

ATRA Meeting Minutes – Friday, October 3, 2008 – called to order at 6:40 pm

Adam Chase, ATRA President, hosted the meeting at his home in Boulder, CO. Thanks to everyone who brought food for the annual potluck.

Attendance: Nancy Hobbs, Ellen Miller, Adam Chase, Danelle Ballengee (& Noah,) Eric Black, Kate Lapides, Lisa Goldsmith, Doug Laufer, Jeff Matlow, Dave Mackey (&Ava,) Andy Ames

Minutes from last meeting (September 29, 2007) for approval: Adam Chase motioned to approve minutes, Eric Black seconding. All in favor.

Finances: Doug Laufer provided the financial report to all before the meeting and reports increased revenue and a balance after recent Teva U.S. Mountain Running Team payouts to be in excess of \$10,000. Membership stands at 387.

Newsletter: Most discussion here centered on the quarterly newsletter becoming ‘green’ and being distributed to members via online. In addition, hard copies may be printed to be available in running stores and perhaps at race venues. Also discussed was the idea of simply having ATRA information and membership registration at race venues and not the entire newsletter to highlight the focus on generating members and educating about ATRA. Adam Chase motioned to make the winter issue of *Trail Times* to be the last hard copy, mailed newsletter to members in favor of an online version e-mailed to members only. Doug Laufer seconds. All in favor.

Andy Ames suggested that the feature article for the winter issue be snow shoeing related. As always, ideas and contributing articles are eternally welcome to *Trail Times* editing staff! The next (and final hard copy) issue is slated for December 2008. Jeff Matlow recommends that for the Online version of the newsletter to use the HTML “constant contact” vs. PDF for pictures and links.

By-laws: A motion was made by Eric Black to amend the by-laws to meet (at least) one time per calendar year. Adam Chase seconded. All in favor.

Elections: These positions are one year terms with no term limits. For President, Ellen Miller nominates Adam Chase, Lisa Goldsmith seconds, all in favor. Eric Black nominates Ellen Miller for Vice President, Doug Laufer seconds, all in favor. Ellen nominates Lisa for Secretary, Adam seconds, all in favor. Ellen Nominates Doug for Treasurer, Dave Mackey seconds, all in favor.

The Advisory Board is a self-volunteered position and will include: Eric Black, Danelle Ballengee, Andy Ames, Dave Mackey, and Tom Sobal. The previous board members who are not on this list will be notified by Adam Chase and welcomed to join again in the future if their desire to participate is present.

Membership: Nancy reports that 85% of members choose the \$35 level in joining ATRA and enjoy three publications. The \$25 level includes one magazine, *Running Times Magazine*, and *Trail Times*. The \$35 adds the magazine, *Trail Runner*. Races that participate in the calendar of events (a calendar listing is complimentary to all events) and pay \$50 to be ATRA members will find their race in **bold** type, can pay an additional \$10 to have their race information highlighted in **yellow**. Presently, Teva invests \$500 annually to “sponsor” the calendar. An idea to have four sponsors of the calendar at the \$500 level is put on the table. Though not finalized, the idea would manifest in several ways to view the calendar: by month, by state/country and two other unnamed categories, perhaps race distance, (ultra/sub-ultra) and trail/mountain. Further there is encouragement to increase the costs of advertising commensurate with the market.

imATHLETE: The bulk of tonight's meeting centered on a presentation by Jeff Matlow and his innovative imATHLETE. This potential relationship will look to improve the registration process for ATRA members and ideally all the races listed on the ATRA website calendar. The potential benefits of this relationship are many and it was a very exciting presentation and discussion. Briefly, the proposal is that imATHLETE will manage ATRA membership purchases online (members can always send in checks,) and will be the preferred registration provider. ATRA will encourage event organizers to utilize the imATHLETE registration tool. imATHLETE will distribute to ATRA 5% share of all net profits from registration of ATRA-recommended events. This amount will be cents per registrant, and could mean a terrific new source of revenue for ATRA. imATHLETE will upsell ATRA membership with all relevant event registration activities. Jeff highlighted 3 immediate benefits of imATHLETE to ATRA: 1) Will increase membership and make it special, 2) Bring ATRA closer to the events, and 3) Create a 'community.' Jeff boasts a unique registration system and caters to "all spokes" of the community of trail running. Doug Lafuer motioned to utilize imATHLETE, Andy Ames second, all in favor pending verification of no contract with Active.com and a meeting between Adam and Nancy to finalize contracts.

