

ATRA Meeting 5/24/2017 6:00 PM

Attendees:

President – Adam Chase; Vice President – Ellen Miller; Secretary - Brandy Erholtz
Advisors – Tom Sobal, Andy Ames, Doug Laufer, Eric Black (joined midway)

Executive Director – Nancy Hobbs; Director Online Marketing – Richard Bolt; Outreach & Partnership Specialist – Peter Maksimow

Order of Meeting:

We had a quorum in attendance so Nancy gave the go ahead to get started. (6:02PM MST)

1) **By-Laws Discussion** (led by Adam)

Adam asked Nancy to review the rationale behind our updated by-laws. Nancy provided a quick recap. As an organization, we'd like to achieve independent 501 (c) 3 status (we have been under the RRCA group exemption since 1996). We've had tremendous growth over the past couple of years and she sees many benefits not just for the organization but our sponsors as well once we achieve this. The updates also give protection to our officers and align more with our mission. We now have an operating budget nearing \$100,000 and paid consultants. We need to meet certain criteria for the IRS to accept our application as a 501 (c) 3.

We were all granted rights to review/edit/question the updates to our current by-laws. Nancy suggested we include an article in regards to "conflict of interest" as they are good to have with our application. Tom gave some good feedback.

ATRA officers will need to sign and return.

Adam—any comments, concerns, or suggestions, questions, corrections.

Doug made reference to the Barr Trail Group and suggested it would be good to get feedback from anyone with experience on by-laws prior to IRS submission. He'd attended a class on learning how to write by-laws.

Adam—we can always amend in future if needed. Presently, the text should fulfill the needs of our organization and IRS requirements. We're in good shape.

Tom—been on boards when there isn't direction in by-laws as to how to proceed—think we're good on what we have prepared.

Adam—nice and succinct.

Motion made to approve the by-laws by Tom.

Andy—seconded.

Unanimously approved.

Adam—will print, sign, scan and send to Brandy. Brandy will then sign and get the form back to Nancy.

2) **Finances** -Eve—can't make tonight's call as she's heading out for a trip. 990's are filed (5/15/17)—everything is in and completed. Nancy sent year to date P and L for review yesterday.

Doug asked a question about the formatting. Nancy clarified it was related to how Quick Books prints the report. Eve fine tunes everything prior to submitting 990s. The important thing is the budget is balanced.

Adam asked a quick question in regards to the \$785 for soap? Nancy—it's been a great promotional tool for us. #cleansport

\$4000 for travel YTD—Adam thought this was a great return for our investment.

Nancy—we budgeted \$12,000 this year to enable us to attend additional travel/meetings. In conclusion in regards to the budget, we are in phenomenal shape & growing!

3) **Membership**—growth— reviewed all levels of membership. (Nancy)

All Terrain -1; Steep and Rocky – 6; Switchback – 10; Double Track – 18; Single Track/Club – 72; Race – 20. Individual members 160 via Race Roster since beginning of the year, some lingering renewals from imATHLETE and some mail in registrations. Anticipate close to 400 for this year.

All levels are experiencing growth! Race Roster is our membership partner.

Nancy said adding free entry drawings in our newsletter has stimulated lots of new memberships—10 new members this week!

50 free entries so far this year have been presented to ATRA members.

4) **Updates on Programs**—Nancy/Richard

- Trail Ambassadors-Nancy reviewed what it is and our sponsors. We highlight people doing cool/interesting things. We're going on number 6. Richard has been doing a great job with formatting/editing for our website under Trail News.

- Trail Towns—cont'd—we highlight approximately one town per month.

- Women tips—new this year. Peter expanded on this. We are trying to mutually generate support/awareness for ATRA and our sponsors. inov-8 is currently a sponsor at our Steep and Rocky level. We've been interviewing women ambassadors and trying to touch on controversial topics in relation to the “gender gap”—appearance fees, prize money, sponsorship, etc.

A couple of examples were given. 2015 Zermatt Marathon gave prize money to the top 10 women and top 15 men. Adam asked if Peter knew of any races in the US where prize money was different. Peter is the race director of the Barr Trail Race and will be giving females 20% more prize money this year.

SCOTT Sports USA is another new member and Peter is working on a video project with Alex Nichols—quirky—interview in a hot tub, with humor. Goal is to hook our audience fast w/in first 10 seconds. Rickey Gates who is running across America was in the video (episode 2).

- Trekker--Richard—Pike’s Peak Trekker—this will be our second Trekker project – first project was Western States last year. Google Maps will allow viewers to experience the race course in the comforts of their own homes. We want to build a marketing program around it—visibility for race, sponsor & ATRA and try and “hook” people not typically involved in the sport—

Website updates will be launched at the end of the month. Salomon title sponsor and last year’s sponsor Squirrel’s Nut Butter has committed and working on others.

- Survey Program---link on our FB page—available through June –social shares please! We have 259 responses thus far (last year we had over 1100).

5) **Website/Social**—Richard

Upcoming changes to website—small content changes—reflection of content/programs—see above. When we first launched the site it was the calendar most traffic generation, now we want more resources for people to learn about trail running.

Review of Trail Finder-----sponsors to generate content—trail finder to excel page has been great for us.

Find a Trail Shoe—links to irunfar, Ginger Runner, Trail Runner magazine, sponsors, etc. Andy—we’ve already integrated this into the site correct? –Yep.

The finders were added in late 2014. We’ll be making changes as these sources rely on our sponsors to generate content.

With the addition of the above programs, we’ll be adding new resources under the title *Explore*. This will have a link to the two finder pages, the trekkers, trail towns & ambassadors.

Analytics—continues to grow—traffic up 50%! Referrals—organic search which we pay a small amount for assistance generate the most traffic. Social media generates about 10%. The others are less defined.

Social---we increased users in all accounts and recently added you tube. Once we get 1000 followers, we’ll be able to broadcast live from mobile which would be a great tool for us.

Adam—amazing growth!

Question from Adam—Richard said we get the highest traffic to our site when we announce our USATF teams. We need more visual appealing content. We also talked about catchy phrases such as "trail porn" (term marked by Brian Metzler), and additional ways to capture interest.

6) **Other items**

Nancy – our presence will be at many upcoming venues.

- Peter will be at Outdoor Retailer and Western States.

- We'll also have a presence at Pikes Peak.
- Nancy and Richard both travel with the mountain and trail teams so we'll have some International exposure as well.

Nancy—another future project will be “dogs” and trail running.

US Trail Conference will potentially be moving in 2018 to San Luis Obispo. Terry Chiplin, event director, has been working with Samantha Pruitt (SLO Races), on this.

Eric joined a bit earlier and just wanted to say hello.

Discussion strayed to reminiscing of ATRA formation and original/current board members.

Adam suggested our future focus be getting more young blood involved.

Nancy said our next meeting will be in the next quarter probably late summer.

Motion to adjourn by Eric with a second from Ellen. Unanimous.

Meeting adjourned at 6:50PM MST.
