

**MINUTES**  
**BBI Board of Directors Meeting**  
**April 17, 2020**

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

1. Call for additional agenda items
  - a. Larry suggested discussion how long we retain Board Meeting recordings.
    - a) The Board agreed that keeping one year of Board recordings would be sufficient.
  - b. Spark wants to discuss communications technology for board meetings, such as Zoom.
    - a) The board discussed the reasons for thinking about moving from Free Conference Call to another platform such as Zoom, as well as the positives and negatives. Larry and Spark will have some test Zoom conversations.
  - c. Discussion on possible vote for Strategic Plan.
2. Approve March 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. Spencer's progress on fund raising for Crowd Funding Mafia
    - a) Erik explained that Ron & Lisa are still trying to get things in front of a specific investor. He also explained Spencer has an idea for a virus/healthy home podcast for BBI that Lisa and Ron can record. Michael said he will likely be pursuing this.
  - b. Rewriting AdSense ads to bring stronger motivation
    - a) Michael reported on a four-fold increase in hits, but reported there were other contributing factors so to understand this isn't necessarily representative of the new ads' performance.
  - c. Larry discussed the impending Algonquin payment and congratulated Paula and Michael.
6. Seminar Contingency Planning 212 (LG) + continued discussion (all)
  - a. Larry referred to the risk assessment Michael included in the ED report. Chris asked about putting 212 online and Larry & Michael explained why that wouldn't work, especially with the hands-on labs.
7. Succession Planning (JM)
  - a. Still need Instructors and lab leaders generic job description
    - a) In progress.
8. Status of Attorney Strawman IP Agreement for instructors to give feedback (MC)
  - a. Michael explained our attorney's office is closed.
9. Status: Revisit of copyright of full certification names (MC)
  - a. Michael said he thinks it is likely our cert. names and new DBA will be approved, and

explained why, but cautioned there is no guarantee.

10. Discuss new BOD member desired qualities, skills, spheres of influence that would best serve the institute. Approve Board Size Resolution. *See info below* (all)
  - a. A vote was taken to downsize the BOD to seven total members. Passed unanimously.
  - b. The Board discussed the qualities and potential candidates for the BOD, referring to the documents Larry sent via email with the meeting agenda. The board agreed to send some recommendations to Larry over the next two weeks.

#### 11. Committee Reports

- a. Budgeting Tools – Board Input (AS, JM, MC)
  - a) April: Discuss usefulness of new budgeting format 1<sup>st</sup> Q results
    1. The board briefly discussed the format in the context of the 1<sup>st</sup> Q results. Sonia stated it seems much more straight-forward than what we used to use. Michael stated the P&L made the reporting process easier.
- b. Distance Education Sub-committee (CB)
  - a) Response to free Moodle training starting in June
    1. Chris reported the training program is now in effect continuously. Chris drafted a one-page letter with a list of lab instructor emails, seminar instructors, board members, etc., re: the open Moodle training.
  - b) Distance/continuing education via webinars and on-demand video
    1. See above.
- c. Professional development Committee (SH)
  - a) March 13<sup>th</sup> team meeting results. Proposal for future projects.
    1. Sonia said the professional development committee consists solely of Paula and Sonia. They have met.
  - 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 regroup due to our loss of Monika. Sonia will discuss more with Erik.
  - b) Define meaning of BBI membership levels.
    1. Sonia needs more people on her committee to truly address this issue. Miriam offered to send out a simple survey to the student body asking what they think might be useful as membership benefits.
- e. Discuss Five-Year Strategic Plan Development (Rewritten plan sent separately – please review) (All)
  - a) Alex suggested the vision statement be more BBI-centric. The board discussed the difference between a vision statement and a mission statement. The board also spoke about KPIs (Key Performance Indicators).

The Board voted on whether to approve the Strategic Plan pending any final changes by Larry. Jeanne made the motion and Alex seconded. The vote carried unanimously.

- f. Document Management System – Prelim Investigation Summary (SH)
  - a) Talk to primary users about what they do now.
    1. In progress.

12. Do our actions support the 2025 Strategic Plan? Discuss how to start measurement.

- 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. 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	