

MINUTES
BBI Board of Directors Meeting
January 15, 2021

(Attending: **Larry Gust, Jeanne McLaughlin, Spark Burmaster, Sonia Hoglander, Alex Stadtner, Christopher Bell, Annette Koch, Misty Jordan, Michael Conn**, Executive Director, **Erik Rosen**, scribe. **Miriam Lindbeck**, (SAC))

1. Call for additional agenda items
 - a. None.
2. Approve December 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. Annette asked about the Final Project kit upgrade. Larry explained that the instructors wanted to upgrade the kit to include more meters that cover higher frequencies. He also explained how we need an extra kit due to the large group of students getting ready for their Final Projects. He also explained that the extra kit will reside with Mitch Marchand for being sent solely for Canadian students.

Sonia asked about the next group of Algonquin students, and how many students there were. Michael explained the numbers of students weren't as many as last year (about 22 enrollees), but still important in maintaining our relationship.

Larry asked about progress on revamping IBE 101. Michael explained that work is proceeding nicely, and Jeanne added she's really pleased with the rewrite.

6. Gresser-Turner proposal (Team leader ML)
 - a. Feedback after GT review of BBI Strategic Plan and Lawyer Tech educational proposal
 - a) Miriam submitted specific questions to Julian which were put together by her committee. She's waiting back for an answer. Some of the questions relate to specific needs for the educational modules.

Misty asked if they are entertaining other organizations for this training, and if we're in a competitive situation. Miriam said we are their only partner for this.

Annette asked about the BBI relationship with IBN and Michael explained the history of potential collaborations and contacts. The board also discussed BBI and the general state of Building Biology and other institutes worldwide.

7. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) In progress.
8. Attorney Status; Finding a new one (MC)
 - a. IP Agreement for instructors to give feedback (MC)
 - a) Michael is still trying to get a hold of the attorney. He sent an email recently

and hasn't heard back. He's going to be back in Santa Fe in February and plans on visiting the office in person if he doesn't hear back.

- b. Application for trademarks
 - a) Same as above.
- 9. Key Performance Indicators (KPIs) (developers – AS, AP, JM, MC), April, July, October, January
 - a. Comparison with baseline numbers (SH)
 - a) Sonia will send out a KPI chart for Membership, and reviewed the numbers during the board meeting. Michael explained generally how he is not sure how to forecast future numbers based upon last year's, as we don't know the exact factors that lead to the record-breaking numbers. He suggested taking 2019 numbers and then coming up with a reasonable forecast *NOT* based solely upon 2020 numbers.
 - b. Do our actions support the 2025 Strategic Plan?
 - a) Social media analytics improvement over baseline.
 - 1. see section 9/a/a
 - b) Increased enrollment in all courses of study & certification over baseline.
 - 1. see section 9/a/a
 - c) Increase in practicing BBs in good standing over baseline.
 - 1. see section 9/a/a

10. Committee Reports

- a. Potential New Board Member (JM,ER)
 - a) Develop new potentials for January discussion
 - 1. Jeanne reported we currently don't have a candidate to propose. We will continue and hope to have someone for February's meeting.
- b. Membership Committee (SH)
 - a) Status: Getting new team members
 - 1. Not addressed.
 - b) Status: Membership Drive (ER)
 - 1. We had 41 outstanding professional members at the start of the drive. We now have nine outstanding. We removed three listings. We converted four to LT membership.
 - c) Status: InfusionSoft vs WooCommerce in 2020 Membership drive.
 - 1. No progress.
 - d) Status: Tracking or contacting not-active but listed professional BBI members
 - 1. One hold pending finish of membership drive.
 - e) Status: Tracking BBCEUs
 - 1. On hold pending end of membership drive.
 - f) Define meaning of BBI Membership levels
 - 1. On hold pending end of membership drive.
- c. Student Advisory Committee (ML)
 - a) No progress yet in revamping the committee.
- d. Professional Development Committee (??)
 - a) Increase team size
 - 1. Misty joined the committee with Annette and Sonia.
 - b) Elect new team leader
 - 1. Misty will not be reporting for the committee.
 - c) Status: Prioritized future projects list.
 - 1. Misty reported on the first meeting, where they considered initial ideas,

including:

- a. how to focus and approach Find an Expert page vs maintaining a list of all certified alumni,
 - b. the need for more practical experience opportunities for students post-certification,
 - c. utilizing our existing relationship with InterNACHI,
 - d. potential mentorships, and other preliminary ideas.
2. Misty will be sending an email to Michael to further the discussion.
- d) Status: BB CEU's from attending qualified Zoom sessions; RU getting data now?
- 1. No update.
- e) BSPII– Who should we ask to head up team?
- 1. In progress.
- e. Document Management System – Prelim Investigation Summary (SH)
- a) Talk to primary users about what they do now.
 - 1. No progress to report
11. 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	