

**Minutes from the AATRA meeting**  
**September 5, 1999 Griffith Lodge, Breckenridge**  
*site of the awards ceremonies for the Breckenridge Crest Trail Races*  
*started at 11:20 a.m.*

**Attendance:** Eric Black, Luke Cammack, Adam Feerst, Elliott Henry, Nancy Hobbs, Megan Reville, Tom Sobal, Melissa Lee Sobal  
Unable to attend but sent information for review and discussion: Danelle Ballengee, Adam Chase

**Finances:** Nancy reported that our financial position is better than this time last year. This is primarily due to the renewing individual and corporate members and new corporate members along with mailing labels sold (less those that checked off the box to not include on mailing list) to *Runner's World* magazine. We have income of approximately \$3000 and expenses just a bit lower. The majority of costs are postage and newsletter printing. Nancy prepared a report about the impact of *Trail Runner* magazine subscriptions for members to be discussed in the next agenda item.

**Trail Runner magazine/AATRA relationship:** Adam (herein refer to Chase unless otherwise noted) and Nancy have had a lengthy meeting with the organizers of the new TR magazine. TR will be published in Boulder by the same folks who do Rock and Ice. It'll be 6X the first year and have a sub rate of \$14.95. In June, Adam and I proposed that AATRA members would receive TR as part of their membership for a nominal fee from our association but for no additional cost to members and that TR would provide some space to AATRA in TR for ads/editorial. We initially spoke about 2 pages per issue and then we would cut our publication of newsletters for AATRA to 1 or 2 per year. Discussions have progressed and now we are working to negotiate a final agreement. As it stands, AATRA will receive ½ page ad in each of the 6 TR mags for '99-2000. We have not yet agreed to the price for each subscription. Danelle is concerned about the amount of money the subs will cost AATRA. Tom was concerned about benefits to AATRA members if we drop publishing a few of the newsletters. Nancy suggested that we direct our efforts to additional items such as a race director publication and a beginner trail running kit/pamphlet. Tom also expressed concern about how TR will impact our association. Adam wanted to get feedback on what the ½ page would be used for. Discussion focused on printing our membership form, our mission statement, goals, upcoming meetings and tips. Tom also suggested that AATRA has a great resource/data bank of writers and trail experts. Nancy said that TR was planning to do an ask the experts column and that AATRA folks could help support in responding to questions. Eric suggested that we survey the members as to what they would like to see with the TR/AATRA relationship. Though a very good idea, we may not have enough time. Danelle also suggested that in our Fall AATRA newsletter, we attach a survey for our members on various topics. Nancy mentioned that she is working on the TR annual events calendar and will have at least 700 national/some international events for the publication. The 2000 calendar will be included with the first TR issue and also as extras for races, etc. In wrapping up the discussion, Nancy provide dollar figures and stated that the membership hovers around 85 individuals (some don't renew, joining at different times, etc.), she stated that the database is well over 1600 names and that we print and distribute about 250-275 newsletters per issue. Nancy suggested that we cut down to 2 issues per year and make them a bit smaller for less postage and that they are only mailed to AATRA members. This would afford us the sub rate to TR for AATRA members of approximately \$8-\$10. Nancy and Adam will meet with TR staff to finalize the arrangements.

**Website:** Elliott has been doing a great job with the website and the site has increasing activity, more than double from this time last year. Elliott gets lots of requests for links. Nancy thinks the site will have additional hits as TR debuts especially since the site names are so close in trailrunner.com and trailrunnermag.com.

**Newsletter:** The Fall newsletter will go to press in early October. Nancy can use some articles and ideas for the upcoming newsletter. We have no fishin' tales winner yet for the fall.

**Publicity:** AATRA continues to receive requests from the media. Most recently featured in ESPN.com and in City Sports magazine in California. Runner's World printed our phone number and web address in the October issue. Adam and Nancy wrote an article on bandits that was printed in Rocky Mountain Sports and Fitness and reprinted in the Buffalo Enquirer (Sacramento running club publication). We continue to get media requests for information and feedback primarily on stats and ways to get into trail running.

**Other business/ideas:**

**Front Range Snowshoe Race:** Adam (Feerst) said that he had received many requests for a front range snowshoe race. He is willing to direct such a race if he gets support and has a consensus on a site. Options for site include Henderson Mine, Echo Lake, Bakersville (Tom's suggestion), Bethoud Pass. Tom suggested that Adam also speak with Darrin Eisman. Tom will keep in touch with Adam (Feerst) regarding the potential race.

**Race Director Publication:** Tom and Nancy will meet this Fall to put together the race director handbook/publication. We would like to have the publication funded and provide as a benefit to members.

**Local/Regional Reps:** Elliott wondered about the local/regional rep idea. He has had requests via email for contacts in various regions. Nancy said that it was a good idea, one that had been tried initially but not enough support from people willing to be the reps. When requests come in for "local" experts, Nancy usually refers people to a race director or running club or store in the area.

**Leave No Trace:** Megan Reville was in attendance to provide some information on the Leave No Trace program. Megan spoke about the program as asked for support and ideas from AATRA. She provided a brochure for further details on the program. Nancy said that Ellen Miller was working on the trail days program for AATRA with the forest service and that we were supportive of the Leave No Trace concept. Nancy asked Megan to send some information to her for the newsletter.

**AATRA supported race:** During the past year we have discussed putting on an AATRA supported event. Nancy presented an idea for a race that she and Matt Carpenter were working on. The race would be on Barr Trail from the base to Barr Camp as a fundraiser for Barr Camp. Tom suggested that the funds be split between Barr Camp, Friends of the Peak and AATRA. Nancy suggested a split of 50% proceeds to Barr Camp and 25% each to AATRA and Friends of the Peak. Adam and Danelle both had provided feedback that the race (as long as it didn't compete with Pikes –from Adam) they would support it. Member Kevin Cooney also expressed positive feedback on the idea. After receiving positive support, Nancy said that she would prepare the permit application for the US Forest Service for Sunday, August 13, 2000. It takes the Forest Service 4 months for review and they charge a minimum of \$75 or percentage of gross receipts less awards.

**Next meeting:** The meeting wrapped up around noon and we neglected to set a next meeting date. We will poll the group to see if we'll again meet at Tom's snowshoe race in Leadville in December. That will be the most likely site for the winter meeting.

