

MINUTES
BBI Board of Directors Meeting
August 21, 2020

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

1. Call for additional agenda items
 - a. Chris reported on the amicus brief, congratulating the BBI team, especially Larry & Spark. He felt the presentation of 11 cases presented by Building Biologists were tight and effective.
2. Approve June meeting summary
 - a. Approved for posting.
3. Treasure's report: (JM)
 - a. Agrees with Michael's ED report. Jeanne and Michael are still trying to get her on the Chase site to verify the CD information.
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. Chris stated how amazed he was at the numbers of people who signed up for BBNC.
 - b. Larry asked about the podcasts and how people access them. Michael explained they are on our website and available through iTunes and other podcast apps.
 - c. Larry asked about the 101 materials. Sonia is currently editing the EMR portions and Stephen will be doing the IEQ/Building Sciences portion.
 - d. The board discussed the increase in revenues, especially as compared to prior years.
 - e. Michael reiterated the 212 and 312 online/in person schedules for this year and next.
 - f. Erik & Michael will write new "demographic questions" for IBE 101 study progress sheet.
6. Seminar COVID contingency planning status (MC)
 - a. Keeping your home health during COVID (will S. Collette write, incorporate info from AS)
 - a) Stephen is currently writing the article.
7. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) In progress.
8. Status of Attorney Strawman IP Agreement for instructors to give feedback (Covid delay) (MC)
 - a. Michael still has not heard back from the attorney. He even sent a registered letter. Next step is to call the state board.
9. Status: Revisit of copyright of full certification names (MC)
 - a. No update.
10. Key Performance Indicators (KPIs) (developers- AS, AP, JM, MC)
 - a. P&L Formatting in line with ED Report Categories (AS)
 - a) Done – although Alex and Michael are still working through a few things.
 - b. Comparison with baseline numbers (SH)
 - a) Michael and Erik will add questions to IBE 101 collecting demographic info (how they found us, etc.).

- c. Do our actions support the 2025 Strategic Plan?
 - a) Social media analytics improvement over baseline
 - 1. We are about to send to the SEO expert a new group of ads for posting.
 - b) Increased enrollment in all courses of study & certification over baseline
 - 1. In progress.
 - c) Increase in practicing BBs in good standing over baseline.
 - 1. In progress.

11. Committee Reports

- a. New Board Member Selection (JM,ER)
 - a) Discuss/choose/or not two candidates: Jabour & Koch (Pls read attached resumes)
 - 1. Additional qualities, attribute, experience over 6 'standard' qualities (See attached 'Std Qualities'). Additional qualities, attributes, experiences in addition to six standard qualities.
 - a. Jeanne nominated Annette Koch to join the Board of Directors. Larry seconded the nomination. Passed unanimously.
 - b. Jeanne & Erik will meet before the next board meeting to develop a list for additional slots that may open up.
- b. Distance Education Sub-committee (CB)
 - a) Distance/continuing education via webinars and on-demand video
 - 1. Chris reflected on the recent successes and what the current purpose of the committee should be. Michael said that the committee could help us decide what to do with the prerecorded materials from this year's seminars as they have intrinsic value.
- c. Professional development Committee (SH)
 - a) Prioritize future projects list.
 - 1. No progress to report.
 - b) Status: BB CEUs from attending qualified Zoom sessions; are we getting data?
 - 1. No progress to report.
 - c) BSP11 – team membership and development timeline
 - 1. Who should we ask to head up the team?
 - a. No progress to report.
- d. Status: Membership Committee-Regrouping Actions (SH)
 - a) Use InfusionSoft in 2020 Membership Drive
 - 1. No progress to report.
 - b) Status: Tracking/contact not-active but listed professional BBI members
 - 1. No progress to report.
 - c) Tracking CEUs
 - 1. No progress to report.
 - d) Define meaning of BBI membership levels.
 - 1. No progress to report.
- e. Document Management System – Prelim Investigation Summary (SH)
 - a) Talk to primary users about what they do now.
 - 1. No progress to report.

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.

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	