

ATRA Meeting Minutes – September 29, 2007 – 6:15 PM

Chris Vanoni, RRCA State Representative, hosted the meeting at her home in Denver, CO prior to the RRCA Colorado State Meeting. Thanks to Chris for a great pasta feed!

Attendance: Adam Feerst, John Gardner, Elliott Henry, Nancy Hobbs, Bonnie Keefe, Doug Laufer, Lisa Paige, Steve Rex, Cathy Rossett, Ken Simons, Doug Smith, Paul Vanderheiden, Chris Vanoni, Mike Vanoni

Minutes from last meeting (September 29, 2006) for approval: Elliott Henry motioned to approve, Doug Laufer second. Minutes approved.

Finances: Doug Laufer provided the financial report. There is an increase in income during the past few years, primarily due to the sponsorship that comes from the Teva U.S. Mountain Running Team. The funds come in and are distributed to the mountain team members to assist with their travel to the World Mountain Running Trophy. Approximately \$30,000 budget. The other income producers are memberships, donations, advertising on the website, race organizing. Doug explained that each of the members receive *Trail Runner* and *Running Times* magazines as part of their membership.

Newsletter: We produce a quarterly newsletter and always appreciate articles and stories. The next issue is due out in December – the winter 2007 issue.

Elections: The proposed slate of officers for the coming year includes: Adam Chase, president; Ellen Miller, vice president; Doug Laufer, treasurer; and secretary to be appointed at a later date. Elliott motion to accept the slate, Nancy Hobbs second. The advisory board will include Dave Mackey, Anita Ortiz, Galen Burrell, Tom Sobal, Eric Black, Danelle Ballengee. Anyone interested in serving as an officer, or advisor is welcome to contact our offices.

Website: Elliott reported that the calendar, with more than 1,000 events, is the most visited page on the www.trailrunner.com site. The calendar is updated at least monthly. The average visits per day are 1,900 (home page hits) up from 1,200 or 1,300 from 2006. The Trails page receives about 2-3 new trails per week and is growing. The mountain team articles stay current and now there is also a separate site, www.usmrt.com, which is dedicated to the team. Paul Kirsch, race director and USATF Mountain Ultra Trail Championships chair, is the designer and webmaster for the page. Adam Feerst asked if the calendar could be sorted by region. Elliott will work on this. Elliott also mentioned that some calendar entries are highlighted in yellow (cost is \$10/year to the event) and others are in bold (denote an ATRA race member). Adam Feerst also asked if there could be a separate section for trail clubs, perhaps as a new link since there are some active trail clubs across the country.

Mountain Team 2007/2008/2009; sponsorships and results from '07: Nancy reported on the results for this year's Teva U.S. Mountain Running Team which included a gold medal for the senior women (first out of 20 full teams), silver for the junior women (22 countries participated), and the first-ever individual medal for a woman – Laura Haefeli with bronze. The junior men finished in 11th out of 16 teams and the senior men finished 9th out of 25 full teams. Next year is an uphill only year and will be held in Crans Montana, Switzerland. Steamboat Springs submitted a bid to host the Trophy in 2009 and must comply with some requests for course changes, transportation support from DIA, and hotel room block. Nancy is hopeful that Teva will return as the title sponsor for the team and several other sponsors have indicated their interest in continuing as sponsors, and some new sponsors have indicated interest. Selection races for the 2008 team will be announced in December at the USATF Annual Convention. Presently we anticipate bids from the Mt. Washington Race (June 21) in Gorham, NH which has also indicated interest in hosting the USA Mountain Running Championships, and the Berry Picker Trail Race in Vail (July 20). The Berry Picker is mostly single track, steep, and a good mirror

for a World Trophy Course. The distance is between 5-6 miles and the staff at Vail Recreation District will GPS the route prior to the snow season. Adam Feerst suggested the Squaw Mountain Uphill as a potential host. The event is held in early August and is a great uphill course.

Event Involvement '07 and '08: ATRA put on several races in 2007 to include the Colorado Running Company Cross Country Caper on January 20 (a bitter cold and snowy day with about 38 finishers), and the Teva Paint Mines 6k in Calhan, CO, on Tuesday evening, July 24 with approximately 90 participants. We were also involved in the logistics and administration for the final Teva U.S. Mountain Running team selection race on July 15 in Sausalito, CA – the Mt. Tam Trophy Race, with 60 registrants and nearly 40 finishers. We also supported the Kokopelli Kids Series May 4, 11, 25 in Colorado Springs. In 2008, we are considering the Caper and the Paint Mines race again and have also been approached about doing an uphill snowshoe race in Vail this February. In order for ATRA to be involved/insuring an event, we must be totally involved with the administration of the event and not just a partner. Therefore we won't provide insurance to the Kokopelli Kids Series, but suggest that they join the RRCA as a member club for insurance purposes. We will of course support the series in promotion and advertising if requested to assist in this way. The Danielesque Run that we supported for a number of years, was not held this year and may return in 2008.

Magazine relationships: We have now finalized an agreement with *Trail Runner* magazine to provide the memberships in XL file as opposed to hard copy. This will save much time. Now both *Running Times* and *Trail Runner* magazine subscriptions will be sent to the respective magazines at the same time. The most recent batch was sent on September 27. We anticipate the subscriptions will be sent monthly.

Other Business: Nancy provided some information about the history of ATRA, its organization and mission, to the new attendees to the meeting.

Next meeting Date: We will have up to two meetings in 2008, one in February if there is a snowshoe race held in Vail, and a fall meeting in September, hopefully in Frisco in conjunction with the Salomon Equinox. Proposed date - September 19 for an evening meeting. Meeting adjourned at 6:55 p.m.

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