



American Trail
Running Association

ATRA Meeting Minutes 10-13-2011 Conference Call – from 6PM to 7:25PM

Attendance: Nancy Hobbs, Adam Chase, Ellen Miller, Ian Torrence, Andy Ames, Katie Blackett, Eric Black, Doug Laufer, Lisa Goldsmith, Brian Powell, Richard Bolt, Tom Sobal.

Finances/Budget: The projected net for 2011 remains positive. Income is up and memberships are increasing. The Jay & Lily Johnson Foundation granted \$20,000 (paid at year-end 2010, but earmarked for 2011) to the U.S. Mountain Running Team via ATRA. We anticipate a continuation of the grant for future years. The inaugural Pikes Peak Road Ascent donated \$5/entrant to ATRA which covered an ATRA supporting membership for all entrants. We will approach the co-organizers (the Triple Crown of Running), to do the same level donation in 2012. This may be something we can promote to other events. There have been discussions with the XTERRA organizers in Colorado to have the Paint Mines 6k Trail Race as an XTERRA event for 2012. We are reviewing the benefits to the race. Nancy and Brandy are working on proposed budget for 2012 and will distribute to the board in December for review and approval.

E-Newsletter/E-Blasts: Danelle Ballengee reports positive response from inclusion of her Moab (November) event in the e-blasts. There was discussion of charging for e-blast inclusion, ie: inclusion is free for members and a \$50 charge for non-members. There was discussion as to whether a race will be permitted inclusion in an e-blast if it does not obtain sanctioning when this program is up and running. The board felt that advertising and sanctioning were two different programs and that any event could publicize on the website, in *Trail Times*, or in an e-blast.

Sanctioning Criteria: This program has been in the development phase for a number of years and over the past year has been revisited and tweaked to include a comprehensive list of sanctioning guidelines that the Board is ready to roll out in 2012. Following this meeting, Nancy will produce a survey which will be sent to runners and race directors for feedback on a proposed sanctioning program. The survey will be distributed within the next week with response deadline of November 15, at which time we should have a better idea of the sanctioning program's future. Benefits which were mentioned are that a sanction could aid race directors in gaining necessary permits, increase sponsorship interest, and attract new runners to the event. What remains...how the program will be funded and if a sanctioning board shall receive compensation. A proposed \$25 application fee was discussed, but other fees will be included in a survey question. There was discussion as to the number of years a sanction would be valid. Yearly renewal is agreed to be antagonistic and most unnecessary as many races/race directors remains the same. There needs to be review as the race/race directorship changes. Whatever the renewal interval, the question remains whether an additional fee or perhaps a nominal fee (\$5/10) would be assessed since the review of a previously sanctioned race should be simplified. There will indeed be further discussion and evolution of the Sanctioning Program.

International Skyrunning Federation: Nancy attended the meetings in Italy in July, 2011 as part of the Dolomites Sky Race in Canazei. There were about 12 international attendees. The meetings were positive and there was discussion on how to increase the Skyrunning presence in the U.S. Brandy Erholtz was in Italy to run the race and got a feel of a Skyrunning event first hand. She will be racing another Skyrunning event in two weeks in Malaysia. The criteria to be a Skyrunning event are perhaps prohibitive for many regions of the U.S. due to the required vertical gain and altitude criteria.

Paint Mines Race: The race netted \$733. The Boy Scout Troup in Calhan is responsible for aid station support and course markings and were provided a donation of \$250 for their terrific effort. Dan Cleveland was our announcer, Inov-8 provided some prizes, and the Colorado Running Company compiled and distributed the race results.

Pikes Peak Road Ascent: The first time race netted \$710 at \$5/ per entrant. This was a great first-time event. Nancy will meet with co-race director Ron Ilgen on October 14 to discuss the 2012 event. There has been discussion of adding a shorter distance event to Crystal Reservoir (about 6 miles) to the 11.6 mile to increase participation.

Outdoor Retailer: Nancy attended both winter and summer OR. It is agreed that the August event has greater impact for deal making since the scope is heavier in the trail running market. ATRA had a bad location at the venue at the summer OR which is unfortunate and decreased the traffic to almost nothing at the booth. Presence at both retailer shows seems functional to ATRA. We will review the presence of ATRA at OR and possibly just attend the summer event.

Facebook/Social Media: We have 1800 followers on Facebook. GooglePlus will soon have branding capability which Richard Bolt will keep us abreast of.

Elections: Elections are held every two years. Thus, the terms are for two years. President: Lisa Goldsmith nominates Adam Chase, Adam accepts, no other nominations, all agree, none oppose, none abstain.

Vice President: Adam nominates Ellen Miller, Ellen accepts, no other nominations, all agree, none oppose, none abstain

Secretary: Adam nominates Lisa, Lisa accepts, no other nominations, all agree, none oppose, none abstain

Treasurer: Nancy nominates Brandy, Brandy accepts in absentia, no other nominations, all agree, none oppose, none abstain

Membership: There are 590 current members (all-time high) with 163 awaiting renewal. Includes individual, race, club, and corporate memberships.

Website: Discussion of checking on present website ad rates and possible increase commensurate with traffic. Brian Powell will look into this and let Nancy know if ad prices should be increased.

Calendar/Event Involvement: Paint Mines is 7/28/2012; PPRA is 9/16/2012; Vail Uphill is 2/11 or 2/12/2012 and is now a part of the Winter Teva Mountain Games therefore monies going to the U.S. Mountain Running Team may not continue. Ellen is working with the organizers and will provide updates. There was a comment from Brandy Erholtz pre-meeting whether we could group events by up-only designation and up/down designation. There continues to be a large number of first-time events in the calendar. In 2011, there were (U.S. and international), more than 2,500 confirmed event dates.

Magazine relationships: *Trail Runner* Magazine is increasing frequency from 6 issues to 8 issues/yr., and therefore is raising our rate for each subscription. *Running Times* rate will remain constant as far as we know. Additionally, *UltraRunning* magazine continues to offer \$2 off its subscription to ATRA (new) members. There was discussion as to whether to increase our member rates – which would be the first time in many years – to \$40 to receive both *Trail Runner* and *Running Times* magazines, and remain at \$25 for just *Running Times*. The

supporting membership will remain at \$10. Each level of membership will receive *Trail Times*, our quarterly e-Newsletter. The increase was approved.

Partnerships: OrthoLite continued its involvement, this year with a \$6000 donation. Any ideas for other potential partners are welcome, encouraged, needed. Adam introduced the idea as an incentive to potential partners of direct sales whereby their product is offered at a greatly reduced rate with a portion of that going to ATRA. For example: Rudy Project offers \$179 glasses for \$100 to members and \$20 goes to ATRA.

Annual Meeting: Nancy will attend the annual USATF meeting in St; Louis on December 2-4. Ellen and Richard are also attending. The Mountain Ultra Trail meetings are on Friday, December 2 and Saturday December 3.

Next ATRA Board Meeting: Potentially in January, post-review of sanctioning survey results.