

**MINUTES**  
**BBI Board of Directors Meeting**  
**February 19, 2021**

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

1. Call for additional agenda items
  - a. An additional discussion was held about the possibility of forming an exploratory committee for an online BBI conference. Miriam and Chris will start working on this. In addition, the board will start compiling a list of potential committee members (for all committees going forward) from our alumni.
2. Approve January 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. Larry mentioned for the benefit of the newer board members why we're showing a negative profit. The main reason was that Michael and Erik took quarterly rather than monthly payments.

Michael talked about the course for MDs being explored by Dr. Sharon Goldberg, and the general path forward. We should know more the end of February or early March what the cost and structure would be.

Larry asked about what appears to be an IBE 101 slowdown. Michael explained we do have slowdowns traditionally early in the new year, but we did have an increase in February.

Misty asked about the "inquiries" we received from the recent EHS conference. Michael explained that it was a "Leave a Business Card" option on the booth – without specific requests or questions -- and Michael will be constructing a promotion to reach out to them. Michael also added we have had 80 new EcoDwell subscribers since the conference began.

6. Gresser-Turner proposal (Team leader ML)
  - a. Reply to ML's questions from December.
    - a) Miriam came late to the meeting. Chris added we haven't heard back from them.
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 returned to Santa Fe last weekend and left a voicemail for the office.

If he doesn't hear by next Tuesday he may just show up at their door.

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)

b. Do our actions support the 2025 Strategic Plan?

a) Social media analytics improvement over baseline.

1.

b) Increased enrollment in all courses of study & certification over baseline.

1.

c) Increase in practicing BBs in good standing over baseline.

1.

10. Committee Reports

a. Potential New Board Member (JM,ER)

a) Jeanne explained she is in the process of vetting one person currently.

b. Membership Committee (SH)

a) Status: Getting new team members

1. No new news.

b) Status: Membership Drive (ER)

1. Michael and Erik explained we have about four or five Professional Members still outstanding, so the campaign has been a success.

c) Status: InfusionSoft vs WooCommerce in 2020 Membership drive.

1. Sonia and Erik explained this is going to be a more long-term project as we need to look at many new platforms and figure out what works best and is also within our budget.

d) Status: Tracking or contacting not-active but listed professional BBI members

1. On 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) Miriam came late to the meeting. Deferred until next month's meeting.

d. Professional Development Committee (??)

a) Increase team size

1. Misty reported that there is a potential member that they plan on approaching after the committee updates the charter.

b) Status: Prioritized future projects list.

1. Misty explained this is contingent upon updating the charter.

c) Relationship with IBN/Unity/Governing Body

1. Misty reviewed the issues she sees with the lack of unity in the worldwide BB community, and some possible options for reaching out to IBN.

d) Material Templates/Standards

1. Misty said this was prompted by Annette's concerns about the presentation of the Legal Track materials. The idea is that we need to know where quality control resides. Michael explained that ultimately it

resided with him, but he's always happy for the board/committees to be involved. Erik added we will be converting IBE 101 to an InDesign document, which will make future updating and editing much easier.

At Michael's request, the board also discussed whether BBI should start creating its own SBM.

- e) Status: BB CEUs from attending qualified Zoom sessions: Are you getting data now?
  - 1. Sonia explained she's not getting regular updates.
- f) BSPII– Who should we ask to head up team?
  - 1. Misty reported she reviewed the first module, which is basically legal and business support information. She wonders if we should be putting effort into this, or simply directing graduates to their Small Business agencies. She does feel a component of professional development and business support would be appropriate standard templates and reports.
- e. Document Management System – Prelim Investigation Summary (SH)
  - a) Talk to primary users about what they do now.
    - 1. No progress to report, but Sonia added that this issue is wrapped up with the other issues the board is discussing.

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	