

## ATRA Meeting Minutes – October, 20, 2010 - 6pm



**Attendance by Conference call:** Nancy Hobbs (*Executive Director*), Adam Chase (*President*), Ellen Miller (*Vice President*), Elliott Henry (*Webmaster*), Brandy Ehrholtz (*Treasurer*), Katie Blackett (*Advisory Board*), Danelle Ballengee (*Advisory Board*), Eric Black (*Advisory Board*), Andy Ames (*Advisory Board*), Tom Sobal (*Advisory Board*), Lisa Goldsmith (*Secretary*), Ian Torrence (*Advisory Board*).

### **Approval of Minutes:**

Motion to Approve Minutes 10/16/09: Adam Chase

2<sup>nd</sup> Motion: Brandy Erholtz

All in Favor

### **Finances/Budget 2011:**

- **Brandy Erholtz, Treasurer**, reports that ATRA is in “good standing” with higher than anticipated funds from advertising, donations, membership, and mountain running team contributions.
- Have filed 990’s with a need to still file Schedule A; met with CPA to get direction on the filing of the Schedule A and will send in the forms this week.
- **INCOME:** Projecting a total of **\$14,000** in membership for 2011 based on present total in 2010 of \$12,945 with 2 months remaining in the calendar year.
- Majority of dues comes from Individual membership with the Corporate dues contributing 45% @ \$100 per. Races & Clubs’ dues @ \$50 per. A decision was made to increase the annual highlighting in yellow in the online calendar from \$10 → \$25.
- **Please send ideas to Nancy regarding increasing/changing offers to corporate members so that a higher dues rate will be attractive and warranted.** For instance, positioning of advertising on website.
- Nancy will have conversation with IM Athlete on ideas to increase ATRA’s revenue from referrals, or other sources. The 2010 total: \$7.17
- **EXPENSES:** ATRA save more than \$1200 this year by switching to e-publication of newsletter!
- Still forthcoming to ATRA is \$1500 from 2009 Mountain Team Sponsor, Windermere.
- Motion to Approve salary increase of \$250/mo. to Nancy Hobbs: Lisa Goldsmith  
2<sup>nd</sup> Motion: Brandy  
All are in Favor
- Motion to Approve a year end Bonus to Nancy per budget allowance to meet a \$12,000/yr total salary: Adam  
2<sup>nd</sup>: Elliot Henry  
All are in Favor  
Nancy will send budget updates.

### **E-Newsletter & E Blasts – frequency and stats**

- 8 e-Blasts
- 9 renewal notices; ongoing throughout the year. Also sending renewal “teasers” to members who have not been active in a few years.
- Greening survey had a successful response rate.
- 2 calendar of events call out for 2011 dates. Will be sending out more notifications for race dates in the coming months.

**Elections** – none held this year. Elections again in 2011.

**Membership** – update on current members

- 420 current/some are also up for renewal.
- Confirmation from Nancy that renewal notices do contain reminder of incentives which include Trail Runner magazine and Running Times at the \$35 level.
- Idea to contact trail running camps to include membership to ATRA in camp fees
- Idea to consider auto-renewal from Katie Blackett

**Website** -

- **Elliot Henry, web designer** redesigned site and report the calendar page is the most visited page.

**Ad Rates – Newsletter & website**

- no changes proposed for established outline of rates

**Calendar 2011 – Sponsors**

- there are 1200 RD in database; need to contact and review opportunity on calendar
- **IDEAS WELCOME for improvement & revenue-generating**

**Event Involvement 2011 – Grow the Pie!**

- Adam strongly advising to skip Outdoor Retailer in January in SLC as the focus then is Skiing/Snowshoeing and they wouldn't be doing the Endurance Zone which was a primary reason for attending. "Big Hit" is in August, and all resources should be focused there for ATRA. Nancy will contact the OR representatives and follow up on the OR shows.
- Adam further contributed the idea of gathering "heads of state" in the sport, ie: Vasque, Montrail, Salomon, etc., to discuss how to "grow the pie instead of fighting over the pie."
- Other ways to increase exposure at events:  
Include ATRA membership on "menu" as a "merchandise add on" on the registration page for events
- IDEA: Tom Sobal and Nancy will discuss the concept of an "ATRA Approval" rating for races/events. Ian Torrence will also be part of this "task force."
- ALSO: Danelle Ballengee suggested the possibility of including a "rate this race" opportunity per event

**Magazine Relationships – Running Times, Trail Runner Magazine, Ultra Running**

- Relationships remain in good standing
- Nancy mentioned possible inclusion of "Marathon & Beyond" and will contact the editors to discuss.

**Other Items**

- Continuing partnerships: Ortholite
- **Please alert with contacts for possible partnerships!**

**Next meeting date:**

Proposal to meet via conference call on a quarterly basis; next date: 1/2011