

MINUTES

IBE Board of Directors Meeting

October 18, 2019

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

1. Call for additional agenda items
 - a. Sonia added a discussion of a Documents Management system
 - a) Sonia explained that our IP content on our website needs to be more tightly controlled. From images to courses, we need more professional control (include version control). Sonia will do some research.
 - b. Larry added Approval of International Appeal of 5G signatory strategy
 - a) Larry said given our growing prominence, we should sign. The question is how? Paula and Michael explained some reservations and suggested some people to consult with first (Libby Kelly & Camilla Rees). The board agreed. Larry will first reach out to Camilla.
2. Approve August meeting summary
 - a. Approved for posting.
3. Treasure'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 explained the discussions and outcome of the conversation with the PR company (Crowdfunding Mafia) re: the documentary, and how the costs were significantly higher than anticipated. He explained that Spencer said he might have some investors he will reach out to, which may take several weeks. Currently, Spencer reports he has two people who are interested who are EMR-aware. He will keep us apprised.
 - b. Larry remarked on the growth of online course sales, and asked that to be contrasted to our previous (typical) sales. Michael said we've already surpassed by a factor of at least two the best year we've ever had selling online courses.
 - c. The Board agreed to send written thanks to Ron & Lisa for their efforts. Michael will help Larry compose the letter.
6. Apprenticeship Program annual report (Oram Miller)
 - a. Oram reiterated details from the report he sent yesterday. We are five years into the program. From this past 212, about half of the students said they would and could avail themselves of the opportunity. There was also a discussion of webinars.
7. Discuss/Vote on Resolution 19-001: Regular SAC attendance at board meetings (2B sent separately)
 - a. The Board voted on the resolution. It carried unanimously.
8. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) In progress.

9. Status – IP Agreement (MC)

- a. Attorney to write a strawman agreement; Instructors to give feedback. (MC)
 - a) Not yet occurred. Michael will schedule it soon.

10. Status: Copyright of full certification names (MC)

- a. Everything is submitted. Just waiting to hear back from the government.

11. Status: Malaysia (MC)

- a. Melanie's request for case studies.
 - a) Paula wrote Melanie an email and has yet to hear back.

12. Status: Algonquin: BBA/BBNC Program Status (MC)

- a. BBA Program (MC)
 - a) The program is up and running. Algonquin College purchased a lifetime academic membership with us, sending us a check for \$2950. We will use this as a model for approaching other academic institutions. Michael also reiterated the details of the agreement.
- b. BBNC Program
 - a) Michael reported Bobby Ilg has talked about BBNC with representatives of the college, and they have expressed interest and enthusiasm.

13. Wikipedia and the 25 Principles; BBI vs IBN

- a. Michael explained that we have been able to edit the BB Wiki page, and while the entry seems to be weighed more to our institute, but the Principles are IBN's, which we cannot change.

Paula suggested we add the 25 Principles of the North American institute, but first we should compare the two documents side by side. Larry will assist Paula with this.

14. Committee Reports

- a. Distance Education Sub-committee (CB)
 - a) Nothing to report.
- b. Status: Five-Year Strategic Plan Development
 - a) Plan Review: Ann Louise Gittleman & Cindy Spoor
 - 1. Sonia has yet to talk with Ann Louise Gittleman. Michael said the plan was "startlingly" thoughtful and detailed, however, the way things are "mixed in", a donor wouldn't know where to go next. Cindy Spoor agreed with this impression. Cindy sent Michael a sample strategic plan for another organization she worked with, which is only 5 pages, and to a prospective donor, spelled out exactly where money was needed, etc.

Erik will talk with her about possibly reworking our SP.
- c. Professional development Committee (SH)
 - a) BSMII – Team membership and development time table
 - 1. Waiting for approval on Strategic Plan first.
 - b) Sonia wants to relaunch the Professional Development Committee focusing on improving professional conduct of graduates.
- d. Membership Committee (SH)
 - 1. Sept meeting between Erik and Sonia on hardware/software
 - a. Sonia, Erik & Shaun are working on automating EcoDwell subscriptions first.
 - b) Feasibility study: WordPress Plug-in to tie Moodle to InfusionSoft (ER)
 - 1. On the back burner until we integrate the newsletter functionality.

15. 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.
16. Based on this meeting, what do we need from advisory board members? (All)
- a. Approaching Peter Sullivan in documentary funding (AS)
 - a) Alex has yet to do that. Michael will provide the film “deck” to Alex to share with Peter.

Advisor	Area of Expertise	Board Liaison
Camilla Rees	EMR, advocacy, policy, marketing	Sonia Hoglander
Sim Van der Ryn	Architecture / Sustainable Architecture	Paula Baker-LaPorte
David Fisher	Program & Curriculum Strategies Development	Chris Bell
Ann Louise Gittleman	Author of “Zapped”, nutrition (detox, EMR, environmental), promotion and marketing	Sonia Hoglander
Karl Maret	Electrical & Biomedical Engineering, Building Biologist, Medical Doctor – past president of ISSSEEM, environmental medicine, research	Sonia Hoglander
Cindy Mercer	Grant Funding Strategy	Paula Baker-LaPorte
Peter Sullivan	Grant Funding Strategy	Alex Stadtner