

**MINUTES**  
**BBI Board of Directors Meeting**  
**April 16, 2021**

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

1. Call for additional agenda items
  - a. None
2. Approve March 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 suggested talking about Sharon Goldberg's proposal. Michael mentioned Mary Anne Tierney is creating a full budget proposal, which should be available by the end of the month. Michael explained some of the intricacies of the proposal, how it's evolving, and stressed we have input in its final form, and will also own the intellectual property.
  - b. Larry asked if the large enrollment in 213 is a bonus of online teaching, and wondered if we might reduce our enrollment by going live again. Michael said it's a complex question. We're not sure if it has to do with Covid-related quarantine, just a general increase in enrollment, or (likely) a combination of the two. He added it is likely Paula and Stephen will want to go live in 2022, and Stephen is inclined to keep 211 online.
  - c. Chris asked how IBE 213 went this week. Michael said we're attracting an exceptional student body, there were no real technical issues. Erik explained that he sent online feedback forms to the students and will forward them to the board when compiled.
6. Gresser-Turner proposal (Team leader ML)
  - a. Reply to ML's questions from December.
    - a) Miriam said there is no update this month. There has been a little delay as one of the key attorneys have personal issues they're attending to.
7. Succession Planning (JM)
  - a. Still need Instructors and lab leaders generic job description
    - a) In progress.
8. Legal Status of: (MC)
  - a. IP Agreement: Formalization of approved framework (MC)
    - a) Michael reported the lawyer has sent a draft contract, but he and Michael need to discuss it before a final draft is ready to send to Chris and the seminar instructors.
  - b. Application for trademarks
    - a) Michael said the IP attorney has been very responsive. The applications have been filed. They should be reviewed late June or early July. The full names of the four certifications would be trademarked, and the institute name (*Building Biology Institute: The Science of Healthy Buildings*) would be Service Marked, which would then make it easier to trademark upon renewal.

9. Key Performance Indicator (KPI): April, July, Oct, Jan. Do actions AND RESULTS support 2025 Strategic Plan?

- a. Sonia said we need to create that baseline for each metric, using January 2021 as the baseline. Chris thinks we should go back a few years for historical context. Sonia said she would take a crack at putting together the data.
  - a) Social media analytics improvement over baseline (Facebook, EcoDwell, Unique Visits)
    - 1.
  - b) Create 2019 baseline for course enrollment & certification
    - 1.
  - c) Create 2019 baseline for practicing BBs in good-standing over baseline (Membership, Experts listed & paid)
    - 1.

10. Further Thoughts following March discussion:

- a. Presentation Harmonization
  - a) Sonia said we need a subcommittee to look at harmonization and improving professional quality. It should be separate from the Professional Development Committee.
- b. Improve Professional Quality
  - a) See Sonia's comment above.
- c. Graduate Discipline
  - a) Sonia said there is ongoing discussion in the Professional Development Committee for this and the following point.
- d. Governing Body Formation

11. Committee Reports

- a. Potential New Board Member (JM, ER)
  - a) Jeanne reported no new developments.
- b. Membership Committee (SH)
  - a) Status: Board nominations for new team members
    - 1. In progress. See above.
  - b) Meeting results: InfusionSoft vs WooCommerce vs MS Access & Sharepoint:
    - 1. In progress. See above.
  - 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 said there's no update this month.
- d. Professional Development Committee (MJ)
  - a) Revise Charter/Increase team size
    - 1. On hold.
  - b) Status: Prioritized future projects list.
    - 1. On hold.
  - c) Proposed general structure for world-wide BB Governing Board
    - 1. Sonia reported there hasn't been a meeting since the last board meeting.

- d) Status: Tracking CEUs etc. with software.
    - 1. See above.
  - e) 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) Report on cost, features and system fit of MS Access and SharePoint.
      - 1. In progress as part of the ongoing automation work.
  - f. 2022 BBI Conference Exploratory Committee
    - a) Annette reported they're meeting and have some great leads and are trying to recruit additional help. Chris reported on the committee's meeting with Ariane Glazer. Erik will look into Vimeo Live Streaming.
12. 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.

<b>Advisor</b>	<b>Area of Expertise</b>	<b>Liason</b>	<b>Comments</b>
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	