

**MINUTES**  
**BBI Board of Directors Meeting**  
**April 15, 2022**

(Attending: **Larry Gust, Jeanne McLaughlin, Spark Burmaster, Sonia Hoglander, Annette Koch**, *unable to attend*, **Andrew Guido, Stephanie Kerst, Ryan Blaser**, *unable to attend*  
**Michael Conn**, *Executive Director*, **Erik Rosen**, *scribe*)

1. Welcome Ryan Blaser to the Board
2. Call for additional agenda items
  - a. none
3. Approve March meeting summary
  - a. Approved for posting.
4. Treasure's report: (JM)
  - a. Agrees with Michael's ED report. The money is in the bank.
5. Keep in mind as we proceed: What do we need from advisory board members?
  - a. Noted
6. ED Report, P&L: Questions and Comments
  - a. Larry asked if 9 students enrolled in 212 at this stage par for the course? Michael said not really, however, 212 was delayed until December last year, shortening our marketing efforts by three months. In addition, the online 212 drew so many students, this may be a "bit of a rebuilding" year. Michael added it will also be a "building" year with a lot of project starting or coming to fruition.

Michael related the details of the recent meeting he had with Sharon Goldberg, Pam Krupp, and the rep of a private foundation who might be interested in providing funding for Sharon's physicians course.

Michael will also connect Stephanie with Sharon.

7. Succession Planning (JM)
  - a. Still need Instructors and lab leaders generic job description
    - a) In progress.
8. IP agreement Status: Personalized agreements completed. (MC)
  - a. Michael said this is still in progress. He still needs to contact individual authors for specific requests/exclusions.
9. Service Mark<sup>SM</sup> status: Review status review April 22
10. Documentary status following COVID postponement (MC).
  - a. Delayed to August.
11. Use of our Whiteboard animation for other purposes.
  - a. Stephanie volunteered to take point on outreach, sharing the animation and using that to figure out how to fundraising for the document. She will reach out to a

current BBI student who has extensive PR experience.

Michael reported to the board that Ryan Blaser would be willing to chair/co-chair a board subcommittee on how to best utilize our social media channels. He suggested Stephanie reach out to Ryan to talk about how this would operate.

Erik will also connect Jennifer with Stephanie at the appropriate time.

12. Discuss Board size change due September '22.

- a. revisit third quarter

13. Committee Reports

a. Membership Automation & Document Management System Execution Team (SH)

a) CRM Implementation

1. Membership Tracking Status

- a. Sonia has an outside consultant firm now who will be offering guidance when she encounters problems. She reiterated this is the most important aspect of what she's currently working on.

b) SharePoint Implementation (doc management) progress

- 1. Sonia asked if Larry is already using SP for upcoming seminars. They are not. She said it might be better to start working on SP after getting through this year, with the make-up labs and other events all happening in a fairly compressed time.

Sonia reiterated the reasons why we should have most of our information centralized under servers that are under our control (SharePoint, etc.).

Larry suggested there may be a need for the board to implement a policy directing all BBI IP to be moved over to SharePoint. Andrew will share his screen at a future meeting with Erik and Michael, and separately the board, illustrating how he's currently using SP.

b. Membership Committee (SH)

a) Define meaning of BBI Membership levels

b) Adding membership value using segmented Zoom videos

c. Student Advisory Committee (AK)

a) Status: Survey Monkey Student Survey out?

- 1. Update next month.

b) New member recruitment status

- 1. Update next month.

d. Professional Development Committee (AK)

a) Advanced EMF Training (due mid-April): MEP webinar by Mitch M

- 1. Update next month

b) BBI 311 seminar development by Stephen Collette.

- 1. Update next month.

c) BSPII– On hold

e. 2024 BBI Hybrid Conference Exploratory Committee (AK)

a) Addition of members for planning.

1. Michael reported Annette has recruited several new members for the committee, including Liz Menkes as chair or co-chair of the committee.
14. Public Strategic Plan interim update – Planning meeting results (AG)
  - a. Set up steering committee.
    - a) Andrew will share his outline with the subcommittee, and asked if anyone on the board would like to be a part of it, which will then report back to the board. Spark offered to join. It was also suggested Andrew reach out to Peter Sierck.
15. 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 once decided with Spencer?