



MINUTES BBI Board of Directors Meeting May 20, 2022

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

1. Welcome Ryan Blaser to the Board
2. Call for additional agenda items
 - a. Erik announced that R. Blank has chosen the first SYB scholarship recipient. This is a scholarship he endowed to train people to educate under-served communities.

Michael said that due to the extraordinary work of Diana Schultz, the EMR staff, etc., Kanuga is shaping up as an excellent new seminar home which meets BBI standards for a health-supporting environment.
3. Approve April 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. none
7. Succession Planning (JM)
 - a. Still need Instructors and lab leaders generic job description
 - a) In progress.
8. IP agreement Status: Personalized agreements completion. (MC)
 - a. Michael said it keeps getting back-burnered, but he will definitely get a note out to the individual instructors this weekend asking them if they want to have any specific clauses they want added to the agreement.
9. Service MarkSM status: Review status review April 22
 - a. Michael reported he met with the IP attorney for a couple of hours last week. According to the attorney, they didn't find anything that would compete with our image/application for the TM for our badge. It is possible, however, that the government attorney may ask for a waiver form signed by other BB institutes. It's possible but not definite.
10. Documentary status following COVID postponement (MC).
 - a. Delayed to August.
11. Discuss Board size change: Discuss September 2022
12. Committee Reports

- a. Membership Automation & Document Management System Execution Team (SH)
 - a) CRM Implementation
 - 1. Membership Tracking / outside consult
 - a. Sonia reported she's been working with a consulting company. They are currently reviewing the work she has already done and will create a plan on how we can achieve the functionality we need.
 - 2. SharePoint Implementation (doc management) progress
 - a. Sonia gave a brief history of Document Management/SharePoint progress for Ryan's benefit.
 - b) Membership Committee (SH)
- b. Social Media Optimization Committee-SMOC (SK, RB) *Established 4/15/22*
 - a) Write charter
 - 1. Stephanie reported she and Ryan met with Jennifer (our social media volunteer) and said this is a good team they've started to put together. Stephanie shared a document which describes our goals (growing membership/credibility), and a "two-pronged" approach to achieving these goals. She also shared a list of questions they will need to answer as the project progresses.

Ryan added that education and entertainment are both necessary ingredients to drive social media activity and institute awareness.

They asked for permission to use our WB animation on the landing page. It will need a little modification first (removing the safertech4you website link).

Stephanie and Ryan asked about the possibility of giving away a course of the month as part of a social media outreach. Next step is to work with Erik to create a landing page.
 - b) Effective use of Whiteboard Animation (initial driving issue)
 - 1. See above (adding WB to a new Social Media Landing Page).
- c. Student Advisory Committee (AK)
 - a) Status: Survey Monkey Student Survey out?
 - 1. The survey hasn't been out yet. They want to pull in some outside help, and it will take a while to upload it.
 - b) New member recruitment status
 - 1. No new volunteers, with the exception of Anni Valto, who may assist with the survey.
- d. Professional Development Committee (AK)
 - a) Advanced EMF Training (due mid-April): Status of MEP webinar by Mitch M
 - 1. Almost ready to debut. William Holland may make some introductory electrical videos, and Stephanie has offered to assist. Annette also shared ways in which they can market courses more effectively with the general public.
 - 2. Annette also gave a brief update on a Professional Development

program for women. Paula Baker-Laporte wants to be involved.
Stephanie will also participate in the development.

- b) BBI 311 seminar development by Stephen Collette.
 - 1. On back-burner for now.
 - c) BSPII– On hold
 - e. 2024 BBI Hybrid Conference Exploratory Committee (AK)
 - a) Addition of members for planning.
 - 1. Annette will be meeting with Josh Debroux and Ashley Spanovich next week, and she has reached out to a couple of others as possible volunteers/participants.
13. Public Strategic Plan interim update – Planning meeting results (AG)
- a. Set up steering committee AG, SB, P Sierck?
 - a) Andrew reported he hadn't had a chance to dig into this due to personal commitments, however, he did speak with Spark last night and shared a couple of slides with the board which break down spending on different aspects of wellness and health, including wellness real estate, and how it relates to the revised Strategic Plan.
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 once decided with Spencer?