

American Trail Running Association (ATRA) Board Meeting – First Quarter 2022
Tuesday, March 22, 2022 – 5:30PM MST
Called to order 5:31 – president Adam Chase

Attending: Adam Chase, Susan Kendrick, Lin Gentling, Kriste Peoples, Andy Ames, Luis Escobar, Greg Lanctot, Derek Friday, Sarah Keyes

Non-voting members: Nancy Hobbs, Robert Sherburn

On March 21, Nancy Hobbs sent out a first quarter recap to the board and referred to the items requesting any feedback or questions. One item reviewed was the membership flow – welcome letters are sent to all new and renewing members. Approximately one to two weeks later, Robert Sherburn does a secondary outreach for race, club, single track and higher level members with a focus on engagement.

Events 2022 - Run Show was postponed February 2023. In first quarter ATRA has had a presence at Bandera, Vail Mountain Winter Uphill, Outdoor Retailer, and Catalina Marathon.

Adam mentioned the Brooks Trail Fest, which will provide an in kind sponsorship to ATRA and may include an opportunity for board members to attend the event in person. Date will be September 2022.

Nancy had a meeting with Celia Santi/GU (an ATRA switchback member) today and Celia has a new role in a recently added position with GU Gives, a philanthropic arm of GU. Celia shared that GU has a spot for a runner at Western States. The runner selected is Yatika Fields, an Indigenous runner and artist from California. We will work with GU to share Yatika's story and the story of GU Gives.

Nancy also shared an overview of two recent surveys ATRA conducted, one related to DNFs (<https://trailrunner.com/trail-news/dnf-three-letters-in-a-trail-runners-vernacular/>) and one on the culture and community of trail running.

Derek Friday – thanks to Allie for the video with the story of ATRA's new logo (https://www.youtube.com/watch?v=h7TulifH_QY). With this in mind, merchandising can be a good addition to showcase the ATRA logo and brand. Derek is an ambassador for BOCO and is willing to work on some merchandise development. This would provide a premium appeal in inventory – for instance travel to events with gear for sale. We want to be sure that the effort is worth the time in return on investment and also take into consideration taxing of items. Presently we sell stickers, soap, backpacks and socks via UltraSignup and USU collects tax and reports this. A question whether BOCO could handle merchandising from their portal as opposed to us creating an online store. The group agreed to explore the opportunities. Might be good to provide sponsors/partners a nice giveaway.

Elections for officers - President, Vice President, Secretary, Treasurer
Andy Ames nominate Adam Chase for president with a second by Susan Kendrick– unanimous support.
Vice President – Adam nominate Susan, Andy seconds the nomination – unanimous support; Secretary – Adam nominate Kriste Peoples, seconded by Andy – unanimous; Treasurer — Adam nominates Lin Gentling with a second by Susan - unanimous. Thanks to retiring officer Brandy Erholtz who has served in roles with ATRA as advisor, secretary, and treasurer over the past decade.

Advisors – all those on the call agreed to continue in their roles.

How can board help ATRA thrive? Help to drive traffic to our articles and video content and consider writing an article for publication. Adam suggested that, based on our previous board meeting discussion, we encourage board members to attend events to support and promote ATRA. A suggestion was that board members to check out events in their area of the country to consider attending, Greg Lanctot posed an idea to have a membership drive and set a goal (Nancy came up with 5000 members by end of 2022). Greg suggested that for Broken Arrow, he and Luis help spread the word through their channels about meeting ATRA reps on site at the expo to learn about ATRA. Nancy suggested that we invest in banners to send to race directors.

To help grow our membership, Nancy offered ATRA memberships (at the supporting level) to runners in Luis, Greg, and Sarah's events. We have done this with Jackie Herring for the US Snowshoe Nationals and Kriste's trail running camp we attended last summer. Nancy will share a short description of ATRA for Luis/Greg/Sarah to share with a follow up email wrap up for their events (or if the event hasn't yet happened, to include in the registration materials) that a supporting level membership with ATRA will be provided to race registrants. Luis events include the recently conducted Nine Trails and the upcoming Born to Run on April 17.

Luis provided a note of thanks to Marathon Printing. He had great interaction with Ryan Zirk (Marathon Printing) whom he met at USTRC and via ATRA. Someone stole Luis's race runner numbers from his porch two days before his event. Luis connected with Ryan who reprinted the order and provided overnighted delivery to Luis. A gesture that was much appreciated.

Next meeting – June 2022 date TBA

Adjourned 6:27PM

Respectfully submitted by Nancy Hobbs, acting secretary for the evening's meeting.