

Sustain Athletics Annual General Meeting (AGM) 2025 – Summary Notes

Date: November 2, 2025

Time: 7:00 – 8:30 pm (PT)

Location: Zoom

Host: Laura Chatham (Founder of Sustain Athletics)

This was Sustain Athletics' first AGM! It was informal in the sense that participant attendance was not recorded and no detailed agenda was distributed ahead of time. The purpose of this meeting was to update the Sustain Athletics community on current activities, discuss the organization's direction, and gather ideas for the coming year.

Below are the sections of this summary document:

AGENDA

1. Introductions
2. Building Sustain Athletics
3. Your Input
 - Funding
 - Resource Priorities
 - Sustain Run Club
 - Other Thoughts?

MEETING NOTES

Land Acknowledgement:

** I apologize that I missed this at the start of the meeting. ~ Laura*

As Sustain Athletics, we respectfully acknowledge that we are guests in the unceded and traditional territories of [Skwxwú7mesh \(Squamish\)](#) and [səlilwətał \(Tsleil-Waututh\)](#) Nations in North Vancouver, and the [Syilx Okanagan Nation](#) in Kelowna. We encourage our members to learn more about the Indigenous groups in and around their regions.

MEETING SUMMARY

AGENDA

15-20 minute presentation by Laura Chatham

1. INTRODUCTIONS

About Me: Founder of Sustain Athletics | Based in North Vancouver, BC

My passion for environmental sustainability and trail running led me to start Sustain Athletics in 2023. I have several years of coaching experience with the Silver Star Freestyle Ski Club, including as a Head Coach and Female Program Coordinator. I have completed the training to certify as an NCCP Endurance Running Coach and just have a few final requirements to complete.

In my primary career path, I am studying Chemistry through a Master of Science at UBC Okanagan. Although my research area is not really related – Physical Chemistry and Hydrogen Energy – this experience gives me a good understanding of science, applicable to both sports and sustainability.

I apologize for some things moving slowly, as I balance my studies, work, and a personal life. Sustain Athletics is a strong passion project of mine that I look forward to growing over the years – I appreciate all of your support!

Sustain Run Club Leadership (Kelowna):

Emma Mitchell ~ Run Club Organizer | Run Leader

Tara Berntzen ~ Social Media Extraordinaire | Run Leader

Brian Beulah ~ Run Leader

Katelyn Zomar ~ Run Support

2. BUILDING SUSTAIN ATHLETICS ~ Est. 2023

I started Sustain Athletics in 2023 to share my passion for trail endurance and environmental sustainability – <https://www.sustainathletics.com/about>

Goals: Resource database • Coaching • Consulting

Focus: Trail Running • Hiking • Camping • Basic Nutrition

Below is an overview of the progress and hurdles Sustain Athletics has undergone:

- 2023
 - Registered business (sole proprietor)
 - NCCP Coaching Pathway started
 - Website: <https://www.sustainathletics.com/>
 - Workshops
 - Newsletters
 - MSc Year 1 start, in-person in Kelowna
 - 2024
 - Sustain Run Club
 - Logo done by Speedpro Signs in Vernon
 - Database created: <https://www.sustainathletics.com/free-resources>
 - MSc Year 1, in-person in Kelowna
 - 2025
 - Move to North Vancouver
 - Start job with BC Ambulance
 - MSc Year 2 start, online
 - Emma & Tara continue Run Club ♥
 - Run Leader Training
 - Hats
- ~ Hiatus! ~

2026 – ???

Looking ahead to future plans of Sustain Athletics, this is what I hope to work on:

- 2025 Nov-Dec – Database | Website | Grants
- 2026
 - Patreon Launch | Grants | Sponsors | Workshops
 - complete NCCP Coaching certification
- 2027 ... – *continue working on database, workshops, coaching and consulting services.*

3. YOUR INPUT

Questions:

1 – What would you want from a Patreon membership?

- Patreon is a platform to collect monthly membership fees and distribute additional content. You can create payment tiers, which are at varying monthly costs for different amounts of content.
- Perhaps something like, \$5/month for access to Monthly Workshops, extra resources, and blog posts? What would a ~\$9 tier look like?

2 – What resources should I prioritize?

- What types of resources do you enjoy consuming – articles, audio, videos, podcasts? Which are quick to make and most effective?
- Workshops are back in 2026!

3 – How can I best support Sustain Run Club?

4 – Any other thoughts / comments / suggestions?

MEETING NOTES

This section summarizes the discussion notes and member suggestions from the AGM.

1 – Patreon & Surveys

- I hope to launch the Sustain Athletics Patreon page for January 2025
- A survey is a good way to ask the community how much they would pay for what type of resources.
 - ➔ Surveys would also be great to get feedback and suggestions on the Sustain Run Club and other events (like workshop topics) – market survey
 - ➔ Must ensure collection of information is done properly – possibly through Google or Qualtrics.
- One member suggested (after the meeting) that a simple spreadsheet and e-transfer may work to avoid Patreon fees.

2 – Workshops:

- Starting in January 2026, I would like to re-start the workshops that I had been previously doing monthly(ish) for free, but I need more financial compensation for my time and energy put in. I propose that these workshops be included as a benefit

- of the paid monthly membership (Patreon or otherwise), with perhaps 3-4 workshops per year free to the public. Workshops will be held primarily on Zoom.
- Topics covered in past workshops: *Earth-friendly Practices, What to Pack on Long Runs/Hikes, Sustainable Food Packaging, Race Prep., Nutrition Basics, Recovery Techniques.*
 - ➔ These topics can certainly be repeated! (there's a lot to unpack in each)
 - ➔ Past and present events found here:
<https://www.sustainathletics.com/events>
 - Topic suggestions: Ultra marathons, nutrition, shoes...etc. ➔ survey

3 – Resource Types:

- Visual, like videos and photos, help to understand information.
- Aim for a mix of media types (the eventual goal)

4 – Sustain Run Club:

- Everything is overall going well and we're getting into a good rhythm with things. HUGE thank you to Emma and Tara for taking the reins on our Run Club in Kelowna. Thank you also to Brian and Katelyn for joining the Run Leadership Team!
- We need a waiver for people to sign before participating, storing personal information properly.
WAIVER NOW AVAILABLE: <https://forms.gle/szpcttEX7tJBrCpq6>
- Let's organize some other activities together as a club! Volunteering or competing at races? Camping trip??
 - ➔ Several people are planning to race in Broken Goat ➔ see Heylo chat
- We could plan a camping trip for the Spring, somewhere in-between Kelowna and Vancouver, like [Manning Park](#). We could rent a cabin or camping space and go on some running adventures!
- I plan to start another Run Club in North Vancouver in the Spring. More info tbd

5 – Thank You!

- Thank you to **everyone** who is participating in this meeting and other Sustain Activities. None of this would be possible without you, it's our collective energy and input that is building Sustain Athletics.

NEXT ANNUAL GENERAL MEETING

Sustain Athletics AGM 2026 will be held around the same time in November next year, exact date *tbd*. I will create a Heylo chat dedicated to AGMs so you can see what we have or will discuss and input your thoughts.

CONTACT

If you have any questions or feedback on anything discussed, or not discussed, please join our AGM Heylo chat or contact Laura Chatham at info@sustainathletics.com.

~ THANK YOU! ~