

**AATRA meeting minutes - Friday, September 29, 2006**  
**Potluck – Frisco Town Hall Council Chambers 1<sup>st</sup> & Main**  
**Frisco, CO**  
**Called to order at 7:42 p.m.**

**Attendance:** Danelle Ballengee, Eric Black, John Chapman, Adam Chase, Elinor Fish, Elliott Henry, Nancy Hobbs, Doug Laufer, Ellen Miller, David Munk, Keri Nelson

**Minutes from last meeting (September 30, 2005) for approval:** Danelle motion to approve, Eric second, unanimous approval.

**Membership:** Renewals run about 50-100/quarter and are sent with newsletter and/or by e-mail. We have 183 members (not including the renewals). We have been hovering between 200-350 members for the past few years. We have had good growth in the club, race, and corporate categories.

**Running Times and Trail Runner magazine:** We have seen one ad in *Running Times* for AATRA, no ads in *Trail Runner* magazine recently. When we started our relationship with *Trail Runner* seven years ago (when the magazine started) we were getting ½ page ad in every issue to promote AATRA. We asked if we could do some kind of membership program through the magazine websites. Sending the membership information is time consuming to *Trail Runner* – all forms have to be copied. It is easier with *Running Times*, just an XL spreadsheet. It is a redundant system with *Trail Runner*. We asked Elinor if a better system could be in place with *Trail Runner* and she said she would help this process of having *Trail Runner* be more supportive of AATRA and will work on with Nancy. Adam will check with *Running Times* about other a better link on the website, but did say there have been some changes lately to the site. Elinor said the *Trail Runner* magazine site is undergoing change.

**Promotion:** John suggested incentives to existing members for bringing in new members to the association. Perhaps a T-shirt. We have done some postcards in runner race bags to promote AATRA. There was a suggestion to not include a membership form on the postcard, but to include the website (which links to active.com). Adam and Nancy will also discuss with Teva a way for the Teva Running Club to include AATRA membership with their program.

**AATRA Name Change:** Dave Mackey brought up in an e-mail today an idea about changing the name of our association. There was discussion of different names and looks for the logo. Adam made a motion to change the name to American Trail Running Association (ATRA), Elliott second, unanimous. Elliott will work with Nancy on dropping the first “A” in the logo. Adam says we can DBA (do business as) American Trail Running Association without changing our bylaws. We started our association as American Trail Running Association and our initial articles had this as our official name.

**Finances:** Doug reported on the revenue and expenses for AATRA. Last year he filed a 990 with the IRS even though we were under the \$25,000 in revenue. We are doing better on maintaining our revenue. There was a question about the revenue for the mountain team in 2005 and Nancy reported that the New Zealand Local Organizing Committee had provided an athlete subvention (funds for each athlete for travel as NZ was a more expensive destination and the subvention was part of NZ bid to host the World Trophy). The subvention was approximately \$300 per team member. We also discussed the qualifying process for the mountain team, how the selection races are chosen, and the relationship between AATRA, USATF, WMRA, and the IAAF. The USATF Mountain Ultra Trail Council hears bids for selection races and makes a decision at the annual meeting (December) and now considers just one at-large selection spot so the process is based on performance at the selection races. AATRA manages only the funding and sponsorship for the team. Athletes sign a code of conduct with AATRA during the World Trophy events. The IAAF recognizes USATF as the member federation and therefore the delegate to the WMRA is a USATF representative (our US delegate is Rich Bolt). The IAAF provides a grant to the WMRA for the member federations which, in our case, goes to USATF (although most federations like the USA receive the funds at the World Trophy to disburse directly to the athletes).

**Dues:** The RRCA dues will be paid in January 1. The dues covers membership and also insurance, both D and O (Directors and Officers/errors and omissions) and participant insurance (for events and meetings). We also have our non profit 501 ( c ) 3 status under the RRCA umbrella. The dues runs about \$900 per year.

**Newsletter:** Nancy needs submissions for the newsletter. Both Elinor and Adam in their editorial capacity for magazines get lots of copy they can't use in the magazines. They will review and send some articles to Nancy for publication. The next newsletter will be published later this month in advance of the USATF annual meeting so that copies can also be taken for distribution at the meeting.

**Website:** Elliott reported on corporate/club/race members listed on the home page and that these categories are growing. He also reported that the calendar is the most accessed page. The state trails page is also heavily used. There are two banner ads on the site. The bold/highlighting program for events has been used this year and brings in some additional funds for AATRA. We need to continue to promote this to our member events and other events.

**Mountain Team – results from Uludag, Turkey 2006; dates 2007:** Nancy and Ellen reported on the team experience in Turkey which was excellent this year. The respective divisions – mens, womens, junior men – all had best-ever performances, led by the womens gold medal. The team staff was super this year and we plan to have the same staff for 2007 when the event will be held in Switzerland. Vail is considering a bid to host the 2009, 25<sup>th</sup> anniversary event.

**Event Involvement '06, '07:** Danelle has turned over the Swift Skeedaddle events to the Town of Frisco. We are still working with the Danielesque Race which will be held next weekend. We are looking at two new events for involvement in 2007 to include a cross country race in Colorado Springs on January 20 and the Mt. Tam proposed selection race for the 2007 Mountain Team July 15, 2007. More details will follow.

**Calendar:** AATRA has the best trail/mountain running calendar available. Elinor asked whether the duplication of efforts on assembling a calendar made sense. Requests often come to AATRA to sort calendar by date, distance, state, or region which we provide. Doug mentioned that he had requested a listing of trail marathons in the past as an example. The AATRA database has approximately 1100 events with confirmed dates in 2006 and Nancy is working on the 2007 calendar.

## **Other Business**

**Championships:** John stated that Steamboat Springs is interested in hosting the 10Km Trail Champs in 2007 and will present at bid at the USATF meetings. He has sponsorship confirmed and is working with the town on other event needs.

**IAU Trail Champs:** Nancy was asked a few years ago by the IAU (International Association of Ultrarunners) to head up a task force to look into a world ultra trail championship. The task force discussed different options to include distance, terrain, location and it has been suggested that Sunmart 50 Miler host in December 2006 the first IAU World Trail Ultra Challenge. Roy Pirrung has been instrumental in working with the Sunmart organizers on the event and selection criteria for international participation (of foreign runners). Details will be discussed and hopefully ironed out during the IAU Congress in Seoul, South Korea on October 8. Nancy will attend the Congress meeting.

**USATF Article:** Adam is working on an article for *Running Times* about the benefits of membership with USATF and will feature comments by runners and staff of USATF.

**Next meeting Date: Saturday, January 20, 2007 in Colorado Springs.** More details to follow.

Meeting adjourned at 9:42 p.m.

Special thanks to Seth Blackmer, Special Events Coordinator, Town of Frisco and Mike Heaston, race director for 24 Hours of Frisco, for hosting our meeting.