

MINUTES
BBI Board of Directors Meeting
March 19, 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**, *unable to attend* (SAC))

1. Call for additional agenda items
 - a. The board had a brief discussion on Stephen's recommendation to remove the gauss meter and water/radon testing kits from the 101 kit, and turning the course into a completely digital format. The board agreed to continue sending out the meters until the new course launches.
2. Approve February 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. BBI Financial Position (MC)
 - a. Michael clarified why this month's P&L showed a loss, explaining that the 312 instructors weren't able to bill us until this year (about \$20k expenses total), plus an additional \$8k for more equipment for the Final Project kits.
6. Discuss: Legal name change to Building Biology Institute (MC)
 - a. Michael explained that using a DBA makes it difficult for us to take advantage of certain non-profit opportunities (such as creating a non-profit Instagram account). He would like to talk with an expert about whether this is a good course of action, and advise of any potential pitfalls. Larry made a motion to change the legal name to BBI should the way be clear. Chris seconded. Motion approved unanimously.
7. ED Report, P&L: Questions and Comments
 - a. A general discussion was held about the high number of students signed up this year (especially for 213) and if that is solely Covid-related.
 - b. Michael announced we have a new venue for our in-person seminars – Kanuga in North Carolina. He reported on Diana Schultz's assessment report and the venue's potential opening dates.
8. Gresser-Turner proposal (Team leader ML)
 - a. Reply to ML's questions from December.
 - a) Miriam unavailable for a report.
9. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) In progress.
10. Attorney Status; Finding a new one (MC)
 - a. IP Agreement for instructors to give feedback (MC)
 - a) Michael reported a draft agreement he sent to the instructors recently, and said everyone except Mitch have written back in agreement. Michael submitted the draft to the lawyer who is going to clean it up, add appropriate language and return it.

- b. Application for trademarks
 - a) Michael has been in touch with the lawyer and the new applications will be submitted shortly.

11. 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.
 - d)

12. Discuss: BBI's adapting to Current Conditions (AK)

- a. Annette reported on conversations she's been having about creating more uniformity to our materials. She reported Stephen Collette would be willing to take the EMR material and work on it to see if we can have a consistent appearance in the way 211/213/214/215 already are. She is explained the genesis of some of her concerns about turning out students who may not be quite as professional as they should be. The board discussed various aspects of Annette's points.

Annette emphasized that we can create a consistent look to all of our materials would go a long way to enhancing our professionalism. Larry said he has no problem with design changes, but would have a problem with any content changes for the 212/312 slides. They also discussed the different nature of the EMR vs other programs (for instance IBE 312 doesn't have a manual at all, just a PPT file).

Michael also discussed the idea of putting new videos (non-seminar) behind a wall for basic/professional members as value added.

Annette asked if we can offer a questionnaire on the website for prospective and existing students about their education gaps/what they'd like to see, etc.

13. Committee Reports

- a. Potential New Board Member (JM,ER)
 - a) Jeanne reported that we still have one candidate she's vetting, but she's trying to develop some additional potential candidates.
- b. Membership Committee (SH)
 - a) Status: Getting new team members
 - 1. Sonia reported no new members yet. Waiting for a list of potential volunteers as discussed at last month's board meeting.
 - b) Status: InfusionSoft vs WooCommerce in 2020 Membership drive.
 - 1. Michael reported Erik and Michael have a meeting with our webmaster and programmer about automation and smoothing out our online processes.

Sonia reported she reached out to Microsoft about Sharepoint, and they fact that they have a CRM (Dynamic) associated with that. She said this ties into the Document Management issue as well.

- c) Status: Tracking or contacting not-active but listed professional BBI members
 - 1. On hold pending finish of membership drive.
 - d) Status: Tracking BBCEUs
 - 1. On hold pending end of membership drive.
 - e) Define meaning of BBI Membership levels
 - 1. On hold pending end of membership drive.
 - c. Student Advisory Committee (ML)
 - a) Miriam was not present for her report.
 - d. Professional Development Committee (MJ)
 - a) Revise Charter/Increase team size
 - 1. On hold.
 - b) Status: Prioritized future projects list.
 - 1. On hold.
 - c) Relationship with IBN/Unity/Governing Body
 - 1. Misty sent an email to the board with a proposed general structure for a cohesive Building Biology Governing Board. Peter Sierck is open to reaching out to IBN on our behalf. The committee asked Michael if he would be able to attend next Thursday's meeting to discuss this further.
 - d) Formation of Materials Quality Control sub-committee (Material Templates/Standards)
 - 1. Covered by Annette above.
 - e) Status: BB CEUs from attending qualified Zoom sessions: Are you getting data now?
 - 1. Misty explained that Erik joined last week's meeting and updated the committee on our current software landscape. When he creates a fuller map, they committee will use it for a deeper needs analysis.
 - f) BSPII– Who should we ask to head up team?
 - 1. On hold. Currently it is a lower priority than the automation issues.
 - e. Document Management System – Prelim Investigation Summary (SH)
 - a) Talk to primary users about what they do now.
 - 1. See Membership Committee report above.
 - f. 2022 BBI Conference Exploratory Committee
 - a) Chris stated there was a meeting with Elizabeth Kelly to understand how she successfully organized the EMF Medical Conference. Miriam (the committee lead, along with Annette and Chris) is going through the recordings to formulate a way forward. The committee also made a list of potential topics, and are thinking of a two-day online conference.
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	