

MINUTES
IBE Board of Directors Meeting
November 15, 2019

(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. International 5G Appeal issue
 - a) Larry reported on his conversation with CR and that the appeal is well-grounded in science. Larry went ahead and signed as president of the board of BBI on November 10th, 2019.
2. Approve October 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. Progress on outside funding for Crowd Funding Mafia (MC)
 - a) Michael reported on the meeting Alex and he had with Peter Sullivan. Peter had some excellent ideas, one of which resonated with something Michael and Spencer (producer) have talked about. The amount that needs to be raised (\$1.2 million) need a substantial financial outlay for the marketing to even make a crowd funding attempt like this possible. So the fallback was to shoot "an episode" which includes a homeowner interview/assessment/mitigation, as well as interviews with experts backing up what the assessor is finding. Instead, we can shoot one episode for substantially less which then can be used to possibly sell a series. If this is something we choose to do, Peter might be willing to offer advice, and possibly financial leads/resources.

Michael also reported on a recent interaction he had with BP, and that we have their permission to repurpose the funds allocated for the documentary to anything else.

Alex asked that the board consider how this fits in with our Strategic Plan. The Board agreed the next step would be for Michael to talk with Spencer to ensure he's onboard with the new approach. Then Alex suggests a small committee to work on what the revision to the deck would look like, and outline at least the first six episodes.

- b. Google AdWords success: Ad rewrite status; Traffic Stats
 - a) Michael reported that the time each person spends on site are creeping up, as is the number of pages they visit. The bounce rate is as low as it has ever been, and holding, but we still need to see more visitors in general.

6. Discuss new budget format
 - a. Michael reported that he has been working toward ironing out redundancies in the P & L. He explained the Quick Books functionality (Chart of Accounts) and these redundancies. He and the CPA have been working to integrate and condense these duplications to simplify the statement. The current P&L has benefited from this, and they will continue to refine it. He asked the Board Members to continue to see if there's anything that needs to be more clearly represented by end of year.
7. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) Still in progress.
8. Status – IP Agreement (MC)
 - a. Attorney to write a strawman agreement; Instructors to give feedback. (MC)
 - a) Michael has yet to get to this.
9. Status: Copyright of full certification names (MC)
 - a. Everything is submitted. Just waiting to hear back from the government.
10. Status: Algonquin: BBA/BBNC Program Status (MC)
 - a. BBNC Venue
 - a) Michael reported 214/215 will be held in campus next summer.
11. Committee Reports
 - a. Budgeting Tools sub-cmte (AS, AP, JM, MC)
 - a) Larry asked of the six categories, he wanted to know what Seminar R & B meant. Michael explained it is Room & Board, and described how it is a flow-through from student to caterer/venue.
 - b. Distance Education Sub-committee (CB)
 - a) Nothing to report.
 - c. Strategic Planning Committee
 - a) Status: Five-Year Strategic Plan Development
 1. Can Cindy Spoor do the Plan condensation and tightening?
 - a. Michael reported he did have a conversation with Cindy which he reported on at the last board meeting. And now he is waiting to get feedback from the board and subcommittee on the sample Plan she shared. Michael will then tackle an initial restructuring, which he would then bring to Cindy, which he hopes he can have in a couple of weeks. The board also discussed possible ways to brand the plan/add a tagline. Michael suggested January 31st as a deadline for a final SP version.
 - d. Professional development Committee (SH)
 - a) Working group to set plan to increase the level of professionalism in the community
 1. Sonia has reached out to Jim Finn to see if he would be interested. He is considering it. She is hoping to kick something off by the end of the year.
 - b) BSMII – team membership and development timeline
 1. On hold.
 - e. Membership Committee (SH)
 - a) Membership Automation (ER, SH)
 1. Waiting for Shaun to get back to work on it.
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. Sonia may reach out to ALG and CR regarding the Strategic Plan.

Paula will ask Cindy Mercer if she can step back onto the Advisory Committee.

Larry will add Dr. Mercola back into the chart below and add himself as the Board Liaison.

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