



**MINUTES**  
**BBI Board of Directors Meeting**  
**February 17, 2023**

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

1. Call for additional agenda items
  - a. Andrew asked if he could share his experiences at the International Building Show in Los Angeles.
    - a) Andrew related his experiences at the conference. He gave a talk at a private lecture on regenerative agriculture. There were about 90,000 attendees. Of the thousands of exhibits, less than 10% had anything to do with the environment. And many of them were showcasing the same old bad products that's been sold for years.
2. Approve January 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?
5. ED Report, P&L: Questions and Comments
  - a. The board had a brief discussion about how 2023 will be a rebuilding year, the upcoming 311 advanced IAQ tools course, etc.
  - b. Larry asked about Janet Fitzgerald and the potential communications course. Erik explained how we are working with her to develop a course to improve the communications skills of our students and graduates.
  - c. Michael directed the board to the new podcast with scholarship recipient Kia Davis which was posted to our podcasts page.
  - d. Michael updated the board on the upcoming Maintaining a Kitchen for Wellness course development.
6. Status: Adding new BBI Professional Badges to websites.
  - a. Michael reported that we have had some progress. We now have 5 or 6 BBEC and EMRS, and a little behind on BBNC, but working with existing BBNCs to add the badge to their page.
7. All staff succession planning. Status of BOD and other position descriptions.
  - a. Larry reported he got a couple of job descriptions done (*Board President* and *Lead Seminar Instructors*). Jeanne volunteered to create a general board member description.
8. Committee Reports
  - a. Membership Automation & Document Management System Execution Team (SH)

- a) Report on February launch of membership automation?
  - 1. Sonia reported there was some last-minute tweaking required, and explained how there are people in the DB who became certified before Michael. As they are not active nor on the Find an Expert page, they need special rules developed for them (extra email notifications external from automation).
- b) New CEU tracking automation timeline
  - 1. Sonia updated the board on some of the small steps we're taking before getting ready for the major CEU automation process begins.
- c) SharePoint Implementation plan for Student Seminar Folder within SharePoint Student Folder
  - 1. Sonia reported that she is arranging a meeting with the EMR faculty to talk about the layout and design elements.
- 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 her recent Zoom meeting with Michael and Erik.
  - b) Status: Marketing Outline
    - 1. Stephanie reported we just received a proposal from a marketing company that is currently being reviewed by the social media team. She reported on the multiple channels we are exploring for marketing and social media.
  - c) Status: Affiliate Program
    - 1. Erik reported he has installed the plug-in and added Ryan Blaser as our first, test affiliate. There are some deeper technical issues he needs to learn so is looking for some private one-on-one tutoring from the plug-in developers.
  - d) Status: Jennifer's attendance at April seminar
    - 1. Stephanie will reach out to her later today.
- c. Student Advisory Committee (AK)
  - a) Status: Survey Monkey Student Survey distro list upload
    - 1. No update yet.
  - b) Volunteer recruitment status
    - 1. No update.
  - c) Review of Sam Weider EMR documentary to decide if BBI should host a screening
  - d) Status: ML & Sam development of promotional letter & Org list
    - 1. Miriam has a letter prepared and almost ready to send to the appropriate organizations.
- d. Professional Development Committee (AK)
  - a) Electrical wiring course prerequisite for BBI 212
    - 1. Status: ID person to lead development from existing outline
      - a. Annette hasn't had a chance to reach out to Mitch yet. Liz Menkes has been trying to connect with William Holland re:

the grounding course.

- b) Slimmed down BBI 101 course development for industry professional education (AG)
  - 1. Not addressed.
- c) Status: Use of existing EcoNest articles for CEU courses.
  - 1. No update.
- d) Status: Designing for Chemical Sensitivities course.
  - 1. In progress.
- e) BBI 311 seminar development on hold
- f) BSPII– On hold
- e. 2024 BBI Hybrid Conference Exploratory Committee (AK)
  - a) Status: Move conference to 2025?
    - 1. Annette said there is a meeting scheduled for next week. We have prospective dates for Islandwood.
  - b) Status: Kanuga vs Islandwood decision: Space reservation
    - 1. Annette reported Sonia is going to Islandwood on the 20<sup>th</sup> to vet the property. Andrew threw out a couple of names as potential speakers for consideration.

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

10. Opening Discussion: Strategy for future BBI Advisory Board

- a. Larry gave a bit of the history of the AB, and is wondering if it is still necessary, should be reconstituted, etc. Annette asked if there are some big names we can reach out to. Michael discussed some of how the AB has operated with the personalities involved, etc. The board agreed that if there are ideal people to add in the future, we should, but until then, keep the board as is. The board will consider inviting advisory board members one by one to a future board meeting as a short meet & greet.

Stephanie will also talk with Jennifer re: how to invite them to cross-promote through social media.

11. Salary discussion: See attached salary history.

- a. The board discussed this without the staff principals present.

12. Based on this meeting, what do we need from advisory board members? (All)

- a. noted