

ATRA Quarterly Meeting

December 16, 2021

5:00-6:00 PM MST

Attendees: Adam Chase, Nancy Hobbs, Andy Ames, Brandy Erholtz, Greg Lanctot, Susan Kendrick, Kriste Peoples, Luis Escobar, Ian Torrence

Meeting started at 5:05 PM.

Finances: Update from Nancy on the budget. She and Lin had been working on it earlier this week and we are in good standing. We have over \$120,000 in the bank/money market and \$60,00 in a CD. Lin is reaching out to friends in the financial world who may advise us on investments with better rates of return.

Lin would like to set up a meeting with officers before the year's end to finalize/approve the budget.

Membership: Update from Nancy. Our membership numbers are up across the board, and we are seeing more memberships and interest at our higher levels.

Social Media and Marketing: Richard sent out a detailed report for review with an overview of our marketing and interesting data on our traffic/hits in regard to the website, YouTube, articles and social media. Lately, we've had articles coming out almost daily.

Events/travel/Conferences Recap- Our presence at events has been great for marketing, education and growth of ATRA. The Broken Arrow SkyRace was a huge success as was Western States among other in-person events the team attended. Susan vouched on her experience attending Broken Arrow and was also able to volunteer at the race. Kriste asked if there is opportunity for others to attend events in the future. Nancy said there is definitely opportunity for others to attend with travel/lodging expenses paid. We should continue to brainstorm and create a list of events for attendance. Having us at events allows people to ask to questions & get a history of ATRA and hopefully, get more involved in trail running.

We have been present at Outdoor Retailer, but the winter edition has little focus on trail running.

Trail Festival: Adam shared insight on a project he has been working on (with several others in the industry) in regard to a Trail Running Festival in Seattle in September. Most trail runners are in the sport for love of the outdoors not necessarily competition.

Nancy shared insight from Kriste's beginners' women's trail running camps in which she learned some women were new to water crossings and Kriste gave great tips to beginners on how to safely navigate water crossings. Allie made some great videos on Joy of Trails we should all check out and share on YouTube.

Adam monitored a panel at The Running Event (TRE) with a discussion about trail running culture and community including the corporatization of trail running – Ironman buying UTMB, most outdoor media outlets now owned by Outside, and Fleet Feet recent purchases with a portfolio of almost 300 stores across the nation.

Trail Running Survey—Nancy & Adam created a trail running survey and received about 1200 responses. The number one word trail runners use to describe their time on the trails is fun—peace & Zen closely followed. The number one reason most provided for running on trails was mental health along with trail running being easier on the joints than pavement. Nancy will send out the results.

Theme 2022: Running is for Every Body –

Nancy reminded us of the theme for 2022 is Trail Running is for Every Body and asked all to brainstorm ideas for initiatives. We want more people to join ATRA and start trail running.

Kriste suggested featuring “every day” runners and their answers to some basic questions about what they do and their trail running motivation/experiences. This would be similar to our past trail ambassador spotlights. Nancy suggested highlighting group runs/clubs doing fun or unique things to get people together and running. Luis shared the success of his Born to Race Ultramarathon, which is a multi-day event with art, music and running. Nancy mentioned we’ve given our \$21,000 worth of free entries, gear, subscriptions through our giveaway program for members in our newsletters. Susan brainstormed an idea of “referring” a friend. We talked about potential trail runners being road runners or hikers. Adam posed the question, “Are you trail running curious?”

We will all continue to brainstorm and share ideas.

Videos — Allie has produced some great videos in our Ridgeline Series and has upcoming interviews with Amanda Basham on pregnancy/parenting and Hillory Bor and how he incorporates trail running into his training and his successes in steeplechase, and Derek Friday interview on the logo design.

Website/traffic – new snowshoe tab (in addition to USATF-MUTtab)—We all thought the site looked great!

Next meeting – early March to include elections. Kriste asked how we typically do elections and what positions may be available. In the past, they’ve been mostly by volunteers and uncontested. Nancy suggested we review and update our by-laws.

Other- Greg asked about total membership number. Nancy said we are around 875. He said it wouldn’t be hard to get us as an “add-on” to checkout when signing up for a race using UltraSignUp.

No other agenda items. Meeting was adjourned at 5:58 P.M.