

**MINUTES**  
**BBI Board of Directors Meeting**  
**March 20, 2020**

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

1. Call for additional agenda items
  - a. Sonia said we should talk about seminar contingency plans.
    - a) Michael reviewed the dates for the upcoming seminars. Specifically, Michael said in worst case scenario (everyone enrolled this year and wanted a refund), we could weather it. It would be tough, but we could survive that. Spark asked about the monies owed to the venue (IHM Retreat Center). Michael said we have deposits for each seminar, and ultimately it would be up to them and what the state has ordered vis a vis a lockdown. Michael also explained he and Erik have already spoken with Stephen Collette, discussing livestreaming and other options. Stephen is on board for what ever we need to do. Michael said we should take a wait and see approach.
2. Approve February 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. Should BBI file Amicus Brief to support *Children's Health Defense* suit against FCC? (Dafna Tachover will be attending.)
  - a. Dafna reviewed the genesis and reasons for the lawsuit against the FCC and their outdated 1996 exposure guidelines. She then explained the reasons why she feels the Building Biology Institute should submit an amicus brief, and in fact, is one of the three most important ones she is hoping will be submitted. The amicus briefs are due April 30<sup>th</sup>, although that date might change. Michael asked if the institute's brief needs to bring something new, or if it can simply support of the existing issues the lawsuit has brought forward. She explained that an amicus brief is designed to help the court inform the court so they can make their decision, so most amicus briefs would be accepted whether it brings new material or simply supports the existing case. Dafna also explained the reasons why this case is unique and likely singular.

Larry sketched out the mechanics of what would need to be done, including the hiring of a lawyer to actually write the brief. The board discussed what the brief might look like.

Larry made a motion to endorse the institute creating an amicus brief as outlined in the previous discussions. Spark seconded it. Passed unanimously. Spark volunteered to be on the committee which discusses the next step. Miriam also said she would make herself available should she be needed. Larry will oversee the efforts and will contact

Chris to bring him up to date. Larry will also put together a committee charter and send them to the members.

6. ED Report, P&L: Questions and Comments
  - a. Larry asked about the April conference in Scottsdale.
    - a) Michael explained they conference was moved online and he expects we should receive a refund should they not reschedule a live, in-person portion of the conference.
  - b. Progress on outside funding for Crowd Funding Mafia (Spencer's success?) (MC)
    - a) Michael explained that whether or not we are able to find a funder, we intend on moving forward, even if we need to run the crowd funding campaign ourselves.
  - c. Progress of SEO to drive traffic to the site. Rewriting AdSense ads
    - a) Michael asked the SEO person if he (Michael) can write some ads. The SEO person said yes, and to send to him for review before posting.
  - d. Regarding a certification for medical professionals, Michael said it should be added to the strategic plan.
7. Status: Algonquin August BBA Program: PR Plans, registration (PB-L, MC)
  - a. BBA program is ongoing. So far, we will still be going forward with 214/215.
8. Succession Planning (JM)
  - a. Still need Instructors and lab leaders generic job description
    - a) Jeanne reported Paula submitted her job description.
9. Status of Attorney Strawman IP Agreement for instructors to give feedback (MC)
  - a. Michael explained it is still pending.
10. Status: Revisit of copyright of full certification names (MC)
  - a. Still pending. He has reached out to the attorney and is waiting to hear back.
11. BBI speaker for 2020 Vastu Conference in India
  - a. Michael reported it won't be happening. Too many obstacles, including the developing travel restrictions due to CV19.
12. Discuss replacing Andy: qualities, skills, spheres of influence that would best serve the board and the institute.
  - a. Larry explained that he and Michael talked about taking our time before making any decisions. Sonia agreed, adding we should send him a thank you letter for his service. Sonia said we should look for someone with retail and IAQ skills. Paula suggested it be someone who has gone through our training. The board will discuss the specific attributes they are looking for during April's board meeting.
13. Committee Reports
  - a. Budgeting Tools – Board Input (AS, JM, MC)
    - a) Discuss usefulness of new budgeting format 1<sup>st</sup> Q results
      1. The board delayed the discussion until the first quarter is completed.
  - b. Distance Education Sub-committee (CB)
    - a) Response to free Moodle training starting in June
      1. Postponed until next month.
    - b) Distance/continuing education via webinars and on-demand video
      1. Postponed until next month.
  - c. Professional development Committee (SH)
    - a) Team meeting forecast for March 13<sup>th</sup>.
      1. Sonia and Paula met (Peter Sierck dropped out), so she is hoping to add additional members and have more information next month.

- b) BSMII – team membership and development timeline
    - 1. See above.
  - d. Membership Committee (SH)
    - a) Use InfusionSoft in 2020 Membership Drive
      - 1. . Sonia needs to contact Monika Krajewska.
    - b) Define meaning of BBI membership levels.
      - 1. In progress.
  - e. Discuss Five-Year Strategic Plan Development (All)
    - a) In progress.
  - f. Document Management System – Prelim Investigation Summary (SH)
    - a) Talk to primary users about what they do now.
      - 1. In progress.
14. 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.
15. 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.

Advisor	Area of Expertise	Liason	Comments
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	