

ATRA Annual Meeting

November 28, 2017 – Conference Call – called to order at 6:01PM

Attendance:

- Nancy Hobbs
- Adam Chase
- Brandy Erholtz
- Eve Mills
- Andy Ames
- Ian Torrence
- Peter Maksimow
- Tom Sobal
- Doug Laufer
- Terry Chiplin
- Richard Bolt
- Eric Black (joined at 6:05)

1. Elections were the first item of business. (Adam) We had a consensus to re-elect current positions by acclamation as all people in current positions were willing to continue serving and there was no new interest in the positions. Positions will remain as follows:

Adam Chase-President

Ellen Miler-Vice President

Brandy Erholtz—Secretary

Eve Mills-Treasurer

2. Finance/Budget (Eve): Eve sent out the budget spreadsheet prior to the meeting for all to view in advance of the meeting. She started by asking if there were any questions. None were asked. Overall, we are in good shape. Went over profit/loss of 3rd quarter. We've had an increase in member growth. Numbers are a bit down from last year at this time but overall, we are on track. Our expenses increased with consulting fees so we always need to make sure we have enough funds for these. We are currently sitting with \$96,000 in the bank in reserves. There were no additional questions or comments. Adam gave Kudos to Nancy, Richard and Peter for continuing to drive membership numbers up.
3. Memberships (Nancy): We have 700 members across all categories. 170-Trail Times (\$15/year)

261—either with Runner's World and or RW/Trail Runner combo

70 Ragnar Trail --warriors— this is new for 2017 (added in May)

Clubs & Corporate Levels

Total membership 2017 budget \$55,000 and now we are year to date \$74, 490 in membership.

We expect this to continue to rise with our new initiatives (to be discussed later). Adam asked where the increases mainly come from. Nancy said we can attribute much of the growth to our monthly e newsletter. In the monthly newsletter, we've been giving away entries to races, socks, etc. In order to be eligible for the prizes, people must be ATRA members.

There was a question on the trail warriors (\$1000 switchback level membership for Ragnar) from Adam. He was clarifying it's basically no expense to us as the members do not get magazine subscriptions.

Nancy foresees us gaining additional membership at this level with our new insurance initiative.

4. Independent Non-Profit 503c: We were officially granted 503c status retroactive June 2017. It took a lot of documentation. We secured our ATRA D and O Insurance through the Nicholas group. Liability—\$783/year – and the check has been sent to activate as of January 2018.

Adam asked how we knew to get involved with the insurance initiative. Nancy explained with our approval of our independence in June she'd been talking to the Nicholas group which is local to CO Springs. She and Peter have been meeting with them to get quotes. We did a soft launch in October and the process will become automated January 1, 2018. We've had steady inquiries from race directors (at least 50) since the launch. Coverage is unique in that it is specific for trail running and snowshoe events.

Adam asked a question about the main benefit being to the Nicholas group. Nancy explained we're being given a competitive rate; slightly lower than other quotes. In order for races to utilize this benefit, they must be ATRA members.

How will people find out? (Adam) Nancy explained we'll be direct emailing all race directors in our data base and also some word of mouth. Richard has also put some information on the website. There is no kick back to ATRA at this time but it could drive membership as this is a prerequisite to the program. We'll also have a slight increase in membership fees—race \$75-95, \$150-\$200—corporate. AT the end of 2018, we'll re-evaluate the program for 2019. Races must meet a certain number of "insured". Eve asked how we verify memberships. Nancy's been doing this. It'll be automatic in the future.

5. Membership/Newsletter— (Nancy): Our monthly e-newsletter is distributed to 22,000+ with about a 21-25% open rate. We also send out a separate e- newsletter to race directors. We've given away over \$8000 in entries, magazines and socks to our members! Our soap promotion is still going well and we'd like to continue working with the same company in the future. We have about 200 bars left. Nancy will be bringing some to the USATF convention.

6. Trail Ambassador Program (Nancy): This was a new initiative this year. We've been doing one/month. It's been geographically diverse across the U.S. with 5 women/7men highlighted in this first year; we'll continue to see this grow. Sponsors have been CamelBak, Adidas, and OrthoLite. Both CamelBak and Adidas will support for 2018. We are waiting to hear back from OrthoLite on involvement for 2018. Adam asked how we have been getting our nominations for this program. Nancy has been doing e-news asking for nominations. We have 2-3 lined up for 2018 already.
7. Social Media (Richard): Richard sent a summary ahead of time for all of us to view so he didn't feel a need to read the information to us. Asked if there were any questions. Adam had a question around "organic search". Richard explained terms like trail running, trail races, etc. often bring inquires to our site and then link to our race calendar as this is what we've been known for the longest. Overall, all of our numbers are up in terms of followers with the exception of Facebook but this is to be expected as we are not using "paid" ads. We could potentially look into this in the future but would need to be thoughtful/strategic for it to make sense. A couple of interesting trends is our demographics are now almost 50/50 male/female whereas it used to be closer to a 60/40 split. In general, there seems to be a trend of increasing females participating in our sport which is why we want to continue to generate female specific content. Peter has been working on this as well. Another interesting trend is our users are now almost split 50/50 on use of tablets/phones and desk-tops. We've added social media accounts: Instagram & a You Tube channel. Nancy's posted a lot of great videos on our YouTube channel.

