

MINUTES
BBI Board of Directors Meeting
June 26, 2020

(Attending: **Larry Gust, Jeanne McLaughlin, Spark Burmaster, Sonia Hoglander, Paula Baker-Laporte, Alex Stadtner, *unable to attend*, 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. ED Report, P&L: Questions and Comments
 - a. Michael recapped IBE 211 successes, numbers, and feedback, singling out Stephen for his exceptional work. Larry will write Stephen a congratulatory letter on behalf of the board.
 - b. Re: P&L, Larry asked for clarification on forecasting this quarter's numbers out for the remaining quarters.
 - c. Paula asked if we are headed to a point where we are self-sufficient. Michael said, with the caveat that we will always need and be able to use grants, we are self-sufficient. The board discussed the continuing need for grants to fund several projects on our wish list.
 - d. Chris asked about our international partnerships with Prithwe and Malaysia. Michael explained we haven't heard from Melanie in Malaysia for a long time, but has been communicating with Mayank.
6. Seminar COVID contingency planning status (MC)
 - a. Michael reported IBE 212 will be moved online, and discussed the procedures being put in place.
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 (Covid delay) (MC)
 - a. Same as last month. Michael explained our attorney's office is closed. They are working remotely, so Michael left a message for them.
9. 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.
10. Key Performance Indicators (KPIs) (developers- AS, AP, JM, MC)
 - a. P&L Formatting in line with ED Report Categories (AS)
 - a) Covered above in ED report Q&A.
 - b. Create defined baseline numbers for comparison (SH)
 - a) Done.
 - c. Do our actions support the 2025 Strategic Plan?

- a) Social media analytics improvement over baseline
 - 1. The analytics is looking really good, according to Michael. Our EcoDwell subscriptions are increasing substantially. We continue to post frequently on Facebook, building our “likes” and audience.
- b) Increased enrollment in all courses of study & certification over baseline
 - 1. We are continuing to see increasing sales of our online courses and certifications.
- c) Increase in practicing BBs in good standing over baseline.
 - 1. Sonia reported some database numbers, including the facts that we have people on the Find an Experts page who do not have up-to-date memberships, and that we are still not enforcing the semiannual CEU requirement. Sonia asked for the Final Project mentors list so she can apply their CEUs. Michael will assist Sonia with messaging emails.

11. Committee Reports

- a. New Board Member Selection (JM,ER)
 - a) Additional qualities, attributes, experiences in addition to six standard qualities.
 - b) Jeanne reported she and Erik have met and are developing a list of potential candidates.
 - 1. Camilla Reese’s input (JM)
 - a. Camilla responded she is very busy and doesn’t really have anyone in mind, but Jeanne will still reach out to her directly.
 - 2. Outside Advisor w/board experience (SH)
 - c) List of potential millennial ('81-'96) nominees.
- b. Distance Education Sub-committee (CB)
 - a) Response to free Moodle training offer
 - 1. Chris reported he thinks educating our instructors and others on Moodle will be more of an in-house experience.
 - b) Distance/continuing education via webinars and on-demand video
 - 1. In progress with 211, 214, 215, and 212.
- c. Professional development Committee (SH)
 - a) Prioritize future projects list.
 - 1. In progress. Need to schedule a meeting.
 - b) BSPII – team membership and development timeline (LG ask Hardy Legwin)
 - 1. Larry reached out several times and received no response.
 - c) Award CEU for monthly EMF Zoom attendance? (LG)
 - 1. Larry will talk with Oram about taking attendance and submitting the reports to Michael and Erik, who will pass it on to Sonia for entry into the DB.
- d. 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.
- e. Document Management System – Prelim Investigation Summary (SH)
 - a) Talk to primary users about what they do now.
 - 1. In progress.

12. 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.

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	