

AATRA meeting * Friday, September 30, 2005*

Frisco "Town Hall" Council Chambers located at 1st & Main, Frisco, CO

Potluck dinner started at 6:15 p.m. and the meeting called to order by AATRA president Adam Chase at 6:28 p.m. (Hobbs thanked Crum Creek Mills for providing pasta, soy nuts, and soy breadsticks for the meeting. Others in attendance brought salads, bread, cookies to share.)

Attendance: Danelle Ballengee, Galen Burrell, Adam Chase, Elliott Henry, Nancy Hobbs, Doug Laufer, Dave Mackey, Dave Munk, Ellen Miller

Minutes from last meeting (March 19, 2005) for approval: Dave Mackey motions to approve minutes from meeting, second by Elliott Henry, all approve.

Membership: We have close to 300 members with the most growth in corporate and club/race memberships. Majority of renewals are by snail mail with check. We need to put more applications out at races or in goodie bags. Adam Chase recognizes that the magazine incentive is very important. Adam suggests contacting trail running clubs throughout the U.S. and to promote the magazine benefit. Galen Burrell noted that he was not an AATRA member, and was unclear about exactly what our organization offers trail runners. Danelle Ballengee suggests we market a nude trail runner calendar. These are very popular and great fundraisers.

Finances: Doug Laufer provided a written report which all board received this past week. We need to work on increasing revenues. The Teva U.S. Mountain Running Team sponsorship/expenses will be a wash. Chase questioned the phone expense and wondered if we could get a less expensive plan. Laufer explained the process of paying bills for AATRA with Nancy Hobbs paying the bills and Laufer reconciling all the accounts. Chase suggested that we find a way to compensate Hobbs for her work with AATRA.

Newsletter: Hobbs is always looking for articles. The next issues will be out in a few weeks. Hobbs mentioned that Snowshoer magazine will have two issues this winter and that AATRA will have an ad in each. Snowshoer will send a magazine to all AATRA members.

Website: Henry reported that we have 58,804 home page hits since January averaging 5000 hits per month and almost 900 hits per day. Henry gave an example of the web stats for September: 1700 visits to the calendar page (most visited); Ultimate Guide to Trail Running second most visited; third most visited was the maps/trail page. Eric Black noted that if our valuable information is on the website could this be a reason our membership numbers are not that large. Teva has been sponsor of the calendar (a \$500 sponsorship). Should we highlight races in the calendar for a fee? We discussed soliciting race directors (with a mass mailing by snail mail) to support the association with their membership including a highlight in the race calendar. It was suggested that we negotiate with Trail Runner a reduced fee for the subscriptions.

Elections: Present officers were re-elected through March 2007. The slate includes Chase, president; Ballengee, vice president; Laufer, treasurer; Hudetz, secretary.

Teva U.S. Mountain Running Team: The 2005 event was a success in Wellington, NZ. The U.S. teams finished 8th for senior women, 6th for senior men, 9th for junior women and 10th for junior men. The 2006 event will be held outside Bursa, Turkey on an uphill course with elevation gain for the senior men 4,183 feet on a 12k course; for senior women and junior men 2,936 over an 8.5k course; and approximately 1,600feet gain on 4.5k for junior women. Ellen Miller expressed interest in joining the team staff for 2006. Chase suggested Darrin Eisman as a possible junior manager. Hobbs suggested that those interested contact her. Laufer asked if AATRA should be promoting their involvement with the team and Hobbs said yes. We already promote on the website in various forms and will continue this promotion and will also discuss the relationship at the upcoming USATF convention in Jacksonville. The sponsorships and fundraising is all done under the guise of AATRA. The guidelines and rules for the team selection races are handled through the USATF MUT council.

Event Involvement '06: AATRA will be involved with the Swift Skeedaddle races on January 14 in Silverthorne and February 25 at Gold Run and the Danielesque Trail Runs in fall 2006. If AATRA becomes puts on other events the insurance will cover the additional races.

Other Business: Dave Munk (sports marketing manager for Salomon USA and an AATRA corporate member) suggested that we charge more for corporate memberships and consider a race sanction program. Hobbs mentioned that we have the framework for a sanction program, but it never “took off.” Munk further suggested that we charge for our calendar inclusion. He also doesn’t think having competing companies as sponsors of AATRA, the calendar, and website is an issue since all companies have similar goals in supporting trail and mountain running. It was suggested that we produce 3” x 5” AATRA promotional cards to distribute at races and to corporations to get them involved with AATRA as members.

Chase proposed that Burrell be an advisor to bring more young people into the membership base. Munk echoed this thought as did Burell. Wee need to get the younger trail runners involved with AATRA, as they are the future of our sport.

Next meeting Date: Saturday, February 25, 2006 at the Gold Run Nordic Center located between Breckenridge and Frisco, CO. Meeting will be held following the Swift Skeedaddle Snowshoe Race.

Adjournment at 7:58 p.m.

For additional details contact: trlrunner@aol.com or 719-573-4133.