



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

(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. None
2. Approve February 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. Michael reported that Doug Wood has been joining our meetings re: Physicians Course, and how pleased he is with the team's enthusiasm and work in working toward getting the funding for the program.
6. Status: Adding new BBI Professional Badges to websites.
  - a. Larry asked if all board members have added the badges to the their website, and if not, asked them to do so. Michael reported he sent the government lawyer an 18 page report with links to six websites for each of the three certifications. Now we just need to wait.
7. All staff succession planning. Status of BOD and other position descriptions.
  - a. Larry has one additional description to send (the equipment rental coordinator), and she's still waiting for Michael's and the BOD general description.
8. Committee Reports
  - a. Membership Automation & Document Management System Execution Team (SH)
    - a) Report on February launch of membership automation?
      1. Michael reported the program is now up and running. We are working out some final bugs, but it's definitely working.
    - b) New CEU tracking automation timeline
      1. Will revisit in Summer using lessons learned from Membership automation.
    - c) SharePoint Implementation plan for Student Seminar Folder within SharePoint Student Folder
      1. Sonia reported difficulties on getting the seminar teams onto SharePoint. The main issue is 2-factor authentication as not everyone is using a smart phone. She will research on how to turn off that requirement for SP.

- 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. Will be revisited in light of the marketing blueprint we will receive.
  - b) Status: Marketing Outline
    - 1. Stephanie announced we signed a contract with a social media marketing team with experience working with non-profits. Our kick-off meeting made us confident we are in good hands. We have weekly meetings over the next few weeks so they can best understand our needs.
  - c) Status: Affiliate Program
    - 1. Erik, Ryan and Erik are working on an affiliate trial using 101 and Ryan's followers.
  - d) Status: Jennifer's attendance at April seminar
    - 1. Stephanie said she and Jennifer spoke and decided it might be better for her to attend after we have our marketing blueprint.
- c. Student Advisory Committee (AK)
  - a) Status: Survey Monkey Student Survey distro list upload
    - 1. Erik is waiting for Miriam to export the list as a CSV for uploading to Constand Contact. After discussion, it makes sense for the committee to provide the survey to Erik and Sonia to send out through 365 to students and graduates.
  - b) Volunteer recruitment status
    - 1. On hold.
  - 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 is trying to whittle down the promotional materials.
- 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 reached out to Mitch and he's interested, but not until the Fall. Stephanie will be meeting with him later today.
  - b) Slimmed down BBI 101 course development for industry professional education (AG)
    - 1. No progress, yet.
  - c) Status: Use of existing EcoNest articles for CEU courses.
    - 1. We had a meeting with Paula. Still exploring.
  - d) Status: Designing for Chemical Sensitivities course.
    - 1. Michael reported on the MCS course. It needs some formatting, and final vetting for grammar/structure.
  - 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. No decision yet, but shooting for 2024.
  - b) Status: Kanuga vs Islandwood decision: Space reservation
    - 1. Annette reported on the potential issues at Islandwood re: solar. May need to be vetted again by Sonia. Sonia isn't sure it's necessary, however, as the system is the same as last time, and was operational and we had no complaints re: solar and DE. The Board made the decision to ask Sonia to go out one last time before making the final decision. Dates have been reserved for end of May/June at Islandwood to hold the space.
9. Public Strategic Plan interim update – Planning meeting results (AG, SB)
10. Status Advisory Board contacts to discuss attending board meeting and Social media involvement?
- a. On hold until Social Media team is ready to discuss. Needs to be ready, organized, have the marketing plan, etc.
11. Medical Insurance and FICA allowance discussion.
- 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