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**ATRA meeting – June 20, 2013 – 6PM MST
Stanley Hotel, Estes Park, CO**

Attendance: Nancy Hobbs, Adam Chase, Brandy Erholtz, Terry Chiplin, Mary Zemansky, Monica Smith, Sandy Saffold, Dave Felkley, Allison Pattillo, Basit Mustafa, Ellen Miller. Rich Bolt per Google Hangout, Speaker phone attendees: Andy Ames, Adam Feerst, Ian Torrence.

Approved minutes from April 16, 2013 meeting.

Secretary: The position of secretary will be posted. For today's meeting, Ellen Miller has volunteered to take notes.

Finances/Budget 2012-13; Taxes Filed: Finances/Budget: Nancy and Brandy filed the taxes for ATRA in April. The 990s are published on the Colorado Secretary of State website under charitable organizations. Budget distributed to attendees. \$15,727 income, \$13,758 expenses to date in 2013.

Facebook/Social media updates: Monica Smith is the new ATRA Social media goddess and has been driving our Twitter feed and creating engagement. Since Monica has been at the ATRA Twitter-helm she's grown our followers 238% - the biggest gain for any of our social media channels. Facebook is up 21% and Google+ up 28%. Overall, followership on ATRA's Twitter, Facebook and Google+ pages is up 36% in the past month. Facebook page has 1600 total followers. Facebook Group is also growing - up 300 members in the last month - total = 2872. Changed group privacy setting to "Closed" due to spam issues. Non-members will no longer be able to see group posts or comment. Several new posts on the [ATRA blog](#). [Update to trailrunner.com calendar page](#) to include ATRA Event Standards races.

Follow ATRA online:

Google+ <https://plus.google.com/u/0/b/100680082524806709553/100680082524806709553/posts>

Facebook Group: <https://www.facebook.com/groups/60519001855/>

Facebook Page: <https://www.facebook.com/pages/American-Trail-Running-Association/217164338303608>

Twitter: <https://twitter.com/ATRAtrailrunner>

ATRA Blog: <http://atratrailrunner.blogspot.com/>

Nancy will follow up with a story on Examiner.com recapping the Trail Running Conference, which will be posted on the ATRA blog.

Capital Campaign/Fundraising: Tabled until next meeting. Katie Blackett has been helping ATRA with this topic and was unable to attend the meeting.

ATRA Event Standards: A new page on our website will be created for the listing of events that meet the standards. Now the listing is above the fold on the calendar page. We discussed guidelines and suggestions for race directors be posted in a document on the ATRA website related to cancelling races in case of mud/weather, other issues. These types of policy guidelines can be helpful to RDs. ATRA will work on this as a new initiative.

Trail Advocacy: We will set up a task force to include Adam Feerst, Ellen Miller, Buzz Burrell, and others, with one plan to designate a new page on our website to trail advocacy. We plan to compile, with the help of our constituents, a list by State of opportunities to do trail work/maintenance. Adam will connect Mark Eller (IMBA) with Ellen for talks regarding how ATRA can model itself after IMBA in regards to trail advocacy. Ellen suggested that a partnership with IMBA might greatly benefit ATRA. We also need to reach out to Land Management Agencies and let them know that our group supports them and that we want to be involved in a positive way. Trail runners should have a seat at the table (of permitting agencies, trail building organizations) when discussing building and improving trails, trail access, events, etc.

Outdoor Retailer – August 2013: Richard Bolt will represent ATRA at Outdoor Retailer. He will broadcast from OR via our social media channels and show latest gear via photos and video, and highlight what is going on at our corporate member booths.

Sock sales/bumper stickers: Nancy reported that thus far we have sold 1/3 of the ATRA socks (80 pairs left to sell). This is a fundraiser for ATRA and the socks are \$10/pair. Orders can be processed through the mail and are \$15 (which includes postage) for one pair, \$25 for two pairs. Bumper stickers are available free of charge which we distribute at events and with any sock purchase.

High Altitude Mile: A high Altitude Mile – an invitational race atop Pikes Peak, is in the early planning phases and is proposed for this August. Once there is more information, Nancy will post on the ATRA site.

Other Business: Vail Uphill: Ellen reported that the Teva Mountain Games – winter edition, will not be held for the next two years. Therefore, the Vail winter uphill race that has been part of the program will be held as a stand-alone event on Saturday, February 22, 2014. Ellen would like the event to be a fundraiser for the U.S. Mountain Team as it has been in the past.

Next ATRA meeting: fall 2013

Meeting adjourned: 6:35PM

*** On Friday, June 22, 2013, Susan Farago, Trailhead Running, accepted the position of secretary for ATRA. Thank you to Susan and welcome to ATRA!**