

**MINUTES**  
**BBI Board of Directors Meeting**  
**May 15, 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. none
2. Approve April 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. 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. The Board discussed potential candidates, and some of the qualities necessary. Paula suggested the board empanel a committee and take their time to develop the criteria and put forward nominations. A small group consisting of Jeanne, Erik, and a possible outside advisor with Board experience will be empaneled to look at potential candidates, with a focus on our more recently graduated students. Sonia will reach out to a potential outside advisor to gauge interest.
6. ED Report, P&L: Questions and Comments
  - a. Given recession economic conditions, do we postpone crowd sourcing effort?
    - a) We've set aside the effort while moving forward with the podcast.
  - b. Larry congratulated Michael on the increasing analytics stats as a result of Michael's new ads. Michael explained some additional tweaks we are making to decrease the bounce rate.
  - c. The board discussed potential places to distribute and otherwise publish our new strategic plan.
7. Seminar COVID contingency planning 212/312--continued discussion (LG)
  - a. Larry updated the board on contingency plans should we need to hold IBE 212 and 312 virtually. Michael updated the board on the State of New Mexico's current and possible future policies for travel.
8. Succession Planning (JM)
  - a. Still need Instructors and lab leaders generic job description
    - a) In progress.
9. Status of Attorney Strawman IP Agreement for instructors to give feedback (MC)
  - a. Same as last month. Michael explained our attorney's office is closed. Once allowed, he will pay a physical visit to the attorney's office.
10. Status: Revisit of copyright of full certification names (MC)
  - a. Same as last month. 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.
11. Key Performance Indicators (KPIs) (developers- AS, AP, JM, MC)
  - a. May: Discuss 1st Q results.

- a) Alex suggested making the P&L statement more inline with the format discussed in the ED report. Alex will make more specific recommendations to Michael. Sonia emphasized the importance of having a defined baseline for our KPIs, and committed to having a first draft for the next board meeting.
- b. 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. Committee Reports**

- a. Distance Education Sub-committee (CB)
  - a) Response to free Moodle training starting in June
    - 1. Chris reported he received some feedback. Miriam and Chris have signed up. Several have indicated interest.
  - b) Distance/continuing education via webinars and on-demand video
    - 1. Addressed in 212/312 agenda items.
- b. Professional development Committee (SH)
  - a) Prioritize future projects list.
    - 1. In progress.
  - b) BSMII – team membership and development timeline (LG ask Hardy Legwin)
    - 1. Larry wrote a note to Hardy on April 20<sup>th</sup> and has yet to receive a reply.
- c. Status: Membership Committee-Regrouping Actions (SH)
  - a) Use InfusionSoft in 2020 Membership Drive
    - 1. In progress.
  - b) Define meaning of BBI membership levels.
    - 1. In progress.
- d. Our New Five-year Strategic Plan: comments (emailed 5/1, Subj: Strategic Plan) (All)
  - a) Discussed earlier in the meeting.
- e. Document Management System – Prelim Investigation Summary (SH)
  - a) Talk to primary users about what they do now.
    - 1. In progress.

**13. Based on this meeting, what do we need from advisory board members? (All)**

- a. noted
- b. Keep Peter Sullivan in the loop re: documentary format and plans? (AS)
  - a) On hold.

<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	