

ATRA Annual Meeting
Virtual on Google Meet - December 2, 2020

In Attendance: Nancy Hobbs, Brandy Erholtz, Adam Chase, Ellen Miller, Susan Kendrick, Sarah Keyes, Andy Ames, Ian Torrence, Greg Lanctot, Dave Mackey

Guests: Luis Escobar, Derek Friday, Terry Chiplin

President Adam Chase called the meeting to order at 5:01 PM MST

1) Officer Elections:

- Brandy Erholtz will continue as secretary.
- Eve Mills will continue in role of treasurer, but may step down in early 2021.
- Ellen Miller is stepping down from her role as Vice President; Susan Kendrick will step into this new role.
- Adam Chase will continue in role as President.

All positions uncontested, approved by acclamation.

2) Review of Budget:

- We are in a positive place.
- Questions from financial spreadsheet & clarification. The \$43,000 in donations came from a combination of anonymous donors, member donations through UltraSignup, US Trail Running Conference, and Legacy members.
- Contract work expenses came mostly via programming. (fund raising, administration being the other line items in which the contract expenses fall)
- Mountain Team—Allie McLaughlin/Mut Wild donates a percentage of each sale of clothing line (Mountain Team Shirts and Hoodies) to ATRA earmarked to the mountain team. Trail Butter promotion generated some additional funds through a donation as well. Most mountain expenses in the 2020 profit and loss statement were incurred in 2019, and unspent funds will carry over to 2021.
- Travel to Races & Meetings—expenses look good; relatively low—good budgeting!
- Large amount in office supplies as we placed our e-newsletter providers Mail Chimp and Constant Contact in this line item (prior was in a promotion line item).
- Summary of Accounts: \$90,000 in bank with an additional \$53,000 in an 11-month CD.

ATRA is celebrating 25 years! In honor, one of our main initiatives for 2021 is rebranding our image to reflect the growth, diversity, and personality of who and what we represent.

3) Rebrand 2021 Presentation (Derek Friday/Finindustry, LLC)

- Derek Friday introduction & thank you for ATRA team's hard work.
- Detailed Design Brief – one of the best Derek' has ever seen. (Richard did an outstanding job to lead this effort). The design brief provided great depth of clarity in the personality/regions/image to portray ATRA in the future. Derek went into great depth of detail regarding color schemes, font, topography & personality we want ATRA to represent.
- There are 4 final design color schemes/patterns based upon 4 regions in the US: mountain, desert, forest & coastal.

- One idea to implement is to have ATRA's website "customize" the browsing experience for users based upon their physical location.
- Design is almost finalized.
- Questions around the different images/design for different regions brought up discussion around confusion, innovation, and uniqueness. Overall, design was well received.

4) **US Trail Conference** (Terry Chiplin, Organizer)

- 2020 USTRC took place Oct 21-24 in Fayetteville, AR
- event pivoted in July to hybrid model for first time, allowing in-person & virtual access for race directors, trail runners, sponsors and exhibitors
- more than 170 in-person & virtual attendees
 - virtual live link up with Kilian Jornet in Norway who shared news on his charter for outdoor friendly sport with both race directors, and trail runners - USTRC was the US launch of Kilian's charter
 - virtual Keynote presentation from Vic Thasiah if Runners for Public Lands - Vic shared his thoughts on 2 FKT's we should be focusing on:
 - how fast the climate is changing - right now change is happening 10x faster than at any other point in the last 65 million years
 - how fast we can react to climate change and reduce our CO2 emission to net zero by 2025
 - virtual panelists & presenters included Craig Thornley (WSER100), Amy Rusiecki (VT100), Kyle Robidoux (United in Stride), Bruce Rayner (Athletes for a Fit Planet), Nathan Nicholas (Nicholas Hill Group), Joseph Gray, Kriste Peoples, & Maria Solis
 - 2021 location and dates yet to be confirmed, likely to be a return visit to Fayetteville as they did such an excellent job of hosting a relatively small USTRC
 - monthly empowerment webinar series for race directors planned starting January 2021 to maintain momentum and build engagement for next year's USTRC
 - planning underway, in negotiation with potential presenting sponsor, individual session sponsor availability
 - first session and most popular based on recent survey is on COVID responses - seeking to engage input from epidemiologist
 - climate action engagement session to educate RD's also in the works, inspired by Vic's keynote and Kilian's initiative...
 - ITRA engagement already in the works for 2021 with Bob Crowley
 - an exciting 2021 it will be!

5) **25th Anniversary Virtual Challenges**

- In honor of ATRA's 25th anniversary, 3 virtual challenges are planned.
- Some confusion around STRAVA/Fit Rankings
 - Challenge #1-- Sept 2020-year's end; participants are invited to run as much as they can/want. 97 people are currently participating.
 - A Facebook Group has been started for participants to interact with one another. (250 people)
 - Trail Teasers—lots of swag for participants have been fun incentives—Mudroom Backpacks were a big hit!

