer: What can we do from a non-profit perspective? Has concerns and there could be concerns by parents once we are transparent on doing this.
 - x. Sean: It would be good to address this at a later date once we have the final numbers from Farmer.
 - xi. Luke: What other revenue sources do we have?
 - xii. Sal: We could go out and fundraise. Sal said we could raise \$10k. Let’s talk to Arlene and get her perspective.
 - xiii. Luke: We are not ready to launch, but need to get more backing from a social capital perspective.

- xiv. Group: We will have to put together a budget to use for the fundraising. Membership will never be the sole driver of revenue.
- xv. AI: Sal: Start having some conversations with people to get preliminary interest.

11. Carlsbad:

- a. Sean and Brett are killing it on the logistics. We have 12 people going and have a discord and spreadsheet organized. This is open to everyone.

12. Membership Opening:

- a. We will decide on this at the next board meeting, but likely right before the Annual Meeting.
- b. Elite Membership:
 - i. Quarterzip and membership card and mug (mug at a later date) and stickers with new logo (???)
- c. Social Membership:
 - i. Shirt and membership card and mug (mug at a later date) and stickers with new logo (???)
- d. AI Merch Team: Look into mug and stickers with new logo

13. Next Meeting:

- a. Get Arlene's perspective on fundraising for the Club (February meeting)
- b. Discuss youth funding and where that money goes (February meeting)

14. Next Meeting:

- a. January 10th at 6:00pm. Location TBD.

15. Meeting Adjourned: 7:40pm