



**MINUTES**  
**BBI Board of Directors Meeting**  
**April 21, 2023**

(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 March 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. Larry commented on the membership automation status, and Michael explained that we're still working out a few quirks.
6. Status: Adding new BBI Professional Badges to websites.
  - a. Larry checked in to remind the board to please put the appropriate badges on their website, and Michael asked they leave it up long enough for the government attorney to see them.
7. All staff succession planning. Status of BOD and other position descriptions.
  - a. Larry stated he sent Jeanne his job description. Michael will still need to send his.
8. Committee Reports
  - a. Membership Automation & Document Management System Execution Team (SH)
    - a) Report on February launch of membership automation?
      1. Sonia reported she onboarded the EMR team, as well as Erik and Michael. Sonia explained the delays related to two-factor authentication, and the need to migrate over as an organization to MS email.
    - b) New CEU tracking automation timeline
    - c) SharePoint Implementation plan for Student Seminar Folder within SharePoint Student Folder
      1. Larry said he was impressed at how easy it was to work in the SharePoint environment. The EMR faculty is "quite happy" with how things are working.
    - 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 that the team has made great strides, concluded our first month of work with the marketing team, and are now looking at the implementation process. She added the team will be writing up the specific emails we will create to attract the specific avatars (customers) our research has identified.
  - b) Status: Marketing Outline
  - c) Status: Affiliate Program
    - 1. Erik is working on understanding the back end, but he and Ryan decided to hold off on implementation until we have a better understanding of what the Tech Guys consultants will be doing to the website.
  - d) Status: Which seminar(s) will Jennifer attend?
- c. Student Advisory Committee (AK)
  - a) Status: Is survey ready for Constant Contact mailing to CRM database?
    - 1. In progress.
  - b) Volunteer recruitment status
    - 1. On hold.
  - c) Review of Sam Weider EMR documentary to decide if BBI should host a screening
    - 1. The team has been working on a promotion document and they met yesterday to work on completing the promo email and uploading to Constant Contact.
  - d) Status: ML & Sam development of promotional letter & Org list
    - 1. In progress.
- d. Professional Development Committee (AK)
  - a) Electrical wiring course prerequisite for BBI 212
    - 1. Status: ID person to lead development from existing outline
      - a. Stephanie will continue to talk with Mitch about this. She will be meeting with him in May.
  - b) Slimmed down BBI 101 course development for industry professional education (AG)
    - 1. Andrew is auditing a course from the Allergy Standards Group and will see how layman-like it is. He has worked on a draft and passed it to his CEO.
  - 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. Erik reported the course is complete, the cover is almost ready to go, and will be loaded to the online platforms next week. Then Michael will begin working on marketing it.
  - e) BBI 311 seminar development.
    - 1. Erik reported the seminar manual is complete, Cathy Cooke and Stephen Collette will be co-teaching, it will be a Saturday-Sunday seminar (two days), and we are trying to set a date for sometime this fall or early winter.

- f) BSPII– On hold
- e. 2024 BBI Hybrid Conference Exploratory Committee (AK)
  - a) Status: Final Islandwood visit for specific location assessment
    - 1. Stephanie reported she and Oram spoke with Islandwood yesterday and cleared up some miscommunications. It is possible they will be willing to shut the solar system during the conference. Miriam and Stephanie will be running the conference meetings until Annette returns from her travels.
- 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?