

MINUTES
BBI Board of Directors Meeting
November 13, 2020

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

1. Call for additional agenda items
 - a. None.
2. Approve October meeting summary
 - a. Approved for posting.
3. Treasure's report: (JM)
 - a. Agrees with Michael's ED reports, however, there was a misprint in the PayPal account. Michael noted it.
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 noted the extraordinary changes from 2014 to now.
Michael wants to start compiling a list of those on the Experts page and contact those who need to reup. With the Board's agreement, he will create an "offer" to make it more compelling. Sonia will run the list from Infusionsoft and email it to Michael and Erik.
6. Analysis & Discussion of Gresser-Turner 10/16 proposal (Team leader ML)
 - a. Chris, Annette, and Miriam met and went through Professional Development/Strategic Plan, and decided to go through it line-by-line before having another meeting with Julian. Chris thinks this is a bit of "putting the cart before the horse" and we should give the Strategic Plan to Gresser-Turner once that is finalized first. Then he wants to also bring Michael & Erik into the discussion.
7. Report on Apprenticeship Program status (Oram Miller)
 - a. Program is doing well. Not much change from last report. Students continue to avail themselves of the program with good feedback. Ten people were added a few months ago, and another dozen or so new coaches were approved by Larry, Rob & Mitch a few weeks ago. Now the coaches stand at 31. Larry asked about distribution across the country. Oram reported the bulk is in California, with additional clusters in other geographic areas. Oram continues to keep an eye on our "Experts" page for additional coaches throughout the country.
8. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) In progress.
9. Attorney Status; Getting our files (MC)
 - a. IP Agreement for instructors to give feedback (Covid delay) (MC)
 - a) Michael is waiting for the trademarks issue to be finalized before moving onto this agreement.
 - b. Application for trademarks
 - a) Michael had a "really good" Zoom call with the attorney. The government attorney is asking for additional information; specifically, proof of the terms

being used in the marketplace. He was then supposed to send Michael a list of things he needed, and did not. Michael did put together a booklet of examples where the professional certification terms are used online, and sent it to the lawyer. Now Michael is once again waiting to hear back from him.

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 feels strongly that the shortest of the options is the best one. Michael explained how the proposed lines and page one of the Strategic Plan work together to tell the story and answer all the questions proposed funders would have. *Advancing Environmental Education: The Science of Healthy Buildings*. The board agreed to use this as the title.

12. Committee Reports

a. Additional New Board Member Possibilities (JM,ER)

- a) Jeanne nominated Misty Jordan, to bring her on prior to Paula's departure. Larry seconded. Annette also agreed that she's smart, participated, volunteered her time with the Institute, and seems very stable. The motion to ask Misty to join passed unanimously.

Sonia emphasized that in the future, we need to add someone to the board with Building/Architecture experience.

b. Professional development Committee (SH)

- a) Discuss refined proposal: Current Challenges Memo & Proposed Actions (SH, PB-L, MC)
 1. Sonia explained that this is a long-term roadmap (10 years). There is still a concern about the professionalism and value of the certification in the field. We want graduates to be committed to the code of ethics, attuned to current technologies, etc. So how do we increase this value and professionalism? This is not going to happen overnight. Some people are in the field without the most current knowledge, or who weren't mentored when starting out.

Sonia then went through the document as it currently stands, emphasizing our current challenges.

- b) Status: Prioritize future projects list.
 1. In progress.
- c) Status: BB CEUs from attending qualified Zoom sessions; are we getting data?
 1. No update
- d) BSPII – Who should we ask to head up the team?
 1. No update

- c. Status: Membership Committee-Regrouping Actions (SH)
 - a) Use InfusionSoft in 2020 Membership Drive
 - 1. Erik updated the board on Sarit's recommendations, including looking at WooCommerce to see if it can handle these kinds of tasks.
 - b) Status: Tracking/contact not-active but listed professional BBI members
 - 1. No update
 - c) Tracking CEUs
 - 1. No update.
 - d) Define meaning of BBI membership levels.
 - 1. No progress to report.
 - d. 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	