

Dukes Board Meeting
5/15/2024
Heart and Sole Sports

Attendance

Phil Keller
Corey Purcella
Brant Lutz
Jesse Armijo
Luke Janik

Virtual

Michael Farmer
Sean Abeyta
Will Anderson
Sal Perdomo
Arlene Armijo-Espinoza

Not In Attendance

Magdalena Donahue
Jenny Sanderson

Agenda

1. 6:46pm start time
2. Minutes: Sal motion, Jesse seconds, approved
3. Membership:
 - a. How do we increase membership?
 - i. Community events and community engagement with our sponsors
 - ii. Social media
 1. Make an introduction to one of the board members that will be at the run
 2. Make an introduction to one of the members that live in the area
 - iii. Direct outreach and direct encouragement
 - iv. Local races
 - v. Through youth team and picnic
 - vi. High schoolers who can't run on the youth team, but want to have a team
 - vii. College kids who aren't running in college anymore
 - b. Should we offer greater benefit?
 - i. No, but we should discuss adding new members from a larger perspective
4. Picnic
 - a. **AI** Corey is in charge and will bring some tables. Arlene will bring him the table and cutlery, etc.
5. Wix

- a. **AI** We are going to explore WordPress. Wix is too limited. Corey and Luke will build it through WordPress. August 1st is deadline for the new website.
 - b. We can work with Sacred Sage/Julie to get more content from our runs. Targeting end of summer
 - c. Corey and Luke will have a \$50 food budget
6. Saturday run
 - a. Should we add in a new run for Saturday at the La Cueva track?
 - i. Yes, we can add in the track for Wednesday (Highland) or Saturday (La Cueva).
7. Gear
 - a. Send email to membership to remind everyone to pick up their jerseys.
 - b. We can push some of the guys to pick up their gear through some direct communication.
 - c. Board members should not be hand delivering packages unless they are roommates or SO's
8. Food
 - a. Arlene asked to bring nutrition to the runs.
 - b. Board members agreed that we should pack a few boxes and leave them in people's cars for the runners.
 - c. **AI** Corey and Armijo's will be the two cars
9. Summertime schedule starts after Memorial Day
 - a. Discord and IG post reminding everyone. And it will be highlighted in bold on email.
10. Trivia is next Wednesday
11. Next Meeting
 - a. **AI** Discuss iRunFit race discount for membership. Need to discuss and talk to Steve Pino. Identify local races to do as a team and one to volunteer at this year. Steve prefers that we pick a few races and do a free team entry. We then help him out and volunteer at future races. Phil will call Steve to discuss.
12. Meeting Closed: 7:44pm