

MINUTES
BBI Board of Directors Meeting
December 18, 2020

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

1. Call for additional agenda items
 - a. None.
2. Welcome to Misty Jordan, Member of the Board
3. Farewell to Paula
 - a. Michael related a story about his first interaction with Paula and how that led to a revitalization of the institute. The Board thanked Paula for her service to the Institute, and she looks forward to contributing as a teacher and with special projects.
4. Approve November meeting summary
 - a. Approved for posting.
5. Treasure's report: (JM)
 - a. Agrees with Michael's ED report.
6. Keep in mind as we proceed: What do we need from advisory board members?
 - a. Noted
7. ED Report, P&L: Questions and Comments
 - a. Chris said he was really pleased with the potential 2022 facility in Connecticut. Michael explained the issues with the current venue, and the potential benefits of moving to the new venue.
8. Discuss proposed Staff 2021 Salary increases & 2020 staff bonuses
 - a. Raise seminar instructor fees \$3000 per seminar (regardless of whether seminars are forced to go online.
 - a) Larry made a motion to approve, and Chris seconded. Approved unanimously.
 - b. Raise Erik's 2021 salary to \$60k from \$50k
 - a) Chris made a motion to approve, Jeanne seconded. Passed unanimously.
 - c. Raise Michael's 2021 salary to \$70k from \$60k
 - a) Jeanne made a motion to approve, Annette seconded. Passed unanimously.
 - d. Award a \$10k bonus to Erik for 2020
 - a) Jeanne made a motion to approve, Misty seconded. Passed unanimously.
 - e. Award a \$15k bonus to Michael for 2020
 - a) Annette made a motion to approve, Sonia seconded. Passed unanimously
9. Further Discussion of Gresser-Turner proposal following GT Review of BBI Strategic Plan ([Team leader ML](#))
 - a. Chris reported on the discussions which were held with Gresser-Turner. Julian is now involved in an international training program for lawyers in "5G-ILAN". He expressed an interest in BBI being involved in training, and they will be discussing this further in the future.
10. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) In progress.
11. Attorney Status; Finding a new one (MC)

- a. IP Agreement for instructors to give feedback (MC)
 - a) Michael reported he will eventually be looking for a new attorney.
 - b. Application for trademarks
 - a) Michael reported the attorney is trying a case right now so he hasn't been able to talk with him for the last 10 days.
12. 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.

13. Committee Reports

- a. Potential New Board Member (JM,ER)
 - a) Develop new potentials for January discussion
 - 1. Jeanne and Erik will be meeting to develop a short list for January.
 - b. Professional Development Committee (SH)
 - a) Status: Prioritize future projects list.
 - 1. In progress. Sonia said the committee needs to be reformulated. Sonia stated she is hoping Misty will join, and explained what the committee does. She stated she is hoping someone else will assume duties as chairperson.
 - b) Status: BB CEUs from attending qualified Zoom sessions; are we getting data?
 - 1. No update
 - c) BSP II – Who should we ask to head up the team?
 - 1. No update
 - c. Status: Membership Committee-Regrouping Actions (SH)
 - a) Use InfusionSoft or WooCommerce in 2020 Membership Drive
 - 1. Sonia reported Erik stepped in to get the Professional Membership drive started.
 - 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. Michael and Sonia explained there is no real benefit to Basic Membership, and this needs to be addressed.
 - d. Document Management System – Prelim Investigation Summary (SH)
 - a) Talk to primary users about what they do now.
 - 1. No progress to report
14. 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 | |