

MINUTES
IBE Board of Directors Meeting
July 19, 2019

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

1. Call for additional agenda items
 - a. The Spectral Analytical website issue. Michael said he is not particularly concerned about this.
2. Approve June 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. Jeanne brought up the copyright of certifications issue. *See #10 below.*
 - b. Chris asked about Stander Productions and Michael explained about their part in the documentary, the fundraising process, etc.
 - c. Michael explained in detail the existing structure of the budget that appears in the ED report, and its flaws. He said the ED report is a better indicator and would like to scrap the budget-portion altogether. Alex and Andy suggested working on an annual budget and offered to sit on a committee to help create that. After much discussion, Andy moved that starting the next fiscal year, the board appoint a board committee to work with Michael to create next year's fiscal budget. Alex seconded the motion. It passed unanimously. The committee so far is Alex, Andy, and Jeanne.
6. New website discussion. Questions, Answers, Kudos, Traffic.
 - a. Larry offered kudos for Michael and Erik on the new website. Michael explained we are still waiting for our new Google ads to be written and loaded, so even though our visits and bounce rate have already improved, he expects the metrics to improve more significantly.
7. Competition: North American Sleep Medicine Society (see email for details) (LG)
 - a. Larry stated they concluded it is likely one person representing themselves as a society. There doesn't seem to be any specific concerns for us.
8. Succession Planning (JM)
 - a. Progress with completing job descriptions (Michael, Erik, Larry, Jeanne, instructors)
 - a) Erik now has the descriptions for Larry, Paula and Jeanne. Larry and Jeanne agreed a generic job description should be written for the instructors. Jeanne suggested using Paula's as a template. Jeanne will send Paula's out to Rob, Larry, and Stephen and see if they can use that as the template.
9. Status – IP Agreement (MC)
 - a. Waiting for attorney meeting.
10. Status: Copyright of full certification names (MC)
 - a. Michael explained that after a lengthy delay, all of our applications had been declined.

The reason given was that we never answered follow-up questions they say we received (which we didn't). Michael has been trying to get a hold of the attorney to find out if we can resubmit.

11. Status: Malaysia (MC)

- a. Melanie Chua contacted Larry asking about collecting case studies on Building Biology, and he will be forwarding to Paula in case she has people she can pass it on to.

12. Status: Conference Handout

- a. Status: IBE participation in EMFC 2019, Scotts Valley, CA
 - a) Michael explained the first draft of the EMR handout has been finished by Monika and Erik and she will be working on that next week. The conference table banner and thumb drives have either been ordered or will be soon, and we will be ready for the conference. Erik will attend, in addition to several volunteer alumni.
- b. Progress on assembling BBI handout components EMC 2019 (LG)
 - a) See above.

13. Algonquin Program Status (MC)

- a. Michael said "we're pretty set" for BBA certification. He does have a few outstanding questions for Bobby so everything is ready in time for the next semester's start, in August.

Paula spoke with Bobby about BBNC seminars in Ottawa. Bobby thinks there is sufficient interest to fill a class, but she's not sure it can come together this year.

14. Committee Reports

- a. Distance Education Sub-committee (CB)
 - a) How will IBE 212.1 be delivered? (ER)
 1. Erik explained it is a course on their Moodle account like any other, and for those who have paid their tuition, the course has been added to their account manually.
- b. Status: Five-Year Strategic Plan Development
 - a) Plan Review: Ann Louise Gittleman & Cindy Spoor
 1. Nothing new yet.
 - b) 212 preload status based on post April BOD meeting agreement (SH)
 1. Complete.
- c. Professional development Committee (SH)
 - a) BSMII – Team membership and development time table
 1. Waiting for approval on Strategic Plan first.
- d. Membership Committee (SH)
 - a) InfusionSoft Data Upload Status
 1. Same as last month.
 - b) Meeting with Erik
 1. Erik and Sonia will schedule for next week.
 - c) Plugin to tie Moodle into Infusionsoft
 1. Erik has yet to look into a plug-in that ties Infusionsoft and Wordpress together.

15. Do our actions support the 2025 Strategic Plan?

- a. Financial Stability – Getting the funds to carry out a 5-year plan.
 - a) Chris asked if Niki Hinton is still working. Michael said he suspects not. She doesn't seem to want to do the research or initial contacts. Chris will contact

June Oliver, a grant writer he knows.

- b. Human Resources – To transform Finances into Products
- c. Products – Relevant, timely educational materials for public, students, and professionals.

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

- a. Noted

Advisor	Area of Expertise	Board Liaison
Camilla Rees	EMR, advocacy, policy, marketing	Sonia Hoglander
Sim Van der Ryn	Architecture / Sustainable Architecture	Paula Baker-LaPorte
David Fisher	Program & Curriculum Strategies Development	Chris Bell
Ann Louise Gittleman	Author of "Zapped", nutrition (detox, EMR, environmental), promotion and marketing	Sonia Hoglander
Karl Maret	Electrical & Biomedical Engineering, Building Biologist, Medical Doctor – past president of ISSSEEM, environmental medicine, research	Sonia Hoglander
Cindy Mercer	Grant Funding Strategy	Paula Baker-LaPorte
Peter Sullivan	Grant Funding Strategy	Alex Stadtner