Building Biology Institute
The science of healthy buildings

MINUTES
BBI Board of Directors Meeting
May 19, 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 April meeting summary
   a. Approved for posting.
3. Treasure's report: (JM)
   a. Money is iin the bank.
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 ED report will be ready by the weekend. Michael gave a quick verbal update. Erik briefed the board on SYB's Healthier Tech September conference, and the scheduled speakers.
6. Status: Who added appropriate badge to their website since last meeting?
   a. Larry reiterated to the board to put the appropriate badges on their website.
7. All staff succession planning. Status of BOD and other position descriptions.
   a. Michael still needs to provide his description.
8. Committee Reports
   a. Membership Automation & Document Management System Execution Team (SH)
      a) Membership Automation system cleanup
         1. Sonia reported the system is now on automatic. We still have 26 people who are expired and on the Find an Expert page. We need to track them down and see what's going on. Michael will contact each individually and let them know the deadline has passed and they will now have a two-week deadline to renew or lose their listing.
      b) New CEU tracking automation timeline
      c) BBI email system migration to Microsoft from Pair
         1. Sonia reported on the reasons we need to transition to the Microsoft Exchange from Pair for emails. This is to allow final automation systems to come online, and to let us take advantage of Teams (and replace some of our Zoom accounts).
      d) Sharepoint student portal graphics
         1. Not addressed.
      e) Membership Committee (SH) Define Membership Levels (On Hold)
   b. Social Media Outreach Committee (SK, RB)

a) Status: New Landing Page development
   1. Stephanie reported that we are implementing the marketing plan. She explained the "avatar" approach, and how each of us is writing the five-email avatar sequence for one.
b) Implementation of promotional strategy in target markets
   1. Key objectives: 1) Online sales, 2) Seminar sales, 3) Brand awareness.
      a. Covered above.
c) Status: Affiliate Program

c. <u>Student Advisory Committee</u> (AK)
   a) Volunteer recruitment status
      1. On hold.
   b) Promotional Status: Sam Weider EMR Documentary project
      1. In progress.
   c) Status: Is survey ready for Constant Contact mailing to CRM database?

d. <u>Professional Development Committee</u> (AK)
   a) Electrical wiring course prerequisite development
      1. Status: ID person to lead development from existing outline
         a. Stephanie spoke with Mitch and they are talking about logistics. Mitch should have availability in the fall. The conversation is ongoing.
   b) Slimmed down BBI 101 course development for industry professional education (AG)
      1. Andrew is reviewing an existing externally run video program on IEQ. He is thinking the structure would be good inspiration for a similar beginning course for BBI. Jeanne will review the course as well with Andrew.
   c) Status: BBI 311 seminar – Draft review? Date for seminar?
      1. Erik reported the seminar is pretty much ready to go. Now we are just trying to select a date which will allow us time to market appropriately.
   d) Status: Use of EcoNest articles for CEU courses
   e) BSPII– On hold

e. <u>2024 BBI Hybrid Conference Exploratory Committee</u> (AK)
   a) Status: Final Islandwood visit for specific location assessment
      1. Stephanie reported the committee decided 2025 makes the most sense for planning purposes.

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?