

**MINUTES**  
**IBE Board of Directors Meeting**  
**January 17, 2020**

(Attending: **Larry Gust, Jeanne McLaughlin, Spark Burmaster, Sonia Hoglander, Paula Baker-Laporte, Alex Stadtner, Christopher Bell, Andrew Pace, unable to attend**, Michael Conn, *Executive Director*, **Erik Rosen, scribe. Miriam Lindbeck, SAC**)

1. Call for additional agenda items
  - a. none
2. Approve December meeting summary
  - a. Approved for posting.
3. Treasurer's report: (JM)
  - a. Agrees with Michael's ED report.
4. Keep in mind as we proceed: What do we need from advisory board members?
  - a. noted
5. ED Report, P&L: Questions and Comments
  - a. Michael informed the board about the Vastu Architecture group that contacted us initially in 2012 when Chris Bell attended. They are interested in having a rep for 2020. Michael spoke with Paula and Stephen, and Mayank in Pune. Paula and Stephen are possibly interested in attending, and Mayank would like to host them if they do. Michael and Erik will speak with Mayank next week.
  - b. Modification to serialized documentary concept (Spencer meeting 1/12)
    - a) Michael said Spencer still feels strongly about going forward with the full feature, and the episodic podcasts would be a fallback.
  - c. Progress on outside funding for Crowd Funding Mafia (Spencer's success?) (MC)
    - a) Michael reported on the conference call earlier in the week. Spencer is still working two potential funders, and Ron & Lisa are also in touch with a donor that has funded their work in the past.
  - d. Progress of SEO to drive traffic to the site
    - a) Michael reported it was marginally up. Michael is planning on getting into our account and writing our own ads.
6. Succession Planning (JM)
  - a. Still need Instructors and lab leaders generic job description
    - a) Still waiting for instructors.
7. Status of Attorney Strawman IP Agreement for instructors to give feedback (MC)
  - a. Michael reported we are still pending. Planning to talk with attorney soon.
8. Status: Revisit of copyright of full certification names (MC)
  - a. Still pending.
9. Status: Algonquin: BBA Program; payment; liability insurance, etc. (MC)
  - a. Nothing to report this month.
10. Discuss/Approve revisions to 25 Principles (attached to email) (P-BL/LG)
  - a. Paula reported on the background reasoning, and the structural changes (more emphasis on EMR, creating five categories instead of four, etc.). Erik will post to website, write a draft of the Wiki change for Paula to review, then make the change.
11. Committee Reports
  - a. Budgeting Tools – Board Input (AS, AP, JM, MC)

- a) 2020 implementation progress?
  - 1. Michael would like to revisit in February after the board sees January's P&L.
- b. Distance Education Sub-committee (CB)
  - a) Sonia initiated a discussion on the makeup and charter of the sub-committee, and encouraged Chris to reconvene the committee, especially in light of the strategic plan work. A discussion about IAQ, tools, and possible front-loading of tools demonstrations was held as well.
- c. Professional development Committee (SH)
  - a) Set-up team, develop plan to increase the level of professionalism in the community.
    - 1. Sonia is working on relaunching the committee. She is focused on ensuring the committee pays attention to all aspects of BB and building sciences, not just EMRS development.
  - b) BSMII – team membership and development timeline
    - 1. In progress.
- d. Membership Committee (SH)
  - a) Membership Automation (ER, SH)
    - 1. No meeting scheduled yet due to the press of other business. She outlined how she will be addressing this when other projects have started or concluded.
- e. Status: Five-Year Strategic Plan Development, 1/31/20 completion (SH, MC)
  - a) Straw man plan condensation ala Seaman's Church Institute ( MC)
    - 1. Sonia reported we are on track for the end-of-month deadline.
  - b) Sub-cmt condensation review and finalization
    - 1. Sonia received some recommendations and changes (still heavy on EMR, for instance), but she feels we can still make the deadline. She is still awaiting some additional feedback, then thinks approval could happen via email. She reported it has been distilled down to six pages.
- f. Document Management System – Prelim Investigation (SH)
  - a) Sonia reported we already have a version of Dropbox which gives us 3 TB of storage. She outlined that we need to understand what we are trying to achieve (such as version control, which is critical), and we are also limited financially. She is at the point where she needs more guidance from the board. Alex stated he thinks she is approaching this in the right way. He said his business found Google to be the solution, and brought up the need for uniform naming conventions, etc.

12. Do our actions support the 2025 Strategic Plan?

- a. Financial Stability – Getting the funds to carry out a 6-year plan.
- b. Human Resources – To transform Finances into Products
- c. Products – Relevant, timely educational materials for public, students, and professionals.

13. Based on this meeting, what do we need from advisory board members? (All)

- a. What's needed for Peter Sullivan to support serialization of documentary? (AS)
  - a) This is on hold due to the conversation Michael had with Spencer. (see 5D)

<b>Advisor</b>	<b>Area of Expertise</b>	<b>Liason</b>	<b>Comments</b>
David Fisher	EMR,advocacy,policy,marketing	Chris	
Ann Louise Gittleman	Zapped, Nutrition, promotion/marketing	Sonia	
Karl Maret	Electrical & Biomedical Engineer, Building Biologist, MD–past president ISSSEEM, environmental medicine, research	Sonia	
Cindy Mercer	Grant funding strategy	Paula	On leave
Dr Joe Mercola	MD, Web site, Big following	Larry	
Sim Van der Ryn	Sustainable Architecture	Paula	
Camilla Reese	EMR advocacy, policy, marketing	Sonia	
Peter Sullivan	Grant funding strategy, TV Industry contacts	Alex	