

MINUTES
BBI Board of Directors Meeting
November 19, 2021

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

1. Call for additional agenda items
 - a. None
2. Approve October 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. Annette asked the Synergia assessment. Michael said it looked like a really great solution, however, when they sent him the contract, they added a vaccine mandate, and that was a deal breaker. The good news is Kanuga amended their prices to our benefit. Michael also updated the board on efforts to secure the Hotel Santa Fe as our new seminar home.

Larry asked about the meeting with Sharon Goldberg. Michael reported that BBI and the outside groups will try to get everything prepared for a focused and singular push early next year.
6. Status: BBI 311 advanced seminar development. (AK)
7. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) In progress.
8. IP agreement Status: Third Draft development. (MC)
 - a. Michael reported the attorney has the third draft and is integrating Larry and the other instructor's requested changes. He's hoping to get the new draft by Monday, at which time Michael will circulate to the instructors. Michael will also be meeting with him next week re: service/trademark requests. While the apps are still "alive" the government attorney has sent back additional questions for BBI to answer.
9. Service MarkSM status: Review status due June/July
 - a. Michael reported everything is still pending.
10. Documentary status following COVID postponement (MC).
 - a. No update.
11. Do actions AND RESULTS support 2025 Strategic Plan? KPI discussion. (Discuss at Jan, Apr, Jul, Oct meetings)
 - a. Sonia reviewed the charts she sent to the board. She added Instagram to our Social Media analytics. Michael and Sonia reviewed and explained the various spikes in website visitors, enrollment in certification programs, seminars, etc.
12. Decision: Should Bill Bathgate be unconditionally certified without doing delayed labs?
 - a. Michael explained the genesis of Bill's request, his background in EMR, and how he

would like to be waived from the make-up labs and immediately start his Final Project for EMRS certification. Following the discussion, Larry proposed a resolution – seconded by Soinia – that all students must attend all required training, including make-up labs. Passed unanimously.

13. Committee Reports

- a. Membership Automation & Document Management System Execution Team (SH)
 - a) MS Business Premium implementation progress
 1. Sonia reported she was working with Spark and trying to get everyone to the onboarding stage. Working with Spark allowed her to identify some glitches she still needs to address. She also needs to connect with Larry after 212 as she thinks he should be one of the first to be onboarded.
 - b) Volunteer database manager Ken Gartner?
 1. Sonia reached out to Ken, and they are working together to be able to create a more “relational” transition from Infusionsoft to Microsoft’s CRM.
 - c) Membership Committee – Membership tracking status
 1. Addressed as part of the
- b. Membership Committee (SH)
 - a) Define meaning of BBI Membership levels
 - b) Adding membership value using segmented Zoom videos
- c. Potential New Board Member (JM, ER)
 - a) Response on package sent to Cathy Cooke, Ryan Blaser, and Andrew Guido
 1. The board discussed the three potential candidates, reviewing the specific strengths of each, and what they’d bring to the board. The board voted unanimously to invite Andrew Guido onto the board.
- d. Student Advisory Committee (ML)
 - a) Status: Migration of student survey to Survey Monkey
 1. Miriam reported Stephanie Kerst and her husband will be helping to tweak the survey before sending out, so there is a delay while that happens.

She reported she’s getting a number of student inquiries for IAQ workshops.

The EMRS Intl Zoom call has been becoming more participant driven, which has been really exciting.
 - b) New member recruitment status
 1. No updates.
- e. Professional Development Committee (AK)
 - a) Advanced EMF Training: MEP webinar by Mitch M
 1. Annette reported Mitch is still in progress with nothing new to report. The advanced training program development is going well.
 - b) Invite IBN to attend Intl EMF Zoom (MC)
 1. Annette reached out and has not heard back from Johannes or Peter.
 - c) Presentation materials format improvement (CB, AK, ML)
 1. Status of IBE 212 PPT
 - a. Larry said the final deck is “terrific.” Once they animate the 5G section, everything will be done.

d) BSPII– On hold

f. 2023 BBI Hybrid Conference Exploratory Committee (CB)

a) No new info. On hold to see how the relationship with IBN goes. There have been some general discussions but nothing to gel around yet. Michael suggested bringing in some volunteers after the first of the year to expand the conference committee.

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.