

MINUTES
BBI Board of Directors Meeting
July 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. Jeanne asked about a white paper or a course addressing Covid-19. Larry said it falls under agenda #6.
 - b. Spark reported that the Bathgate seminar is still occurring although Canadians can't attend due to border restrictions. Andrew MacAfee will make a Zoom presentation. Dave Green will also make a presentation on how to write up reports, and present an in-person demonstration. The event will be held under an open tent and masks will need to be worn.
2. Approve June meeting summary
 - a. Approved for posting.
3. Treasure's report: (JM)
 - a. Agrees with Michael's ED report. Jeanne explained we have more money in the bank than the FDIC will ensure. Michael has been trying to transfer part of it back to PayPal but is running into technical difficulties. Larry suggested we open a second account in Santa Fe. Michael suggested going to a local bank and buying a six-month CD, and then addressing the problem more long-term in the future. Michael will look into whether a corporation can even make a CD purchase. The board agreed Michael will move the extra funds back to PayPal and have a solution by next board meeting.
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. Larry reported running into some instructor resistance regarding the amount of extra time required for preparing for three EMR online seminars. Larry will talk with Rob and see if he would want to be replaced by Mitch for 212, then ask Mitch if he is available.

Michael suggested putting the lab sessions off altogether this year, which might take the pressure off of the instructors, and holding them over several sessions next year.
6. Seminar COVID contingency planning status (MC)
 - a. M
 - b. Jeanne asked if we should be putting out a white paper or putting out some guidelines for responding during Covid-19 ... how to keep the house healthy, how to clean, HVAC info, etc. Michael will talk with Stephen as our IEQ expert to see if he can create something for the website.

Alex offered material that his staff has developed for reprint or use by Stephen and BBI.
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. Michael still has not heard back from the attorney. He even sent a registered letter. Next step is to call the state board.
- 9. Status: Revisit of copyright of full certification names (MC)
 - a. No update.
- 10. Key Performance Indicators (KPIs) (developers- AS, AP, JM, MC)
 - a. P&L Formatting in line with ED Report Categories (AS)
 - a) Alex hasn't had time to review the ED report yet.
 - 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. Michael and Erik will be writing new ads for many of our online courses. Larry asked if we should have a baseline from last year with which to compare this year's numbers.
 - b) Increased enrollment in all courses of study & certification over baseline
 - 1. In progress.
 - c) Increase in practicing BBs in good standing over baseline.
 - 1. In progress.

11. Committee Reports

- a. New Board Member Selection (JM,ER)
 - a) Additional qualities, attributes, experiences in addition to six standard qualities.
 - 1. Jeanne talked about both candidates and suggested adding both to the board. The board discussed both candidates merits. They decided to consider the candidates over the next month.
 - b) List of potential millennial ('81-'96) nominees.
 - 1. See above.
 - c) Outside nominees.
 - 1. Jeanne and Erik had identified an outside candidate but we have yet to hear back.
- b. Distance Education Sub-committee (CB)
 - a) Distance/continuing education via webinars and on-demand video
 - 1. Chris said he thinks we are heading in the right direction and Michael and Erik are doing a good job.
- c. Professional development Committee (SH)
 - a) Prioritize future projects list.
 - 1. In progress. Need to schedule a meeting.
 - b) Status: BB CEUs from attending qualified Zoom sessions; get date
 - 1. The board discussed the periodic Zoom call and how this evolves as a BBI-sponsored event.
 - c) BSPII – team membership and development timeline
 - 1. Nothing new to report.
- d. Status: Membership Committee-Regrouping Actions (SH)
 - a) Use InfusionSoft in 2020 Membership Drive
 - 1. In progress.
 - b) Tracking CEUs
 - 1. In progress.
 - c) 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	