

**MINUTES**  
**IBE Board of Directors Meeting**  
**December 20, 2019**

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

1. Call for additional agenda items
  - a. Michael reported on the pilot program to pay for as SAC member to attend each seminar.
  - b. Larry spoke with the board about a performance bonus for Michael. He hasn't had a raise in 10 years, and we should be able to do this financially. There was no board opposition to it. The amount suggested was \$14K. Larry explained what our cash on hand is. Jeanne feels we could handle this as our numbers are improving. She and Alex think Erik should receive something as well.
2. Approve November meeting summary
  - a. Approved for posting after ensuring attendance is accurate (Alex/Andrew).
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 modification to serialized documentary concept
    - a) Michael reported he and Erik have a meeting with Spencer January 12<sup>th</sup>.
  - b. Progress on outside funding for Crowd Funding Mafia (MC)
    - a) Michael reported whether or not we get funding for CFM, we are still going forward with the crowdfunding effort. We are still looking at options to fund CFM's program.
  - c. Progress of SEO to drive traffic to the site
    - a) Michael reported the stats are slowly inching upwards, but Michael feels we should have more visits a month, and wants to start writing ads himself. He will address this more directly
  - d. Jeanne asked Michael to brief the Board on Jeanie Woody. Jeanie has volunteered to assist Jeanne as an IBE 101 mentor. She will begin mid-January. Jeanne will delegate and track the students Jeanie takes on.
  - e. Larry asked Michael to mention the 312 meeting held early on December 20<sup>th</sup>, and explained our possible scheduling options the instructors agreed to, including the likely fact that IBE 312 will be held annually going forward due to increased demand.
6. Succession Planning (JM)
  - a. Still need Instructors and lab leaders generic job description
    - a) Still waiting on Larry, Michael, and Erik.
7. Status – IP Agreement (MC)
  - a. Attorney to write a strawman agreement; Instructors to give feedback. (MC)
    - a) Michael had to push this to January 2020 due to time constraints.
8. Status: Copyright of full certification names (MC)

- a. Revisit March 2020
- 9. Status: Algonquin: BBA/BBNC Program Status (MC)
  - a. Michael explained the revised schedule and logistics to the Board.
- 10. Committee Reports
  - a. Budgeting Tools sub-cmte (AS, AP, JM, MC)
    - a) Board input on possible P & L line item expansion for better clarity.
      - 1. Michael said no board members have come back with further input. He did explain that our bookkeeper needed cataract surgery so didn't have time to create the newly formatted P & L. He should have it soon. Michael did explain some of the new changes.
  - b. Distance Education Sub-committee (CB)
    - a) Nothing to report.
  - c. Professional development Committee (SH)
    - a) Working group to set plan to increase the level of professionalism in the community
      - 1. Sonia reported Jim Finn has agreed to become part of the committee. She will need to reengage with Peter Sierck and the professional committee members.
    - b) BSMII – team membership and development timeline
      - 1. On hold.
  - d. Membership Committee (SH)
    - a) Membership Automation (ER, SH)
      - 1. Erik & Sonia still needs to meet. There are technical incompatibilities that need to be worked out. Sonia feels this should be a higher priority.
  - e. Status: Five-Year Strategic Plan Development (SH, MC)
    - a) Straw man plan condensation ala Seaman's Church Institute ( MC)
      - 1. Michael explained that he took what the committee did and compared it to the sample report, and restructured things. Erik is now working on it and should have something revised to give back to the committee for their review prior to the board meeting. Erik will send Adam's proposed cover for the final plan.
    - b) Sub-cmt condensation review and finalization
      - 1. See above.
  - f. Document Management System – Prelim Investigation (SH)
    - a) Will put together the results of her investigation for review by the next board meeting.
- 11. 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.
- 12. Based on this meeting, what do we need from advisory board members? (All)
  - a. Consult Peter Sullivan on Spencer's plans for serialization of documentary? (AS)
    - a) Michael reported on his and Alex's meeting with Peter.

<b>Advisor</b>	<b>Area of Expertise</b>	<b>Board Liaison</b>
Camilla Rees	EMR, advocacy, policy, marketing	Sonia Hoglander
Sim Van der Ryn	<b>Architecture / Sustainable Architecture</b>	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	<b>Alex Stadtner</b>