-Challenge #2- January-Mid-February (6 weeks) -- Goal for participants to run the “vertical” up Pikes Peak (14,115 feet) and distance “around” the mountain (63 miles) as many times as they can/want and will receive letters of congratulations at different achievement marks

-Challenge #3—TBD second quarter 2021

6) **Other Business-** Nancy shared highlights from this past year.

- We are working closely with the Nicholas Hill Group. We secure our director & officer (D&O) insurance (approximately \$900 annual policy). NHG offers both traditional/in-person and also virtual event liability insurance. This partnership has generated new membership for us.
- We currently have 850 members made up of a combination of all levels of membership.
- Using UltraSignup for memberships has been good.
- We have been selling stickers & soap consistently.
- Our website has a ton of great resources: trail towns, podcasts directory, articles, historical race data, race calendar, etc.
- Over 2500 people took our most recent survey.
- Tayte Pollman has written over 67 articles for us to date this year – some highlights below:
 - 5 Part Western States Stories Article series <https://trailrunner.com/trail-news/western-states-stories-with-2019-runner-up-brittany-peterson/>
 - Tayte Pollmann's First-Ever Canicross Training Experience <https://trailrunner.com/trail-news/tayte-pollmanns-first-ever-canicross-training-experience/>
 - Articles for the US Trail Running Conference and separate interview with Kilian Jornet <https://trailrunner.com/trail-news/a-conversation-with-kilian-jornet-about-his-outdoor-friendly-pledge/>
 - Podcast Resource and article (Over 50 podcasts) <https://trailrunner.com/trail-news/tayte-pollmanns-six-favorite-trail-running-podcasts/>
 - Covering events in the COVID-19 era including the Bears Ears Ultra <https://trailrunner.com/trail-news/inaugural-bears-ears-ultra-a-success-in-the-covid-19-racing-era/>
 - Trail Runner's Vocabulary <https://trailrunner.com/trail-news/a-trail-runners-vocabulary/>
- Alie McLaughlin has been producing videos for us & also donating a portion of her retail sales to ATRA/Mountain Team. She has also helped design our ATRA Challenge 25 T-shirts.
- YouTube - 823 subscribers (in 2019 we had 325) – 153% increase
- Instagram – 4844 (in 2019 we had 2765) – 75% increase
- Facebook Page – 11, 401 (Group – 11.8K) (also have a Challenge Fbook Group)
- Twitter – 6511 (in 2019 we had 5650) – 15% increase
- Quarterly newsletter Trail Times distributed in a .pdf to approximately 2000 and articles are cross-posted on Trail News section of the website; e-newsletters and supplement news total 37 from Constant Contact and 45 from Mail Chimp.

- Instagram & Twitter followers are both up thanks to Richard!
- Website traffic has seen a bit of a decline with COVID but has been on the uptick the past couple of months.
- Discussions with Spanish media partner to cross post articles. More details to follow in first quarter.
- Discussions with the WMRA to form a partnership to help promote and cover events in the World Cup 2021.
- The WMRA is introducing an Elite Ranking system in 2021
- Additional support from independent contractors - Shannon – Calendar and Articles; Peter – OR January/USTRC/Moab; Robert “Sherb” Sherburn – Assist at USTRC
- Trail Towns program with recent featured towns in Knoxville, TN and Fayetteville, AR with Lehigh Valley, PA soon to publish

7) Final Thoughts

- Huge thanks to the ATRA team.
- Special thanks to Richard Bolt who works closely with Nancy to fulfill ATRA’s mission and helps lead the organization.
- Main goal for 2021 will be rebranding.
- Also need to develop a strategic plan with the continued growth of trail running.
- We will complete a word cloud and develop a theme for 2021.
- Newsletter—need less “commercialism” and more content reflecting our values— inclusiveness, environment, etc.
- Ideas around strategically sharing articles/posts on social media. (Social media campaign)
- Thoughts on SPARTAN—overall, good for our sport as they may be the introduction to trail running for many. They have great ideas and commitment to the trail space — perhaps they can help us with plogging bags and sharing other environmental/inclusive issues. They are also big supporters of anti-doping!

8) Advisory board members to continue: (ATRA is looking to add more diversity to the advisory board and welcome those interested in serving to reach out)

- Dave Mackey
- Sarah Keyes
- Andy Ames
- Greg Lanctot
- Ian Torrence
- Ellen Miller
- Luis Escobar (new)
- Derek Friday (new)

9) Acknowledgement of 25 years—recognition for Nancy our founder & fearless leader! Great articles recently published on irunfar & Women’s Running. Way to go Nancy!

10) Meeting adjourned at 6:30. Motion was made by Derek Friday & Susan Kendrick 2nd the motion. All were in favor.