

MINUTES
BBI Board of Directors Meeting
October 16, 2020

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

1. Call for additional agenda items
 - a. Larry added addressing 2020 staff salary for Michael. The board discussed and approved a raise to \$60,000 for 2020 for Michael, retroactive to the beginning of the year.
2. Approve September meeting summary
 - a. Approved for posting.
3. Treasure's report: (JM)
 - a. Agrees with Michael's ED reports.
4. Keep in mind as we proceed: What do we need from advisory board members?
 - a. Noted
5. Increasing reach & influence through legal system (**Julien Gresser & Jim Turner, Swankin & Turner, Attnys at Law**)
 - a. Julian discussed a Zoom meeting they held with Larry, Miriam & Monika K. They believe there is a massive demand for BB services, and that it is in the national interest. He discussed our present position vs where we can and should be, and how to close that gap. The basic first step was to retain the services of a younger MBA who would work with Julian and Jim to create a roadmap in a couple of months.

Jim discussed how he approaches these issues from the end-user, consumer point-of-view. He reiterated the extraordinary demand he sees that we should be meeting. He also believes legal experts, policy makers, and consumers should have access to our knowledge and professional services. He talked about other areas in which they were able to take what were considered fringe ideas and mainstream them, including organic foods and acupuncture.

The board asked questions of both guests, and discussed what it would take to move forward with these ideas. Michael discussed social media as having played a role in our growth, but also added that specifically it has been branding that has reinforced our growth. He explained we are working on a 33-year-old business model, and while it has worked for us, there is a finite amount of growth it can provide.

Paula stated that there is an opportunity to create an additional training track for graduates to write reports specifically for legal testimony and to serve as expert witnesses.

The board will select a smaller group/subcommittee to continue the discussion. Group includes Annette, Monika, Chris, and Miriam. Miriam will schedule the meeting.

6. ED Report, P&L: Questions and Comments
 - a. Jeanne pointed out that enrollment has been going down the past couple of months,

and she is a little concerned.

7. Seminar instructor bonuses (MC)
 - a. Michael explained the genesis of the issue, including the proposal he made to Larry and the proposal drawn up by Larry on behalf of the EMR instructors. Alex moved to approve and Jeanne seconded. Motion approved unanimously.
8. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) In progress.
9. Attorney Status:
 - a. IP Agreement for instructors to give feedback (Covid delay) (MC)
 - a) Attorney replied with an email and they missed each other as Michael was in Michigan. Still trying to connect with him.
 - b. Application for trademarks
 - a) No new info yet.
10. Key Performance Indicators (KPIs) (developers – AS, AP, JM, MC), April, July, October, January
 - a. Comparison with baseline numbers (SH)
 - a) No baseline numbers to compare with yet.
 - b. Do our actions support the 2025 Strategic Plan?
 - a) Social media analytics improvement over baseline.
 1. Continuing to climb.
 - b) Increased enrollment in all courses of study & certification over baseline.
 1. Exceeded 2019 numbers by orders of magnitude.
 - c) Increase in practicing BBs in good standing over baseline.
 1. No baseline numbers to compare with yet.
11. Changing BBI's tagline – Going Beyond Green (MC)
 - a. Michael put the conversation in context, and explained while he doesn't want to completely drop Going Beyond Green, maybe we do need to come up with another tagline. Although we do use "The Science of Healthy Buildings" already on our website and masthead. Alex said it doesn't convey what we do (training and certification). Michael will take receipt of any suggestions by the board and present them at the next board meeting.
12. Committee Reports
 - a. New Board Member Selection (JM,ER)
 - a) We have two waiting. Erik will send the resumes for the two candidates to the BOD.
 - b. Distance Education Sub-committee (CB)
 - a) Distance/continuing education via webinars and on-demand video
 1. No update. Currently on hold. A suggestion was made that the committee now be disbanded at this time. Sonia made a motion to do so. Jeanne seconded. The board agreed unanimously.
 - c. Professional development Committee (SH)
 - a) Prioritize future projects list.
 1. In progress.
 - b) Status: BB CEUs from attending qualified Zoom sessions; are we getting data?
 1. Should be discussed at next board meeting.
 - c) BSPII – team membership and development timeline
 1. Who should we ask to head up the team?
 - d) Discussing proposal email Sonia sent.

1. Michael will meet separately with Sonia and Paula to refine the proposal.
 - d. Status: Membership Committee-Regrouping Actions (SH)
 - a) Use InfusionSoft in 2020 Membership Drive
 1. Had initial consultation with an Infusionsoft expert, who is planning a roadmap to automate these processes. First step is to get Sarit access to Infusionsoft so he can do some forensic investigation before recommending a way forward.
 - b) Status: Tracking/contact not-active but listed professional BBI members
 1. No progress to report.
 - c) Tracking CEUs
 1. No progress to report.
 - d) Define meaning of BBI membership levels.
 1. No progress to report.
 - e. Document Management System – Prelim Investigation Summary (SH)
 - a) Talk to primary users about what they do now.
 1. No progress to report.
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.

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	