

MINUTES
BBI Board of Directors Meeting
September 18, 2020

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

1. Call for additional agenda items
 - a. Larry called for discussion on the board size – *Resolution 20-003*. Alex moved to approve. Jeanne seconded. No nays. Carried unanimously.
 - b. Michael gave “shout outs” to the extraordinary lengths our seminar instructors went to ensure our online seminars were meaningful, valuable, and smooth. In addition, he noted Larry, Rob, and Mitch are going to great lengths to ensure IBE 312’s two sessions go well.
2. Approve June meeting summary
 - a. Approved for posting.
3. Treasure’s report: (JM)
 - a. Agrees with Michael’s ED reports.
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. Jeanne announced Stephen is rewriting the 101 course completely, with Jeanne and Sonia’s contributions. Paula has offered to contribute as well.
 - b. Larry asked about online plans for 213, and 214/215. Paula explained 213 would always be in person, in part due to the hands-on and field trip. 214/215 plans are being evaluated and no decision made yet.
 - c. Michael updated the board on our Social Media ads, metrics etc. Annette asked about who is responsible for our social media output (Facebook, Twitter, Instagram).
6. Seminar COVID contingency planning for seminars and labs (MC)
 - a. 312 Lab Decisions
 - a) Larry explained there will be a live 312 session in November, and they will use those recordings for the December session, augmented by live Q&A sessions.
 - b. 212 Feedback
 - a) Michael said the feedback was mostly incredibly positive, along with some great suggestions that came in. One piece of criticism was to minimize the cross-chat feature.
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 yet to hear from the lawyer. Someone signed for a recent letter he sent, but he still hasn’t heard back.
9. Status: Revisit of copyright of full certification names (MC)
 - a. No update.
10. Key Performance Indicators (KPIs) (MC) **To be addressed at BOD mtg following end of calendar quarter**

- a. P&L Formatting in line with ED Report Categories (AS)
 - a) addressed at BOD mtg following end of calendar quarter
- b. Comparison with baseline numbers (SH)
 - a) addressed at BOD mtg following end of calendar quarter
- c. Do our actions support the 2025 Strategic Plan?
 - a) Social media analytics improvement over baseline
 - b) Increased enrollment in all courses of study & certification over baseline
 - c) Increase in practicing BBs in good standing over baseline.

11. Committee Reports

- a. New Board Member Selection (JM,ER)
 - a) Annette Koch
 - 1. Annette was welcomed by the Board.
- b. Distance Education Sub-committee (CB)
 - a) Distance/continuing education via webinars and on-demand video
 - 1. No update, other than Chris stating Michael and Erik are doing an excellent job.
- 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) BSPII – 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. Alex talked about some of the work that was done last year when he sat on the committee. He feels a lot of the groundwork has been laid. He suggests hiring an outside Infusionsoft developer, which will automate many of these tasks. Alex has identified two in the Bay area he is familiar with, who could work remotely. Alex will set up an email introduction with Michael, Sonia, Erik, and the Infusionsoft expert.
 - 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. Larry suggested trying to free up Sonia somewhat so she can use her expertise to move this forward.

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 | |