

**MINUTES**  
**BBI Board of Directors Meeting**  
**February 21, 2020**

(Attending: **Larry Gust, Jeanne McLaughlin, Spark Burmaster, Sonia Hoglander, Paula Baker-Laporte, unable to attend, 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. Chris added a discussion about free online Moodle training.

Chris thinks the best way for the board to oversee Distance Education is to have a better understanding of Moodle. He explained the Moodle non-profit organization has periodic online training courses which are month-long, study at home, and suggests board members and instructors sign up and take the courses themselves.

Chris will put together an email to send to board members and instructors regarding this, to see if he can get some commitments. Larry will send Chris the Excel file which lists the 312 lab leaders.
2. Approve January 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 (Spencer's success?) (MC)
    - a) Michael said he will be contacting Spencer early next week for an update.
  - b. Progress of SEO to drive traffic to the site. Rewriting AdSense ads
    - a) Michael said that he and Erik are trying to find time to write some ads ourselves. He feels we should be consistently selling the number of courses that we did this January.
  - c. Spark asked for a status update on the Bill Bathgate seminar.
    - a) Michael explained the genesis of the workshop, BBI's role in it, and that it sold out in one day. Spark noted there were at least three BBI staffers either teaching or attending it.
6. Status: Algonquin August BBA Program: PR Plans, registration (PB-L, MC)
  - a. Michael reported there isn't anything new from the last meeting. He summarized the logistics of the seminar in Algonquin, and stated it appears enrollment has gained a little traction. He also explained what it would take to effectively publicize the certification nationally.
7. Succession Planning (JM)
  - a. Still need Instructors and lab leaders generic job description
    - a) Jeanne stated she is still waiting for Michael's, and Paula's, and also one from Larry as Board President.
8. Status of Attorney Strawman IP Agreement for instructors to give feedback (MC)

- a. Will revisit next month.
- 9. Status: Revisit of copyright of full certification names (MC)
  - a. Still pending.
- 10. Status: Publication of revised 25 Principles: BBI Website; post to Wikipedia (ER)
  - a. Erik reported he uploaded the new principles to the website. IBN already loaded their principles to the Wikipedia page, and Michael thinks we should let that be.
- 11. BBI speaker for 2020 Vastu Conference in India
  - a. Michael explained we were going to walk away because they no longer pay for the airfare. In addition, it is very close to Christmastime. Michael suggested BBI pay the airfare so long as Mayank accompanies them, and then hosts them for a workshop in Pune. Mayank is up for it. Paula and Stephen still need to weigh in on whether they (or either one) are ready to commit or not.

## 12. Committee Reports

- a. Budgeting Tools – Board Input (AS, AP, JM, MC)
    - a) Discuss usefulness of new budgeting format 1<sup>st</sup> Q results
      - 1. Scheduled for March.
  - b. Distance Education Sub-committee (CB)
    - a) Set meeting to establish new goals
      - 1. See first item on these minutes.
    - b) Distance/continuing education via webinars and on-demand video
      - 1. See first item on these minutes.
    - c) Emphasize IAQ measurement tools and data analysis
      - 1. See first item on these minutes.
  - c. Professional development Committee (SH)
    - a) Discuss team plans to increase the level of professionalism in the community.
      - 1. Sonia has a meeting scheduled for March 13<sup>th</sup>.
    - b) BSMII – team membership and development timeline
      - 1. In progress.
  - d. Membership Committee (SH)
    - a) New plans pending committee reorganization (SH)
      - 1. Sonia and Erik had a meeting. Sonia needs to focus in on those who need to renew for 2020. We need to go back to the drawing board on what BBI membership is, especially casual membership. What can we offer of value?
  - e. Discuss Five-Year Strategic Plan Development (All)
    - a) Michael stressed this document isn't a sales document. Sonia explained that Paula made extensive comments, and then sent the document to Cindy Spoor. Erik added that Cindy is planning on working through it next week, and will make any structural changes she thinks is necessary as well.
  - f. Document Management System – Prelim Investigation Summary (SH)
    - a) New plans pending committee reorganization
      - 1. Sonia said it has been on hold since last meeting, but needs interview those who currently managing documents already for the institute.
13. 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.

14. Based on this meeting, what do we need from advisory board members? (All)
- a. Keep Peter Sullivan in the loop re: documentary format and plans? (AS)
    - a) Michael and Alex will circle back with Peter once Michael has spoken with Spencer.

<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	