

American Trail Running Association (ATRA) Board Meeting – Third Quarter 2022

Tuesday, September 13, 2022 | 5:30pm via Google Meet

Called to order by President Adam Chase at 5:32pm

Attending: Adam Chase, Andy Ames, Kriste Peoples, Andy Ames, Lin Gentling, Susan Kendrick, Derek Friday

ATRA Team: Nancy Hobbs, executive director

Adam shared that two weeks ago during his return from Chamonix, it was determined that he had a stroke after discovery of multiple blood clots in his legs and brain stem. Recovery is going well; he's fully functional. Flying, dehydration, altitude were likely contributing factors.

Discussion followed about wearing compression socks during flight. Adam is considering doing an article about it. Lin mentioned an ATRA newsletter article about a healthy woman having a heart attack and the importance of addressing health concerns and not taking them for granted, despite our fitness levels.

Financials: Per Nancy, we have a CD of \$60k that comes due in March, and a bank balance of \$96,433.38. Membership hovers around 1,200. Trail Runner magazine is going entirely digital and is working with Outside magazine to configure a premium membership. ATRA is waiting to determine their pricing before we define our membership level accordingly.

We raised money for the Trail and Mountain team; \$5 from each bag of TEAM USA blend coffee will go to that team. The fundraiser will be announced in the coming weeks. Our quarterly newsletter is in the works and will be sent out before the end of the month.

We need an organized, detail-oriented person to do our calendar updates – 15-20 hours per week. Pay is ±15.00/hour. The primary role is to update the listings and may evolve into more hours, given that we have more than 8,000 searchable events on the calendar.

Lin asked about the Trail and Mountain Team fundraisers and whether any excess would be applied to the 2023 team. Per Nancy, we will have an ongoing fundraiser with the coffee after the Team fundraiser for ATRA general fund. Packaging will be updated per whatever fundraiser we're working on.

It is estimated that \$60k is needed to fully cover the expense of the team this year in Thailand.

Adam reported the trail summit went well, and there will be one on both coasts next year. We got Brooks in as a Steep and Rocky member. Adam and Tate delivered four presentations – each an hour long - on being a good pacer and crew member.

Nancy invited an open brainstorm re: Trails are for Every Body; Kriste will get involved with this campaign culling material from everyday trail enthusiasts.

Susan mentioned Matt (UltraSignup communications) picking up links around what other people are doing while also including a strategic approach to inviting people into membership. It's a great opportunity to create a pipeline into greater visibility on the Ultra signups. Nancy suggests sharing ATRA events on our social media channels.

Nancy encouraged Andy to share information about wildlife and the fact that we share the trails with our four-legged friends. He's considering sharing information about how people can be more aware of what wildlife is doing, how they use the trails.

Nancy said articles can be anywhere from 500-1500 words, offering tips and action items – even including migration of animals that impact race courses. Andy will work on it.

Susan and Lin will connect at an upcoming half marathon in Hayward, WI (the USATF Half Marathon Trail Running Championships on September 24). Peter's working on a story about how he got to Hardrock and the community feeling he experienced there. He's also working on an article about the end of two long-standing records. He'll be going to Sky Peaks.

Tayte and Allie were in Alaska in early July, where Allie set a record at Mount Marathon. She and Tayte are also currently working on articles about Chamonix and UTMB along with video footage.

Andy suggested if Tayte wants to interview Buzz Burrell, it'd be a great idea since he's done a slew of trail races around the country and now hosts a podcast and his long history in the sport.

There are only 19 people currently signed up for the Birkie – USATF Half Marathon Trail Running Championships, and Lin requests that board members to share the info. It's not a qualifier for the National trail team, but the Pikes Peak Marathon this Sunday, September 18 is.

Nancy is working on the quarterly report, and the next meeting will happen again in the first quarter. She invited people to attend the advisory meetings as they have availability. Nancy will add Susan to that invite.

Next meeting – First quarter, date TBA

Adjourned 6:07PM

Respectfully submitted by Kriste Peoples, Secretary.