

MINUTES
BBI Board of Directors Meeting
May 28, 2021

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

1. Call for additional agenda items
 - a. None
2. Approve April 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. Michael explained the medical course being created by Sharon Goldberg is still in its infancy, but we're progressing. He explained there could be some variability in the budget Sharon and Mary Anne Tierney proposed, re: meters for doctors, etc. Chris asked about the CME cost, and whether there are other organizations doing similar training for doctors, such as the EMR medical conference held earlier this year. Michael talked about the pros and cons of financing the program ourselves. Erik sent the budget breakdowns to the board. They will review and revisit the discussion at next month's board meeting.

Sonia asked about what is happening at IHM. Michael explained the property hasn't sold yet, but has two bidders, one of which looks like they would continue operations the same way as the archdiocese did.
6. Decision: Shall we grant Jordan a three-month leave of absence through August?
 - a. Board agreed unanimously.
7. Discuss and resolve: How long shall we preserve Board Mtg Zoom recordings?
 - a. Larry suggested we keep recordings for one year. Sonia suggested it be documented as part of an information retention policy. Larry will write it.
8. Discuss 211 course content; need for advanced 311 with test methods & equipment (Stephen Collette letter).
 - a. Larry explained the history of IBE 311. He added mold and VOC testing is an important part of his income stream. He asked the board whether we should be developing an advanced tools course. Jeanne suggested 211 be an online video course and make 311 an in-person mandatory seminar. Annette added there is a need for high-level advanced training and BBI needs to up its game. She also related the SAC is preparing a student survey asking these questions. Spark suggested a 311 committee that can document exactly what the problem is, and what we do to solve it. Annette will talk about possible solutions with Stephen and the board will revisit next month.
9. Gresser-Turner proposal (Team leader ML)
 - a. Chris reported no new developments.

10. Succession Planning (JM)

- a. Still need Instructors and lab leaders generic job description
 - a) In progress.

11. IP agreement Status: Second Draft evaluation by interested parties. (MC)

- a. Michael said there is a third draft available that he will be sending out today.

He also reported that our IP attorney recommended a corporate tax attorney handle whether we should change our name. Michael called his corporate attorney and they will get back with an appointment next week.

12. Service MarkSM status: Review status due June/July

13. Documentary status following COVID postponement (MC).

- a. No update.

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

- a. Development and presentation of baseline indicators.
 - a) Board will review Sonia's KPI email and take it up next month.
 - b) Social media analytics improvement over baseline (Facebook, EcoDwell, Unique Visits)
 - c) Create 2019 baseline for course enrollment & certification
 - d) Create 2019 baseline for practicing BBs in good-standing over baseline (Membership, Experts listed & paid)

15. Committee Reports

a. Potential New Board Member (JM, ER)

- a) Jeanne reported no new developments. May have some names in June.

b. Membership Committee (SH)

- a) Status: Board nominations for new team members
 - 1. Sonia will update by email due to a poor audio connection.
- 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) Chris reported for Miriam that SAC is working on a student survey, and helping to develop a volunteer list.

d. Professional Development Committee (MJ)

- a) Revise Charter/Increase team size
 - 1. PDC will update at the next meeting.
- b) Status: Prioritized future projects list.
 - 1. See above.
- c) Proposed general structure for world-wide BB Governing Board
 - 1. Improve Professional Quality
 - 2. Graduate Discipline
 - 3. World-wide standards
- d) Status: Tracking CEUs etc. with software.

- 1. Update at the next board meeting.
 - 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) Chris reported they are looking at a facility but they’re waiting for feedback from those who have been at the facility in the past. Mary Anne Tierney would be willing to help on the ground as needed.
 - g. Presentation Materials Format Improvement (CB, AK, ML)
 - a) Larry has provided Stephen the link to the 312 slides, and Stephen will be working on making them more uniform with our visual branding.
16. 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	