

## **ATRA Quarterly Meeting**

**August 17, 2021**

**5:30-6:30 PM MST**

### **Attendees:**

Nancy Hobbs, Brandy Erholtz, Adam Chase, Andy Ames, Kriste Peoples, Lin Gentling, Ian Torrence, Susan Kendrick, Greg Lanctot

### **Agenda:**

Adam called meeting to order at 5:30 PM.

1) Introduce Kriste Peoples, newest board member & Lin Gentling, new treasurer.

Kriste is doing great things in the Denver Metro area and beyond through the beginning women's trail running course she leads & her involvement with the greater trail running community. Her message is there shouldn't be any barriers to trail running—all are welcome, and all have the right to feel safe!

Lin was also introduced. She has an extensive background with running and involvement with USATF, National teams and beyond. She currently resides in Rochester, MN.

2) Financial update from Lin; we are looking good. We have a positive cash balance in the bank and a CD ready to cash out in September or renew. With the low interest rates, our CD has not done well for us. Collectively a future discussion around how we want to invest the money is warranted.

3) Membership and insurance update- with COVID, we were seeing a slight decline in memberships last year; however, with more races happening, membership has been on the rise. We are currently at 850 total members with predicted growth. There was also brief discussion on continued growth and how we can achieve this. Previous discussion had involved a potential partnership with Outside Inc., which is now the parent company of over 30 magazines. Could an ATRA membership somehow include access here? Nancy will follow-up.

4) Discussion around ITRA including its past, present, and future in our sport. Also, discussion on a potential partnership with ATRA in a few different areas. It was decided more information in terms of MOU was necessary before feeling comfortable with a formal partnership. What would be the benefit? Could it help increase our membership via the race checkout process with UltraSignup?

5) Quick reference to reports from ATRA team members. The US Mountain Running Champs was a success—great ATRA coverage by the team (still photos, videos,

articles-fun & educating). This is an area we should consider increasing in our budget to include greater presence at events: races, conferences, etc.

Richard's report shows a positive trajectory with social media especially with video content.

Nancy & Allie will be heading to Denver to work with Kristie on a Ridgeline Series with beginning runners this week.

6) Quick check-in with everyone on any updates, questions, concerns, or ideas around our mission/vision. Most need to revisit and continue brainstorming. A future strategic planning meeting is needed—where are we? Where do we want to go?

7) Meeting Adjourned 6:30.