

Dukes Board Meeting
3/13/2024 6:30pm
Heart and Sole

Attendees

In Person

Luke Janik
Jesse Armijo
Brant Lutz
Arlene Espinoza-Armijo
Corey Purcella
Sal Perdomo

Virtual

Will Anderson
Jenny Sanderson
Sean Abeyta

Not In Attendance

Magdalena Donahue
Michael Thomas
Michael Farmer
Phil Keller

Minutes

1. Start Time: 6:37pm
2. Approval of Minutes - Corey motioned, Sal second. Unanimous approval.
3. Membership and Membership Party
 - a. AI: Corey is going to look at expiring 2023 memberships.
 - b. AI: Jesse to send another blast to get members and remind them that they will be taken off the list soon.
 - c. April 1st will be the filter date on the email list
 - d. AI: Sal/Phil to organize membership packets, etc
 - e. AI: Corey to confirm why some members are not receiving the emails.
 - f. Arlene sent email to all sponsors to get them interested in participating in the party. Kaufman will be there.
 - g. Arlene will get snacks for the party

- h. Dukes to buy bags from Brant
- 4. Youth Update
 - a. Michael Thomas has committed to sponsoring 10 youth athletes
 - b. 35 athletes have signed up. 1 scholarship athlete of the 35 total.
 - c. We have 6 coaches. They will all have background checks through SafeSport and through USATF.
 - d. Season starts March 18th.
- 5. Carlsbad Update
 - a. People need to confirm on the spreadsheet.
 - b. Sean and Brett are all over it.
 - c. Might need to get another car
- 6. Trail Race Update
 - a. 10k Classic Trail Run
 - b. Sean, Brett, Jesse, Roman, Eric Lang
 - c. August 25th 7:00am
 - d. Goal is 100 members
 - e. Registration is \$45 to \$55
 - f. AI: Committee will put together a budget and see what our breakeven goal and revenue goal
 - g. Approximately \$2,800 in revenue. \$2,500 in expenses.
 - h. Working on getting prizes for winners
 - i. Age group winners get free entry next year
- 7. Other
 - a. Merchandise
 - i. Logo - Boco - They are sending mockups with our new logo. \$16.10 each for a minimum order of 50.
 - b. New Sponsorships/Opportunities - Arlene has put together a sponsorship deck
 - i. AI: Sal to talk to Titan about a sponsorship
 - ii. AI: Arlene/Jesse to talk to NM Orthopaedics about a sponsorship
 - iii. Winrock wants us to host a race for them. We will charge a fee and then can keep a portion of the profits.
 - iv. Wants to have a long term relationship with us and be a sponsor
 - 1. What would this sponsorship look like?
 - 2. AI: Sean to check in with Grizzly Dude for Carlsbad shirt - maybe he could mock up something for us
 - c. Do we have budget for Carlsbad to have dinner or something?
 - i. Probably not this year. Need to discuss with Farmer in the future.

- ii. We need to update the budget for the year
- 8. AI: Jenny to keep socializing the Animal Welfare event

Meeting Adjourned: 7:25pm