

MINUTES OF THE
EXECUTIVE COMMITTEE
(January 29, 2008)

Subject to the approval of the Executive Committee the following minutes are submitted. The Executive Committee Meeting was called to order on January 29, 2008 at the Catamaran Hotel in San Diego, California at 7:30 p.m. Those present were:

VOTING EXECUTIVE COMMITTEE MEMBERS:

<u>Name</u>	<u>Office Held</u>
John Lavrakas	President
Chris Hegarty	Executive VP
John Clark	Treasurer
Mikel Miller	Eastern VP
Tom Stansell	Western VP
AJ Van Dierendonck	Satellite Division Chair
Jim Doherty	Immediate Past President

NON-VOTING PARTICIPANTS:

<u>Name</u>	<u>Position Held</u>
John Betz	In-coming Treasurer
Todd Walter	In-coming Western VP
Lisa Beaty	Director of Operations
Carl Andren	Technical Director

AGENDA:

1. Approve Minutes from September 2007: J. Lavrakas
2. Fellow Pins Production: L. Beaty
3. Review ION's Business & Strategic Plan: J. Lavrakas/C. Hegarty

Approval September 2007 Executive Committee Minutes: J. Lavrakas

Motion: **The Executive Committee approves the September 2007 Executive Committee Meeting Minutes as submitted.** Motion made by Chris Hegarty, seconded by Mike Miller and passed by the Executive Committee.

Fellow Pins Production: L. Beaty

Lisa Beaty reported the ION had experienced problems with the ION Fellow pins and needed to contract with a new vendor to produce a higher quality pin. Costs of production included production of the tool and pin production of a gold filled rather than gold plated pin. She stated the final cost would largely be determined by the price of gold at the time of production. Lisa suggested the ION produce enough pins in the new style to be able to provide one to existing fellows.

Motion: The Executive Committee approves a budget of up to \$7,000 for the production of new gold filled Fellow pins. Motion made by Chris Hegarty, seconded by John Clark and passed by the Executive Committee.

Review ION's Business & Strategic Plans: J. Lavrakas & C. Hegarty

Lisa Beaty stated that copies of the Business Plan had been circulated in advance for review and comment and summarized that the goal of the plan was to:

1. Grow the membership
2. Revitalize existing meetings and examine future meetings
3. Examine potential for future services/revenue diversification

See Attached File: [Business Plan 1-23-08.doc](#)

Membership Growth:

Lisa reported that she would like to reexamine how ION defines membership and its various membership services. However, before this is done, she suggested the ION needed an updated series of membership surveys of current members, members who have elected not to renew in the past two years and people who regularly participate in ION events but who are not members. It was reported that this should be done by an independent survey company.

Based on results from the membership survey, Lisa reported she would like to proceed to make some specific proposals for restructuring membership, membership retention programs and a new membership drive program. In order to accomplish this Lisa would like to hire an association consultant, with experience in membership growth and development in professional societies that would work on a contractual basis and estimated that she would need approximately \$80K per year for a minimum of a two year period.

Motion: The Executive Committee authorize ION National Office up to \$50,000 to retain a professional membership consultant to execute membership surveys as deemed appropriate with the intent to appropriate additional funds as necessary pending Executive Committee review of progress made. Motion made by Chris Hegarty, seconded by Jim Doherty and passed by the Executive Committee.

Motion: The Executive Committee approves the Business Plan in principle and expresses their comfort in moving forward with the goals, objectives and implementation as outlined in the document. Motion made by John Lavrakas, seconded by Chris Hegarty and passed by the Executive Committee.

John Betz expressed concern over increasing the cost of membership dues and encouraged the ION to find a way to wrap membership fees into conference registrations so that members did not have to elect to pay the dues out of their own pockets. He also expressed concern that, as ION began to reach out to new audiences, ION did not move away from the technical aspects of the organization.

Revitalization of Meetings/Future Meetings:

Lisa stated that ION was already incorporating new programs into the ION GNSS meeting to expand the attendee base, had just recently signed a joint sponsorship agreement with JSDE for JNC and had an existing joint meeting agreement with IEEE AESS for PLANS.

It was suggested that ION look into a joint sponsorship agreement with Precise Time and Time Interval (PTTI) hosted by the Naval Observatory and run the PTTI program as a track of sessions.

It was also suggested that ION contact WPI about co-sponsoring their Precision Indoor Personnel Location and Tracking for Emergency Responders Workshop. This past year the workshop drew approximately 100 attendees from a user community that typically would not attend an ION conference (Dept. of Homeland Security, Dept. of Justice, first responders with an interest in indoor position, etc.).

Future Services:

John Betz suggested the ION establish a training program for new/in-coming officers.

Strategic Plan:

Lisa Beaty suggested that ultimately many pieces of the Business Plan will need to be incorporated into the Strategic Plan, but for now, the Strategic Plan was more visionary and the Business Plan identified specific actions to be taken.

Action: Chris Hegarty had accepted the action to update the Strategic Plan last approved by Council in June 2005 and provide a copy to Lisa.

See Attached Files:

Strategic Plan Last Approved by Council June 2005: [Strategic Plan 6-26-05.doc](#)

Strategic Plan Updated by Hegarty January 2008: [Strategic Plan 6-26-05 Updated Jan 2008.doc](#)

The meeting was adjourned at 7:30 p.m.