

WHAT: ATRA Annual Meeting Minutes

WHEN: October 16, 2009 at 6:45pm

WHERE: Adam Chase's, 290 Hawthorne Ave., Boulder, CO

WHO: Adam Chase, Nancy Hobbs, Brandy Erholtz, Eric Black, Lisa Goldsmith, Katie Blackett, Andy Ames, Kate Lapidés, Terry Chiplin

Approval of 10/03/08 minutes:

Motion to approve: Adam Chase

2nd the motion: Eric Black

All in Favor

Treasury Report:

- Welcome To Brandy Erholtz who replaces Doug Laufer as ATRA Treasurer.
- The 2009 net balance is \$5756.00. The projected net balance based on preliminary budget for 2010 is \$2040.00.
- Mountain Running team generated a total income of \$54,995 in 2009 (\$32,157.50 in product sponsorship/\$20,500 in corporate cash sponsorship/\$2337.50 in cash donations via ATRA.)
- We are looking for a CPA to do 990's. Both Terry Chiplin and Katie Blackett have names they can contact as potential CPAs.
- ATRA currently maintains a Money Market account with Great Western Bank and two separate checking accounts (one at Great Western, one at US Bank)
- Currently we offer \$50.00/month for banner advertising on the ATRA website. Nancy Hobbs says, "We need to rethink the whole website and its value." Further, Adam concurs that "...the numbers are good enough to hire web design help and then raise advertising fees." A decision was made to send out a survey seeking feedback on the website. The survey will include their evaluation of what they want to see on the ATRA website, their expectations, and suggestions. It is agreed that our cost to advertisers is not commensurate with the value of the ATRA website. Nancy will generate the survey and post it in the next e-news (October 2009).
- \$250.00 was approved and added to 10 month budget for executive director 2009 stipend.
- Reiteration of magazine subscription benefits: \$25 level: receives *Running Times*/\$35 level receives *Running Times* and *Trail Runner* magazines. ATRA pays: \$2.50 to *Running Times* per subscription and \$9.95 to *Trail Runner*. New subscribers to *Ultrarunning* magazine receive a \$2 discount on annual subscription. Memberships with ATRA for individuals are 12-month period.

Newsletter:

- Sent out quarterly plus the addition of a periodic "e-news"
- Nancy has the template ready for the winter 2009 issue to come out this December. We are seeking stories and input for the upcoming edition.
- We talked of needing to generate/stimulate/cultivate more interaction via Facebook and ATRA website and also request articles for winter (and subsequent) edition of the newsletter.

Bylaws:

- Motion: Eric to update All American Trail Running Association to American Trail Running Association, Adam second, all in favor. Motion: Eric - to change bylaws

concerning terms of elected offices and resignation protocol: terms will be two (2) years, resignations will be replaced via electronic voting to serve out existing term.

Second the motion: Adam

All in favor

- Current Positions held: President: Adam Chase; Vice President: Ellen Miller; Treasurer: Brandy Erholtz; Secretary: Lisa Goldsmith

- Motion: Brandy – to approve keeping all current positions

Second the motion: Andy

All in Favor

Board of Directors:

- Approval to name Katie Blackett and Ian Torrence to current Advisory Board.
- Discussion followed that in the future, add geographic and age diversity to the Board

On-line Retailers:

- Discussion of number of associations with online retailers and offers by them for kickbacks to ATRA. Concluded to focus on one company with best offer. Bring on the highest bidder, giving Running Warehouse a chance to “first right of refusal.”
- Nancy will follow up with imAthlete.com concerning referrals compensation. Meanwhile it is agreed that their system/service has been very well received by all who have used it for registration of ATRA events and membership registration.
- Concerning Altrec: ATRA has received no more than \$19.00 in kick back in 2009, however the contractual agreement stipulated a minimum of \$400.00. Nancy will contact Altrec and discuss.

Membership:

- Current membership stands at 300 representing individuals, clubs and races.
- Discussion to add “How did you find us?” question on membership forms.
- Currently there are approximately 40 Corporate Members at \$100/year. Discussion to offer tiered membership to Corporations with placements of logos on website commensurate with tiered memberships. Ex: Homepage positioning, banner ads, etc.
- Further revamping of the calendar and rate differentials for placements and bold/color type for listings of events.
- Ideas to “put it out there” → mention ATRA benefits on Twitter and Facebook, outreach to member groups to place ATRA logo on their webpage, race websites should have ATRA logo placed.

Mountain Running Team:

- Sponsorship has changed for 2010 in that USATF will coordinate all of the sponsorships for the team and no sponsors can conflict with Nike per contractual agreement with USATF regarding USA teams. The USATF budget committee will consider and vote on funding for the US Mountain Running Team and US 100km team (anticipated vote by end of November). Nancy is in contact with Jim Estes from the national office of USATF and there is the potential of \$25,000 each to be budgeted for the 100k and mountain teams. The teams are not permitted without approval to obtain any further sponsors. Without the cash backing from USATF, the teams will consider fundraising opportunities, especially important if the USATF Budget Committee denies the budget request for the team. Several companies are very interested in sponsoring the US Mountain Team, but again, USATF has contractual obligations to Nike. Teva is no

longer manufacturing trail running shoes and will end their long relationship with the Mountain Running Team which has been very positive and supportive over the past eight years and ATRA thanks Teva for their support.

- Adam suggested that we refocus on growing ATRA instead of the narrow focus of seeking support for the Mountain Running Team. If the USATF comes through with a legitimate budget for the team this will free up resources to in fact work on the growth of ATRA.
- 2010 USA Mountain Running Team Selection races: anticipating bids from Mt. Washington (also anticipating bid to host the 2010 US Mountain Running Champs) 6/19/10 and Mt. Hood in late July (date TBD). Richard Bolt who is the USATF Oregon representative for mountain running is working with a race director for the Mt. Hood proposed event.

Skylrunning:

- Laurie van Houten at the International Skylrunning Federation proposes two events in the US prior to the Pikes Peak Ascent/Marathon.
- Eric suggested reducing the “elitism” of Skylrunning events to include broader based participation. In fact a question to Laurie is: “Do you want to increase numbers/mass participation or number of Elites only at Skylrunning events?”

Other Business:

- Vail Trail Summit, hosted by James Chung – proposed November 16-17. Nancy will attend on behalf of ATRA.
- Nancy will attend on behalf of ATRA, the USATF annual meeting in December.
- Event Involvement in 2010: Paint Mines (sponsor to be announced, possible outreach to Walmart) Vail Mountain Uphill 2/20/10 (100% fundraiser for USMRT). Ellen Miller and Hooker Lowe will organize the event.
- Next ATRA meeting: Fall 2010

Motion to adjourn at 8:40 pm: Adam

Second the motion: Eric

All in favor