

**Dukes Board Meeting**  
**8/9/2023 6:30pm**  
**Michael Thomas on Bryn Mawr**

**Attendees**

**In Person**

Sal Perdomo  
Arlene Espinoza-Armijo  
Phil Keller  
Jesse Armijo  
The Michael Thomas  
Jenny Sanderson  
Corey Purcella  
Brant Lutz

**Virtual**

Magdalena Donahue

**Not In Attendance**

Sean Abeyta  
Michael Farmer  
Luke Janik  
Will Anderson

**Minutes**

1. Start: 6:35pm
2. Approval of Minutes: Sal motioned, Jesse seconded, unanimous approval
3. Membership Launch Party
  - a. Everyone was happy with the launch party
  - b. The venue didn't lend itself well to a big speech
  - c. Love the tote bag
  - d. There were a few people there who showed up the event for the first time. Some people could use some additional communication if they are new and stumbled upon the club on the website.
    - i. It would be nice to have a welcome email for new members.
    - ii. **Jesse** to send out thank you and welcome email tomorrow.

- e. Members only email list will go out next week. **Jesse** to send out email to larger group giving them a heads up that we are moving to the new email list serv.
  - f. We need a Welcome Person. They will be responsible for welcoming new members. **Phil** has volunteered to serve in this capacity.
  - g. Another item that was brought up at the launch party: running with other groups around town to allow cross collaboration. We should invite others to our runs.
4. Update on Youth Team
- a. Start on Monday. 25 youth members. It will be capped at 50-55 youth members.
  - b. September 23<sup>rd</sup> is the first race
  - c. Going to add a third location – UNM, Netherwood, and Rotary Park
  - d. End of season survey provided a lot of great feedback for this year
  - e. We need more women coaches. Jesse feels like we have enough coaches, but we could use some more diversity. **Jesse** will reach out to the Sole Sisters for potential coaches.
5. Update on Events/Races
- a. 10k Classic – 39 registrations
    - i. Need more runners, not as many volunteers
  - b. Cookie Mile – August 20<sup>th</sup>
6. Discord
- a. Email needs to go out introducing the Discord
  - b. We need to do a hard move over to Discord
  - c. We are going to delete the GroupMe (men's for sure) at some point in the future as we move over to Discord
7. What do we want to do next year?
- a. Trash clean-up
  - b. Elite program
  - c. 15 year anniversary party with Michael Thomas and Heart and Sole
8. Logo/Branding Update and Discussion
- a. Jesse, Jenny, Luke, Arlene, Corey
  - b. We are going to send everything to the branding person and jump on a call with them to discuss the new logo. Her name is Ashley Ulmer.
  - c. We will contract with her and she will provide an entire brand kit.
  - d. She charged \$650 for a previous and similar project.
9. Social Media/Photoshoots/Videography

- i. Need to get more material for use for marketing and promo and for the website
- ii. We are talking to Julie Hamlin about completing this work
- iii. Could be a good idea to expand the social media onto TikTok.
  - 1. Need to consider the amount of work this would take to get the presence we desire on TikTok.
  - 2. Might not be a good idea as Instagram accomplishes our social media goals
- iv. Instagram: We need to push more stories and less reels, stills, etc.
  - 1. **Jenny** has volunteered to help Arlene on the social media side
  - 2. Interviews might not be appropriate for Instagram, but might be more appropriate for TikTok
- v. Strava: Can you link it to the website?

10. 15<sup>th</sup> year as a Club!

- a. Anniversary part with MTC and Heart and Sole. Maybe we could put the new logo on the Dukes Runners Blend Coffee. Similar to what Michael Thomas did Stone Age Climbing Gym.

11. Adjourned: 7:52pm