

ATRA Q4 Minutes

Dec 19, 2023

In attendance: Nancy Hobbs, Susan Kendrick Andy Ames, Luis Escobar, Adam Chase, Corinne Shalvoy, Ian Torrence, Emily McGuire (Website & Membership Services), Lin Gentling, Kriste Peoples

Absent: Ellen Miller, Dave Mackey, and Derek Friday

5:31pm called to order by Adam

Finance Report

\$54k in the bank account, gaining %5 interest.

\$80k CD which comes due in March, in checking we have \$5,600.

Lynn and Nancy report strong financial standing.

Sponsorship updates:

Per Nancy, Hydropak will come on at Switchback level and will be part of the event standards program; they also have a biodiverse tablet used for cleaning out hydration packs and water bottles. They'll be integrated in the the standards pack.

NH had a followup with with Suunto who may come in at the Steep and Rocky level; Peter met with Brian Beckstead and he may come back in as a member. Very productive talks.

Train Conference Updates:

Nancy returned from Knoxville and remarked about the trail systems in the urban wilderness; most are interconnected. Lots of cool trails, and the conference venue is great for the group and allows us to expand.

Corinne is working to help organize the event with Terry. Working PT. It's unclear whether Terry will be in attendance; Corinne will be in attendance, doing social media. Susan commented that the press release was strong; an advisory committee will provide input into the programming and will be another diverse sounding board and will ask people to also participate in the conference. The hope is that a new location will draw people from other areas and get more people involved in the conference.

The coliseum is in walking distance from the suggested hotel. The location s 2 hours from Atlanta and airport is accessible. The info will be included in newsletter to promote and drive excitement about the conference. Nashville is also within a couple of hours.

Susan: Terry is putting the conference on Ultra Signup, which means it can also be promoted through Ultra Signup. Susan references a 'heat map' based on where race directors are located - in the Southeast.

Corinne learned that the mayor's wife is a race director and could be a great support to the conference.

Women's Basketball Hall of fame is also located in the area.

October 23-25 is the date of the conference.

Nancy would like to have as many of the board members in attendance as possible. 3 spots are covered by Terry per his MOU under US Trail Running Conference.

Nancy want to know who's interested in going so that ATRA can be well represented at the conference.

Adam has been a great proponent of being together at the conference.

Nancy: Even if we don't have a balanced budget, it would be a good idea to go and get together.

Susan: It's a good idea to get together, having face time.

Theme for 2024: Better Together

Nancy: A really good ATRA team conversation, which led to word clouds and 'Better Together' felt non-divisive and non political. Athletes helping other athletes, race directors, coaches, collaborations, whether it's with the new partners or the media.

The 2023 theme was 'Celebrate Youth on the Trails'.

Susan: Instead of reinventing the wheel and having people go in their own directions, this is a relatively small sport, and this theme is a good way for people to discover areas of potential collaboration.

Adam: Feels reluctant to give the appearance of pushing 'group runs' on trails. He sees trail running as a solitary activity and trail runners get a bad rep for being loud on the trails. Rather, it's group support for trail running and for trails themselves.

Andy: also loves running alone on trails and never feels lonely. He enjoys connecting to nature on trails. He volunteers at Chautauqua on weekends and enjoys seeing groups meetup there. There's a lot of joy he witnesses. Even though he prefers to run alone, he likes to see there are other sides of it.

Kriste: better with other people's effort to create gear that support my run.

Lin: likes Kriste's idea. 'The human element is also part of conceiving of the gear we use. I run with my dog. I rejoice in the fact that others are benefiting from trails the same way she is, which strengthens the sorority or fraternity of runners who are also alone or in pairs. The theme might imply a crowd, but not if you expand it and think about it differently.'

Ian: in terms of everyone out of the trails could include biking, hiking and everyone who enjoys the trails.

Nancy: working together with other multi user groups considers users who come from different groups working together rather than fractioning off. It's not just about one person; it's how we can grow together and do good things.

Corinne: It's engraved in her wedding ring! Not just a Jack Johnson song. She thought of the media aspect and growth of the sport and how the overlap of media can be a good thing to raise awareness and share stories. Also sharing the knowledge, including the business aspect of how trail running happens.

Adam: when he was with Solomon, he proposed getting the big brands together to grow the pie and not fight over it.

Corinne: covid forced people to find new ways to get out of their own silos, and this theme can help us get out of our silos in a similar fashion.

Luis: likes the theme for all of the reasons people have shared. Likes that the theme is also representative of user groups coming together. It's a beautiful thing.

Born to Run Scholarship:

Nancy: Luis is starting a scholarship program.

Luis: the scholarship program came from within his community. A group of 10 people wanted to create 4 scholarships for their Born to Run event. The only criteria is for first timers at their 30 mile or 100-mile distances. They raised the money, Luis isn't part of it, but he approved it. People can self-nominate or nominate others. Recipients aren't expected to be the center of attention, that's not the purpose of it. The purpose is to get more people involved.

Nancy: forwarded the release to Tate to do an article. Tate interviewed the Trail Mixed Fun and feels that it resonates with the theme of 'Better together' that speaks to people who haven't otherwise been working together.

Approving the Theme:

Luis made a motion to accept the theme 'Better Together' Corinne seconded. All in favor, unanimous vote.

Nancy: will work on a press release and will send a draft. Wants board members to provide a quote or story or insight and people can get to know the board members a little more.

Adam: any added business?

Nancy: go around the horn to see if others have thoughts. Give every one a chance to speak.

Andy: noticed this year that when he comes up on a group of hikers, he hears 'trail runner' when he's coming up.

Lin: we're blessed to have Nancy at the helm. No questions at all. We're getting stronger and feeling grateful for Nancy.

More engagement

Luis: If there's something he can do to participate more, let him know. 'I want to be part of it,' he's available though not feeling like he's contributing much to the group.

Adam: replied to Luis, 'Come to Tenesses next year.'

Corinne: maybe participate in a lead-up to the conference, perhaps Luis can participate or attend.

Luis: media, photography, video - his suggestion for a course

Corinne: requested that people send her any suggestions for workshops

Nancy: have Tate do an article with Luis. Feels an article would be valuable and go a long way
Luis: can talk about what to expect from both directions - being a photographer as well as hiring a photographer.

Nancy: It's getting difficult to get around the person running with the gopro and they're in the frame.

Luis and Corinne: yes, it's a big problem. There needs to be a way to reconsider running with a gimbal. A conversation for another time. Adam says at UTMB they're on electric bikes. Luis, people aren't licenced as they should be.

Nancy: tomorrow we're wrapping up a survey about livestreams. So far 1100 responses. Lots of great data, which will be included in the newsletter.

Motion to adjourn: Adam

Seconded by Susan at 6:17pm