



MINUTES
BBI Board of Directors Meeting
January 27, 2023

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

1. Call for additional agenda items
2. A word from Michael
 - a. Michael thanked the board for performance bonuses/addressed potential salary increases for full-time staff.
3. Approve November meeting summary
 - a. Approved for posting.
4. Treasure's report: (JM)
 - a. Agrees with Michael's ED report.
5. Keep in mind as we proceed: What do we need from advisory board members?
 - a. Michael suggested the board take a look at updating the Advisory Board at some point in the future.
6. ED Report, P&L: Questions and Comments
 - a. Larry noted that the number of students who signed up for 213 is "phenomenal."
 - b. Sonia asked about Pam Krupp's involvement with the potential Physicians Course. Michael explained who she is, and some of the steps she's taken to help us secure funding.
 - c. Larry asked about the KPIs for the full year, and how it matched out budget. Will be discussed later in the meeting.
7. Service MarkSM status: Awaiting US Govt response
 - a. Michael asked all of the board members who have websites to put the new badges on them to show they are in use. Erik will send all of them to the board.
8. Discussion: Full time staff succession planning
 - a. The board has agreed to deliver individual job descriptions to Jeanne by the next board meeting.
9. Committee Reports
 - a. Membership Automation & Document Management System Execution Team (SH)
 - a) January launch of membership automation?
 1. Sonia said there were some glitches but she is hoping to get it turned this month. There is also an outstanding email template system in development but we should be able to turn the system on and then add that when ready.
 - b) CEU tracking automation timeline
 1. Sonia explained that CEUs are separated from the membership

system. She said the capabilities are built into the DB and it will be launched separately over a longer time-frame to ensure BBI has an opportunity to work with the membership system and get members and graduates engaged. The board also discussed how to earn CEUs.

c) SharePoint Implementation (doc management) progress delayed to Jan 2023

1. Sonia talked about where we stand, a recent meeting we had with someone in Andrew's company who works with SP and was willing to demonstrate its capabilities and answer questions, and how user friendly it can be. We now need to set up a student folder. Sonia shared a generic template image of what it looks like and how it would be used. The board also discussed how to delineate what information is available to students, where, and for how long. Does access expire? Do we put current folders on SharePoint and former ones on Dropbox? Sonia suggested this is worth a deeper discussion among some of the board, staff, and instructors.

d) Membership Committee (SH) Define Membership Levels (On Hold)

b. Social Media Outreach Committee (SK, RB)

a) Status: New Landing Page development proposal from consultants.

1. Key objectives: 1) Online sales, 2) Seminar sales, 3) Brand awareness.
 - a. Stephanie reported on their weekly meetings, looking at creating a marketing outline, and addressing branding issues. She suggested it might be worth while having Jennifer attend an upcoming seminar to film, take testimonials, etc, for IG and other uses.

Ryan also reported on a potential affiliate program for influencers to discuss Building Biology. He also said he's talking with a company he's already worked with about potentially creating a marketing blueprint for BBI.

c. Student Advisory Committee (AK)

a) Status: Survey Monkey Student Survey distro list upload

1. Annette reported Miriam needs the updated student list reflecting last year's enrollments.

b) Volunteer recruitment status

1. Miriam put together a team for the Sam Weider project.

c) Review of Sam Weider EMR documentary to decide if BBI should host a screening

1. Miriam and Sam are working on a promotional letter, list of organizations, etc.

d. Professional Development Committee (AK)

a) Status of women's electrical wiring course prerequisite for BBI 212

1. Stephanie reported that she, Dave Green and Chris Hoffmeyer came up with an outline for the course, but they need someone to take lead on writing it. She said she would talk with Annette offline about identifying that person.

- b) Slimmed down BBI 101 course development for industry professional education (AG)
 - 1. Andrew unable to attend. Will update at February's board meeting.
 - c) Annette discussed the course development meeting we held with Paula and Andrea. She discussed the potential use of existing EcoNest articles for CEU courses. In addition, Paula and Andrea have agreed to begin creating the "Designing for Chemical Sensitivities" course this year.
 - d) BBI 311 seminar development on hold
 - e) BSPHII– On hold
 - e. 2024 BBI Hybrid Conference Exploratory Committee (AK)
 - a) Annette was in touch with Islandwood and they gave us prospective dates and costs for up to 60 people (Thursday-Sunday). Sonia will check Islandwood in a couple of weeks to see if anything has changed.
 - b) ID Chairperson and new members
 - 1. In progress.
10. Public Strategic Plan interim update – Planning meeting results (AG, SB)
11. Sonia shared the most recent KPIs with the board, pointing out the increase in IG engagement in particular.
12. Based on this meeting, what do we need from advisory board members? (All)
 - a. noted