



MINUTES BBI Board of Directors Meeting June 24, 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. Call for additional agenda items
 - a. Review of KPIs – See item #8
 - b. Michael explained we now have about \$60000 in cash holdings which is not FDIC insured. He explained how the money is apportioned, and that we're vulnerable until the money goes back out. Michael suggested he ask Kanuga to bill him partially for the make-up labs, or he could just open another bank account. The board decided the best course would be to open another bank account, even if it is only temporary.
2. Approve May meeting summary
 - a. Approved for posting.
3. Treasure's report: (JM)
 - a. Agrees with Michael's ED report. The money is in the bank.
4. Keep in mind as we proceed: What do we need from advisory board members?
 - a. Noted
5. Discuss proposed BBI partnership with Magda Havas and her Global EMF Monitoring Project. Mitch Marchand will join and lead this discussion.
 - a. Mitch spoke about Magda's Global EMF monitoring initiatives, which only requires a Safe & Sound 2. Currently she has participants in 22 countries. Mitch suggested BBI partners with Magda and this project to help provide more data, raise the profile of BBI, and help our students get more real-world experience. Mitch explained that there are clear video instructions available, and sees this as a win-win in generating good science and good PR for BBI. It might also be a good opportunity for CEUs.

Larry asked if we should add a page to the website advertising the partnership? Mitch thinks this might be a good idea. Michael said we do have a partner's page on the website, and it would be best to put something up provided by her. It would also be something we could require for full certification students.

Larry said if the board approves this, we could announce it to all make-up lab participants.

After discussing various pros and cons, the board asked Mitch to come up with a document outlining the parameters, and the board will vote on it next month.

6. ED Report, P&L: Questions and Comments

- a. Sonia asked about Maintaining a Kitchen for Wellness. Michael explained the background, how there was supposed to be a partner course, etc. He described the continuing excuses and why he pulled the plug. She decided to hold onto the materials instead of turning them over to BBI to finish. Michael asked the board to think about anyone who might be able to write a new course Maintaining a Kitchen for Wellness. Annette suggested a current student and architect. Andrew also suggested an architect in Wyoming who took some classes from BBI. She has a specialty in creating healthy kitchens.
- 7. IP agreement Status: Personalized agreements completion. (MC)
 - a. Michael said he will try to get it done this weekend.
- 8. KPI review
 - a. Sonia reviewed the current Key Performance Indicators which Larry shared via screen sharing. She discussed social media and website KPIs. Michael said he's not really happy with the unique visits on our site and he plans on spending a week working through our keywords and Google ads in order to increase visits and conversions. He's also not 100% convinced all the data is correct.

She reviewed EcoDwell subscribers, Twitter, LinkedIn and Instagram followers, which are all increasing steadily.

Stephanie asked about the response to the new MEP Course. Michael said it has been good and we've already collected in excess of \$5k. There will be an additional discount code offered to EMR Zoom call participants.

Sonia continued by reviewing certification enrollment, and comparing numbers to previous years. She also reviewed enrollment in the various seminars, contrasting 2020, 2021 and 2022 numbers. She shared the numbers of people enrolled in the various membership levels. She said there is some missing data she's still trying to separate out from the existing database, so the numbers are not 100% correct yet.

- 9. Service MarkSM status: Further progress
 - a. Michael said it's been applied for. It will be 6 months to a year before we hear back. He feels optimistic.
- 10. Committee Reports
 - a. Membership Automation & Document Management System Execution Team (SH)
 - a) CRM Implementation
 - 1. Membership Tracking / status with outside consultant
 - a. Sonia reported they've imported all the data they could find (342 records) into the new DB. There is additional data comingled with Shaun's that she needs to extract as well. There are other issues that need to be addressed before turning on automation (deceased members, etc.).
 - 2. SharePoint Implementation (doc management) progress
 - a. Delayed to January 2023
 - b) Membership Committee (SH)
 - b. Social Media Optimization Committee (SK, RB) *Established 4/15/22*
 - a) Status: New Landing Page for social media users

1. Stephanie reported that Jennifer (our IG person) has done a great job stacking posts for IG while she's on vacation, and Stephanie will be potentially generating content during a personal build process.

Stephanie has a rough draft of a landing page that she will share with Michael and the board.

- c. Student Advisory Committee (AK)
 - a) Status: Survey Monkey Student Survey outside help for uploading?
 1. Ashley has been working with Miriam, but is currently under the weather so the upload is going slowly.
 - b) New member recruitment status, beyond Anni Valto
 1. No report.
- d. Professional Development Committee (AK)
 - a) Advanced EMF Training (due mid-April): Status of MEP webinar launch
 1. Annette said there is a concern voiced by some people that opening up the course to the general public is "giving too much away." Michael said he felt similarly, however, Mitch suggested it would be fine for the general public. Michael feels the issue is worth discussing.
 - b) Status: PDC program for women
 1. Annette said they haven't had an official meeting yet.
 2. Stephanie has reached out to Oram and William Holland and is waiting to hear back.
 - c) BBI 311 seminar development on hold
 - d) BSPII– On hold
- e. 2024 BBI Hybrid Conference Exploratory Committee (AK)
 - a) Status: New members outreach
 1. Annette was hoping to have a meet & greet by now, but she hasn't been able to fill the chairperson seat. She has some ideas she will discuss with Erik and Michael. Michael suggested we can have a meet & greet with the venue committee and get started while we try to fill the chair position.

11. Public Strategic Plan interim update – Planning meeting results (AG)

- a. New items?
 - a) Andrew said there hasn't been much progress due to personal matters, however, he did have conversations with Jim Finn and Sonia. He also reached out to Peter Sierck. He discussed some ideas and tools we can use with which to determine if the current plan needs to be modified due to changes in the marketplace.

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 once decided with Spencer?