Altrec: The board received a proposal from Altrec.com for providing an Online retailer on the ATRA website (www.trailrunner.com). Further details were necessary before making a decision. Nancy will follow up with the principals at Altrec and get back to the board.

Teva U.S. Mountain Running Team '08/'09: The team has signed CWX conditioning wear for 2009, an addition to a renewal of most of the current sponsors. Nancy is contacting all sponsors for renewal. The venue for the '09 World Mountain Running Championships is yet to be determined, however it is looking strongly that Italy will host. As a backup, Austria may bid though for an uphill course in which case the years would then alternate starting anew with an uphill in '09. The final decision should be coming soon. There is a new designation for the World's race: as of 2009, the 25th Worlds competition in Mountain Running, this will be designated "Championship" as opposed to "Trophy." This is an important and progressive designation as it will eventually mean more funding from many country's NGBs (National Governing Bodies). However, it is also important for the U.S. team to keep its relationship with ATRA who for more than a decade has taken care of the team (sponsorship, logistics, and support with selection races) and improved every single year in both sponsorship and talent.

As of the 2009 season, the staff that will travel with the teams (Men's, Women's, and Junior's) will be required to submit a letter of interest to ATRA which will be presented to the USATF Mountain Ultra Trail Council. Appointments will be made accordingly at the USATF Annual Meeting (this year in Reno, NV in early December). The '08 mountain team came home from Crans Montana, Switzerland with a first ever medal for the men's team, a bronze, and a bronze individual medal for junior woman Alex Dunne. The first selection race for the '09 team (if indeed an up/down year hosted by Italy,) will be June 28 in N. Conway, NH, which will also be host to the USA Mountain Running Championships.

Adam attended the FSA Sky Running meeting held in Italy in July and came home with the task of ATRA naming either the Pikes Peak Ascent or the Pikes Peak Marathon as the series event in the U.S. After a brief discussion (most of those in attendance had previously participated in a Skyrunning Race and were very familiar with the protocol, and most everyone in attendance had run either the Ascent or Marathon – or both) a motion was made by Adam to choose the Pikes Peak Marathon as the Sky Running race. Eric seconded. All in favor.

Website: The ATRA website is currently receiving 45,000-60,000 hits a week. Although the numbers may be high due to movement within the site, the numbers are definitely HIGH! Likewise the Teva U.S. Mountain Running Team website, www.USMRT.com is getting between 25-1100 hits a day and had a high of 23,735 in the "Trophy" month of September with a low of 7,872 in January. A tally of "uniques" is forthcoming and a more accurate representation of visits to the sites.

Magazines: Magazines to accompany membership to ATRA will remain *Trail Runner Magazine*, and *Running Times*. ATRA pays more to TR and therefore is the additional magazine to the \$35 level of membership. *Ultrarunning* also provides ATRA members a \$2 discount provided they are new subscribers of their magazine.

ATRA events: For 2009, two events are slated for ATRA involvement: The Vail Mountain Uphill (snowshoe, heavy metal, other division) on Saturday, February 21 with Ellen Miller directing. And, the Teva Paint Mines 6k race on Thursday, July 23 directed by Nancy Hobbs.

Executive Director Travel: Our Executive Director is very busy promoting ATRA and trail running to the country. She attended two USA National Championships this year, the Teva U.S. Mountain Running Team selection races, the Xterra National Trail Running Championships, Running USA conference, RRCA convention, the WMRA Council Meeting, and the World Trophy, to name a few. She will attend the final USA Ultra Championship on October 11, the USATF Convention on December 3-7, and in January 2009, the Outdoor Retailer and the WMRA Council Meeting. In March she will be a speaker at the RRCA Convention in San Francisco. She is now in constant contact via her beautiful new red Gateway laptop which a motion by Doug to be submitted to the ATRA budget was seconded by Ellen and all are in favor.

Meeting adjourned at **8:50 pm**