

ATRA Annual Meeting Minutes

Meeting Date: December 11, 2018 – Conference Call – 6PM MST

Called to order by president Adam Chase at 6:01PM MST.

Attendance: Brandy Erholtz, Nancy Hobbs, Adam Chase, Peter Maksimow, Terry Chiplin, Eric Black, Eve Mills, Ian Torrence, Andy Ames

Notes/Agenda

1. **Roll Call;** attendance noted of above attendees.
2. **Officer Election;** all current officers were willing and able to continue serving in their respective roles. To save time, we voted by acclamation.
Adam Chase will continue as president.
Ellen Miller will continue as vice president.
Brandy Erholtz will continue as secretary.
Eve Mills will continue as treasurer.

Andy made the motion, Ian second. Unanimous, motion carried.

3. **Finances:** The finance report was prepared and sent in advance for all to view. Overall, we are in the positive. Eve noted we have a significant amount of money currently sitting in reserves. She proposed looking at investment options for this money; perhaps a CD or something that could earn more interest than a traditional bank account. Adam asked how much she thought was reasonable. Depending on when payments are upcoming/due, she suggested up to 50% of the current money in reserves be invested. Everyone agreed this was something to look into.

4. **Membership Numbers:** Nancy reported on membership numbers.
With *Trail Runner* magazine – 247; With just *Trail Times* – 226; Renewals (past two months) – 56
Invoiced corporate/race = 31; Corporate – 95 single track; 11 double track; 15 switchback; steep and rock 4; all terrain 1; Individual members = 473; corporate = 136 (and invoiced another 31 out there) There are a number of lapsed memberships currently out for renewal as well.

5. **Social Media:** Richard sent the social media report for all to view in advance. There were no questions. Any engagement from the board is encouraged and welcomed to continue gaining presence/awareness. Articles are welcomed also. Adam noted polls seem to generate good engagement.

6. Year in Review:

- We've increased our visibility by attending events (Outdoor Retailer, The Running Event, USATF National Championships/Annual Conference, Trail Running Conference, and RRCA). It's been an overall positive year.

- Nancy, Richard, Tayte & Peter have phone conferences at least twice a month to touch base, share, brainstorm and update each other on ideas.
- The e-newsletter is also reaching large numbers. (e-distributed to 21,000 on Constant Contact and 43,000 on Pinpointe – two services with different templates and offerings to target audience)
- Tayte & his column #TayteOnTrails #TrailTipsTuesday have been awesome and well received.
- View from the Pack – one per month since May, presented by RaidLight. Trail Ambassadors – monthly. Presented by CamelBak with support from adidas outdoor, LEKI USA, CEP Compression.
- Updating the event calendar has been a huge project on the website. All the ATRA team are involved with the updates.
- Peter also shared a few updates in terms of opportunities and partnerships. Skyrunning would like to work closely with us. Peter shared his “plogging” for his 40th birthday and the positive response it gathered on social media. He’d like to see a larger scale movement and has been reaching out to companies to see if we could potentially get “reusable” trash bags with the ATRA label. He also reiterated the importance of ATRA at running events and making relationships with current/future sponsors.
- Pikes Peak Marathon/Ascent was a successful event with a large International field as it was part of Solomon’s Golden Trail Series.
- The Running Event was a great event. Some great panels and documentaries.

Nancy shared a note from OrthoLite which confirmed a positive relationship with ATRA. (from marketing director Dan Legor to his OrthoLite colleagues and copied to Nancy, *Just a reminder that we continue to support ATRA/American Trail Running Association in 2018 and will continue do so in 2019. You can see half way down the page of their current newsletter we received a nice shout out for our continued support - going on 12 years. As many of you may or may not know, many of our brand partners support this great organization for their continued efforts to not only promote the sport of trail running and running in general but for all the other great work they do around advocacy for the sport and land preservation in addition to providing access to great running all over the country in addition to events throughout the year. ATRA also has a very passionate and committed board of directors that are advocates for the sport and for the OrthoLite brand. Please take moment to check out their site and list of OrthoLite brand partners that also support this great organization.* <https://trailrunner.com>)

7. 2019 Budget Proposal: Nancy will send out for officers/board members to review/discuss via email.

8. Insurance Program: We did a soft opening last November and went “big” in January. It’s been successful and relatively easy to implement. Nancy & Peter have a meeting with the insurance people next week.

9. New Idea: Nancy proposed an idea to highlight specialty stores on our website and in our newsletter and asked the group to brainstorm ideas on what we should call the column and new level of membership. Perhaps: Run Specialty. We’d like to start this in 2019. We will also include brand partners for this initiative.

10. Theme: We need to come up with a theme for 2019. We’ve done 2017 - Community: Building Trail Running Connections and 2018 - Trail Stewardship: Leaving a Lasting Legacy. A

few ideas were Diversity, Inclusion and Responsibility. Responsibility gained the most support and went along with Peter's idea of "plogging."

11. Another Proposal: Danelle proposed the idea of "*Adopt a Trail.*" Sponsors could have their name on a sign near a trailhead if willing to clean up a section of the trail. This was agreed to be a strong idea and one to do further research on. Getting a permit from local management agencies could be a potential issue. Danelle is willing to pursue this topic and provide some ideas to the group. Everyone was in support of this.

12. Trail Conference: Terry Chiplin gave a quick update on the trail conference. SLO did a great job hosting; however, the late August date didn't work as well for many race directors so attendance was down a bit. Popular was looking at diversity – shout out to Ian and Kyle. The Trail Conference will move back to Estes Park in 2019 October 9-12. The organizing committee is continuing to improve their website and hoping to increase opportunities/sponsorships for presenters. The first ever Black Friday special happened this year for registration and 15 people signed up.

13. Meeting Adjourned. (6:50)