

Dukes Board Meeting
9/13/2023 6:30pm
Heart and Sole – San Mateo

Attendees

In Person

Luke Janik
Arlene Espinoza-Armijo
Phil Keller
Jesse Armijo
Brant Lutz
Sean Abeyta
Michael Farmer

Virtual

Sal Perdomo
Will Anderson

Not In Attendance

Jenny Sanderson
Corey Purcella (very tardy)
Magdalena Donahue
Michael Thomas Crew

Special Guests

Ruth

Minutes

1. Start: 6:34pm
2. Approval of Minutes – Sal motions, Phil second
3. Luke confirmed board attendance and absences
4. Communication
 - a. Girls GroupMe will remain
 - b. Discord – do we restrict to members only or to everyone?
 - i. Discord could be a value to members, but it could not be a value.
 - ii. What is the benefit to adding non-members to the Discord?
 - iii. What feedback have we received on the Discord?

- iv. What is the best way to have outreach into the community?
- v. Might be a good way to introduce people to the group
- vi. You can limit the channels to certain people
- vii. Non-members could have access to general, but not other channels.
- viii. Possible Solution: General channel is for everyone, but everything else is for members only.
 - 1. Potential Cons:
 - a. This would be challenging for the moderators.
 - b. People can hide behind user names.
 - c. Could get very intimidated.
 - d. Value of discord is lost.
- ix. Possible Solution: Punt to next meeting to decide and we need some more time to work through and organize the Discord.
- x. Conclusion: Keep as is for now
 - 1. Approved 6-3
- xi. **AI Arlene:** send out email next Wednesday to remind paid members to join the discord if they haven't
- xii. **AI Luke:** add channel to discord to post schedule and make it so nobody can comment
- xiii. **AI Luke:** create spreadsheet for all future runs since we have the schedule so we can copy from it for consistency

5. 15 Year Dukes Celebration - October 2023

- a. Month long celebrations with our sponsors
 - i. MTC
 - 1. special sticker for Dukes's blend launching on Oct 15
 - 2. Portion of Duke's blend proceeds to DTC
 - ii. High and Dry
 - 1. Our own brew
 - 2. In conversations with Andrew
 - 3. Another Duke's celebration

4. **AI Arlene/Farmer:** to get dates for beer education and naming and brewing day, also to get number of people allowed at each
 5. **AI Farmer:** managing brewing day attendance
 - iii. Kauffmans
 1. Dukes bagel
 2. Board to meet with Kauffmans to discuss what we want in said bagel
 3. **AI Arlene:** get dates to meet with Kauffmans
 - iv. Heart and Sole
 1. **AI Brant:** to think of ideas for store celebration
 - v. Video/slide show
 1. Progression over 15 years using old footage
 2. Reach out to older members to find old photos
6. Merchandise update:
 - a. Postpone conversation til we have more logo discussion
 - b. Brant suggested selling Duke's apparel at the store
 - c. Specific apparel for the youth parents
 - d. Beanies with DUKES on it
7. Logo topic
 - a. Looking to find new partner for designing brand/logo due to conflicts with original partner
 - b. **AI Arlene:** has a new person lined up and will have proposals by next meeting
8. Finances
 - a. **AI Farmer:** update financials and present financial report at November meeting
9. Youth update
 - a. Need more coaches for Spring season

- i. potentially ask parents of athletes
 - b. Youth event coming up with Slice Parlor to fund raise for the team
- 10. 10k classic update
 - a. There was profit (unknown amount)
 - b. Want to do it again next year
 - c. Need to have discussion about hosting road race or track event next year
 - i. Thinking about park runs
 - 1. Club north west does them and profits (\$5-8)
 - 2. Volunteers could be an issue
 - 3. Club north west has credit system for volunteering-volunteer at a meet and earn credit for free entries
 - ii. All comers track meet
 - 1. Potential partnering with a high school meet or youth meet
- 11. Duke City free entries
 - a. Establish qualifying standards to limit free entries. Race organizers are prioritizing free entries to faster runners
 - i. Marathon: 2:50, 3:20
 - ii. Half: 1:20, 1:35
 - iii. 10k: 37:00, 43:00
 - iv. 5k: 18:00, 21:00
 - v. Relays - 2 teams (no standards)

Meeting adjourned approximately 8pm

Agenda for next meeting, Wed Oct 11, 6:30 PM location TBD:

- Travel races
- Logo discussion
- Merchandise for 2024 members
- Merchandise for purchase
- Revisit discord for non-members