



American
Trail
Running
Association

American Trail Running Association (ATRA) Board Meeting
Tuesday, January 24, 2022

Welcome from Adam and call to order at 5:31pm

Attendance: Board members Adam Chase, Andy Ames, Kriste Peoples, Lin Gentling, Susan Kendrick, Ellen Miller, and Ian Torrence
Nancy Hobbs, Executive Director
Guests: Andy Wacker

New Business: Trail Team Project - Andy Wacker

Andy W. shared his proposal to create a trail program - The Trail Team (TTT) - for providing mentorship for rising trail athletes. Once he's selected a team, they'll raise funds for training, sending them to trail camp, and showing them how to become all-around professional athletes. Applications are now open and will close on Feb 5th. 105 people have already applied, and there are expectations that the athletes are elite, sub-ultra athletes who live in the US and are just coming out of college. The program for a selected athlete is 1 year with an option to re-sign them formally or informally.

Adam asked what happens if the athletes essentially 'graduate' into elite status while still needing the support of this mentorship program to which Andy replied that they'd still get the mentorship, though it's not certain what that would look like. Andy is oriented toward tapping elite 'trails first' athletes first in this program, which means they're trail runners and not 'crossover' road runners.

Andy W. is currently talking with University of CO to find out who's eligible and is looking to clarify the distinctions for supporting athletes who are out of college. Susan commented that this concept really helps athletes' career growth and success in the sport. Adam said ATRA is happy to help out however possible. Ellen congratulated Andy on the efforts to inspire trail and mountain running world.

Nancy shared that ATRA would promote the program on our website with banner ads and articles, and ATRA would provide additional support as the non profit arm for TTT. Andy would coordinate the entirety of the program. Adam suggested the setting up TTT as a unique entity in the future would be beneficial in terms of legal protections and liability.

Contact: Andy Wacker: trailteamproject@gmail.com <https://www.trail-team.com/> and [@the_trail_team](#)

FINANCIALS

2022 \$99.7k income noting that donations were down by \pm \$50k Individual memberships were down; corporate memberships were up. Expenses were up partly due to supporting the Mountain/Trail Running team (some carry over from past years that went unspent due to no international competitions as well as additional support from ATRA's budget). We had anticipated we'd be down by roughly \$30k and we were down less than this as we had planned to spend some of our reserves in 2022.

2021 \$158k - Income was higher. Donations were at \$56k; Ian added that we didn't travel nearly as much either, due to COVID. Lin shared that other nonprofits also experienced increased donations, which may also account for higher numbers. Susan asked whether there were any outliers that caused the significant bump/drop in funding, and Nancy shared that there was, in fact, a major donor in 2021 who dropped off in 2022.

Nancy shared that we have a good amount of reserves: \$60k CD that comes due in March.

Per Nancy's 2022 Q4 report: At present, our income/expenses are trending upward on income which provides us with a positive cash flow. Bank balance (\$81,491.89) and these reserves don't include an additional \$60,000 CD. The CD is 18 month at .2% coming due on 3/29/2023. We did expend some additional dollars this year for US Mountain/Trail Running Team Travel. The changeover in our bank (Great Western sold to First Interstate), has affected our QuickBooks entries as we reconcile the accounts with the recent change in account numbers. We will have new routing numbers in December (just an admin issue on our end for direct deposits we receive from some members).

Andy A. asked whether we're expecting expenses to be about the same this year, and Nancy said yes. We'll incur more website expense because we have more content on the site and more pages.

Going back to the CD question, Adam asked about the interest rate, which is currently at .2%, Nancy replied. Lin said we can only stand to gain by reinvesting it. It might make sense to put another 40k in to the CD since interest rates are now as high as 4%. Lin added that we also need to have a working income in addition to the savings.

Memberships

Memberships are healthy and in June a new platform was launched; it was a seamless transition. However, since *Trail Runner* mag no longer exists, there was a 3-month gap before the Outside+ subscription was established. We now have a \$45 level subscription and it seems even between the levels of membership – supporter at \$25 (two years \$35 and premium at \$45 - <https://trailrunner.com/membership/individual/>). We didn't see a drastic reduction in the membership during the transition, but also no build of membership activity because we needed time to set up the Outside+ membership level. Before, we were paying \$10.95 per member for a subscription, and now it's higher because of Outside, but we get more from those subscriptions because it's a good deal and more return than the previous one. We're also in conversation with *UltraRunning* magazine to see if we can do something similar with that magazine as an option for a third category.

Theme 2023 + Social Media

We had an ATRA team call 2 weeks ago and thought it would be easier to come to the board with a few ideas for themes. 'Embrace Youth' and 'Unity' were the options. There's a youth task force that has been initiated via USATF Mountain Ultra Trail and ATRA has been assisting and now has this link (<https://trailrunner.com/youth/>) on the site and a desire to help grow that area of the sport; also a focus on embracing youthfulness in the journey on the trails - at any age and stage of life. Also, sharing youthful enthusiasm and feeling inspired in older ages. Andy suggested 'Embrace *Your* Youth'. Adam prefers 'Celebrate Your Youth' and there was wider receptivity to it. We don't want to forget about the everyday runners and 'Trails Are For Every Body.' Rather than let past themes to go away, we want to build on what already exists.

Andy A. expressed support for the new theme, noting that kids get lots of attention regarding trail time, and appreciates adding the 'Your' because it's more inclusive and also points to joy and fun while running. It's a good reminder to play and reclaim the excitement of moving on trails. The '**Embrace Your Youth**' theme was unanimously adopted.

US Trail Running Conference

Hosting the trail conference in the same place (Mukilteo, WA) is looking good. The Darn Tough and Brooks-sponsored pitches were a hit. Susan shared that the presentations were well thought out and professional. All of the 6 winners - 3 in each category - were gracious and demonstrated lots of positive camaraderie. The application process was thorough and the experience was well-received overall. Terry C's idea was a success.

Andy A. added that we have a new person managing the calendar, which is where about 80% of our traffic comes from. Two weeks ago we had 1,600 race dates confirmed for 2023 (we anticipated through the next months to garner nearly 5,000 confirmed race dates).

New calendar person has been contracted - Emily McGuire. Started January 13

Emily will work on the calendar 15-20 hours per week in this important role for ATRA.

Travel and Meetings

Adam shared that it would be idea to get more board members out to events, whether it's tabling, running, handing out stickers, sitting on panels, there's receptivity to it. The US Trail Running Conference is Oct 18-20.

Next meeting (which will be Board Elections): Nancy suggests a March date TBA

Adjourned: 6:22PM

Respectfully submitted by Kriste Peoples, Secretary