



MINUTES
BBI Board of Directors Meeting
October 28, 2022

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

1. Call for additional agenda items
 - a. None
2. Approve September 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. Michael explained that last month's current operating capital was overstated, and this month reflects an additional payable he'd omitted.

Larry asked for an update on funding of Sharon Goldberg's program. Michael explained we've had contact with Pam Krupp several times, but have yet to schedule a meeting with a potential funder Pam has identified.

6. IP agreement Status: Personalized agreements completion. (MC)
 - a. All IP agreements have now been signed.
7. Service MarkSM status: US Govt response
8. Committee Reports
 - a. Membership Automation & Document Management System Execution Team (SH)
 - a) CRM Implementation
 1. Membership Tracking / status with outside consultant
 - a. Sonia reported there was a glitch with the consultants she's working through, otherwise she doesn't have much to report this month. She did say she expects us to launch membership automation at the new year.
 2. SharePoint Implementation (doc management) progress
 - b) Membership Committee (SH) Define Membership Levels (On Hold)
 - b. Social Media Outreach Committee (SK, RB)
 - a) Status: New Landing Page for social media users
 1. Stephanie reported the committee has had some good strategy calls with BBI staff. The next steps are to get a proposal from a company that can create a high-level growth plan for BBI. Ryan is collecting

quotes from several companies using his own company experiences. Stephanie is also writing an “All about BBI” content document for potential use of an SEO company that can also assist.

Ryan added BBI needs to come up with our key objectives ... only a couple to start. Such as increase revenue by xx%, or sell more courses, or increase our student body by xx%. He also said it would be useful to go through our client/alumni base to build a model of our average customer. Michael did say that our students are so wide-ranging in backgrounds, it may be difficult to quantify an “average” customer.

c. Student Advisory Committee (AK)

- a) Status: Survey Monkey Student Survey
 - 1. Annette was unable to attend. Update at the next board meeting.
- b) Michael told the board about Sam Wieder’s personal documentary on EMR, and how he has asked BBI to host a screening. Because Michael and Erik don’t have the time, he’s wondering if the SAC or a subgroup would be able to take point.

Stephanie said she’d be willing to take a look at the documentary. Erik will send the login info.

- c) New member recruitment status
 - 1. Annette was unable to attend. Update at the next board meeting.

d. Professional Development Committee (AK)

- a) Status: PD program for women; Electric Wiring Course Development; Meter Usage videos
 - 1. Stephanie talked about the basic electrical concepts course for students to take prior to attending IBE 212. She and Dave Green put together an outline which she will send to the board.
- b) BBI 311 seminar development on hold
- c) BSPII– On hold

e. 2024 BBI Hybrid Conference Exploratory Committee (AK)

- a) Meet and Greet update
 - 1. Stephanie said they are trying to schedule the first meet & greet call, in which 7 or 8 people might attend.
- b) ID Chairperson and new members
 - 1. In progress.

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

- a. ID 4 or 5 members?
 - a) In progress.
- b. The Five Step Planning process for strategic plan development.
 - a) Andrew suggests we create a modified IBE 101 which is substantially “lighter” and an introduction to BB principles for builders. He asked that Larry circulate the “Proposals” document to the rest of the board. His idea is to break it into two 2-hour sessions that can be tested as a beta with his own team at Empire. Andrew said he will have a preliminary version ready in about 30 days. He is hoping to launch in January with an online course

with a multiple-choice test.

Larry asked Michael what the operational implications are. Michael said he'd need to see it first, and then we could figure out what the price would be, if any. He thinks it could be a good sales tool.

Andrew agreed to share it internally and then the board will discuss the next steps.

10. 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?