MINUTES OF THE
STRATEGIC PLANNING COMMITTEE
(January 29, 2019)

Subject to the approval of the Strategic Planning Committee, the following minutes are submitted. The Strategic Planning Meeting was called to order on January 29, 2019 at the Hyatt Regency Reston, Reston, Virginia at 5:30 p.m. Those present were:

COMMITTEE MEMBERS:

Name
John Raquet President
Y. Jade Morton Incoming President
Dorota Grejner-Brzezinska Immediate Past President
Patricia Doherty Past President
Todd Walter Past President
Mikel Miller Past President
Sharon Donald Proxy for John Langer, Military Division Chair

INVITED PARTICIPANTS:

Name
Frank van Graas Treasurer
Gary McGraw Incoming Finance Chair
Steve Rounds Incoming Western Region VP
Lisa Beaty Executive Director

AGENDA:

ION Reserve Fund:

1. A Review of the ION’s current Reserve Fund Formula (approved in September 2015) and review of impact to current investment vehicles and management of the same.

2. At what funding level do ION’s reserves need to be at before the ION begins to use proceeds/returns earned from the reserve fund for a defined purpose? Realistic goals for return, based on risk and past performance, etc.

3. Discuss various strategies of how proceeds/returns would be utilized:
   a. An endowment specific to a defined program(s)
   b. Annual percentage returned to the general budget
Lisa Beaty reviewed the Reserve Fund Discussion Charts.

There was considerable discussion.

There was consensus on the following points:

- The reserve fund is acknowledged as a tool/resource in accomplishing the ION’s mission, and not a program in and of itself.
- It is highly desirable for the ION to commence using reserve funds toward the goal of advancing the art and science of PNT, in the form of existing programs and/or new programs to be defined. However, it was acknowledged that it was important to be good stewards of the resources, and to use the money prudently. Ideas discussed included:
  - expanding funding for the Africa Outreach Program and/or expanding the program to South America
  - PNT outreach awareness program to reach undergraduate students
- The committee agrees that ION should continue to strive to operate at a zero-based budget, meaning ION does not intentionally add to the reserve fund on an annual basis through program revenues. The committee recognizes the fund will grow/contract in response to natural market fluctuation.
- It was agreed the Strategic Planning Committee needed to reinvigorate and address:
  - New initiatives
  - Changes to membership culture in the rising generation. It was recommended an ad hoc committee of younger Technical Reps be organized under the Membership Committee with a focus group of students to brainstorm what type of membership benefits are valued by the rising generation.

Action: Y. Jade Morton, incoming president, accepted the action to coordinate the next Strategic Planning Committee with incoming Strategic Planning Chair, Frank van Diggelen.

The meeting adjourned at 8:00 p.m.

Postscript:

Lisa Beaty (ION’s Executive Director) and Ken Esthus (ION’s Marketing Director) met with Kevin Coggins (incoming Membership Chair) later that week to discuss changes to the membership culture in the rising generation. Beaty requested that Coggins and Esthus create a list of questions/discussion points of “what constitutes organizational value and belonging to young participants” and organize a focus group of young participants during ION GNSS+ to ascertain/discuss the same. Beaty requested Coggins/Esthus utilize younger incoming Council members/academics as resource for sourcing said participants. The consensus was to broadly open the discussion to determine needs and original ideas on how to meet those needs in new and innovative ways.