Eric Black commented on his local running store seeing the greatest increase in profits in women's trail running shoes/gear.

Richard will continue to work on revamping the website and making information easier to find. Mentioned the "explore" menu, Trekker projects and find a trail which is our most popular. We are no longer using the widget (Run Repeat) from the European company to find a shoe. Adam had concerns up front about this. We don't want to associate with their affiliates at Google—just used to draw numbers/clicks not necessarily good content. We also don't have any data showing people were using our website for this to begin with.

A little discussion happened around newsprint. Competitor has gone away. Motiv Running may be the new up and coming place for true runners to get information. Brian Metzler (Peter) attracting new runner, middle of the pack and current/relevant topics. Great peers/reputable sources. Peter has spoken to Brian about becoming a member of ATRA—needs to follow-up. Adam also spoke highly of Motiv Runner. Ultra Running is doing better than years past.

8. Presence at Events (Nancy)—we budgeted for more money this year to allow for travel and it's been a very successful endeavor. Peter, Richard and Nancy have all travelled. Nancy/Richard sometimes wear two hats—one for USATF liaison and one for ATRA. We've had tables set up at Western State, OR (Winter & Summer), Pikes Peak, USATF and the US Trail Running Conference.

Having a physical presence at events has helped educate people and will hopefully get people coming to us for resources viewing us as experts in the field. It has also reinforced our credentials. Good conversations with people. We've budgeted for this again in 2018.

9. US Trail Running Conference (Nancy)—Nancy, Eve, Richard and Peter were all in attendance. Terry Chiplin was on the call—extremely successful event. Terry donated \$1700 to ATRA from the conference. After the event there have been some surveys sent out to help plan for 2018 which will be held in San Luis Obispo. The goal is for the event to move venues across the U.S. over time. Active at Altitude is a partner. Peter is excited about the event.
10. Initiatives: Our mission in 2017 was community. In 2018 our theme will be Stewardship—Leaving a Lasting Legacy. One of the programs “View from the Back.” We will be taking a grassroots approach and want to reach all. (From kids to elite and everyone in between). We hope to increase our steep and rocky numbers in 2018 and have some other fun plans for 2018.
11. Other (Adam)—on a recent trip to Europe. Adam was asked by Lauri and Marino if ATRA would want to take over SkyRunning in the US, or perhaps form a partnership in US Sky Running. It would be a neutral endeavor in 2018. Ian Sharman parted ways on good terms. Adam would hate to see sky running die. Briefly talked about competition in Europe for races with governing bodies (new Golden Series by Solomon) and conflict of interest. (UTMB and Skyman were also referenced.) Andy asked if the goal was to get existing races under a new umbrella – four races in USA – RUT, Broken Arrow, Flag, one more – prize for overall series. The goal would be to grow ATRA in 2019 and beyond. Richard raised a few concerns around conflict of interest and workload. Nancy suggested a future call with Adam, Richard, Peter and herself and Andy said he would be happy to be part of the call as well.
12. Any other business? Richard shared he is a steering member of ITRA committee—USATF rep. He took this role as he is interested in what is going on and how it affects our sport. He wants to keep us educated and informed on how this will affect the different governing bodies and world championships.

Concerns: Itra modifying classification system of trail races—confusing. Mostly world champs—IAAF. Strategy ITRA evolved to include federations.

Richard explained a brief overview of ITRA and the connection between the various federations and governing bodies' w/in mountain and trail running. It's a bit confusing. He's happy to share more information if anyone has any questions.

One other item, Ellen asked Nancy to share the date of the winter uphill race in Vail. (Feb. 18th) In the past this race has been a fundraiser for the U.S. Mountain Running team. Ellen's working with Vail Rec to see if some of the generated funds can still be donated.

Nancy also reminded all of us board members/advisors to share/like posts via social media as we want to continue to grow our membership/awareness.

Nancy mentioned that surveys via ATRA have been conducted after USATF championship events (Moab, Cranmore, Birkie); Also conducted a spring survey. The survey results are shared with our switchback members and above. US Trail Running Conference post event survey and to assist with planning 2018.

Nancy will be heading to WMRA meetings sometime in January or February. Jonathan Wyatt is the new president and has been doing an awesome job so far. Nancy was re-elected as treasurer for the WMRA.

Adam added a special thanks to Nancy for all she does for our sport and to Terry who donated the \$1700 from the trail conference to ATRA.

Meeting was adjourned at 7:20 PM.
