

## MINUTES

### BBI Board of Directors Meeting

### October 20, 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. CTA/Mold Statement – The statement – which CTA is asking us to sign on to -- was disseminated to the committee just prior to the start of the board meeting. Larry thinks their points are well-taken, but discussed his reservations about signing on. Michael explained that we already signed on almost a month ago. Spark suggested bringing in John Banta into any future conversations. Stephanie suggested we simply ask CTA to keep us apprised as things develop on their end. The board agreed.
  - b. Michael shared updates on our partnership with Algonquin. In particular, the head of the Interior Design department offered to talk to the other two department heads (architecture and contracting/building schools about adding 101 to their curriculum as well. The ID department will also start handing out printed copies of our certificates to their graduates during the graduation ceremony.
  - c. Stephanie filled the board in on the plans to use Nate Johnson and our videographer (Bradlee) to film 212 labs as a refresher for working BBIs, or new students to reinforce their BBI course work. Stephanie has prepared a proposal for Michael to share with Bradlee. Annette reported on discussions the committee had about other ways to use this material in the future. Stephanie will also be attending the next EMR Zoom call to ask both seasoned practitioners and new students what kinds of resources they want to see.
2. Approve September meeting summary
  - a. Approved for posting.
3. Treasure's report: (JM)
  - a. Money is in the bank. Agrees with the 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 singled out the high number of membership renewals from those who had expired.
6. Committee Reports
  - a. Membership Automation & Document Management System Execution

Team (SH)

- a) Membership Automation system cleanup: 25 expired experts
  - 1. Sonia explained that we're still trying to finalize the membership automation program. Currently, Microsoft is still not updating the membership database, and the developer is working on a solution.

She reported that adoption of MS Teams has been put on hold due to current changes MS is making to the interface, and the complexity of the program. For the time being, our meetings will continue on Zoom.

- b) New CEU tracking automation timeline
- c) Membership Committee (SH) Define Membership Levels (On Hold)

b. Social Media Outreach Committee (SK, RB)

- a) New Landing Page/Funnel Strategy
  - 1. Stephanie reported we're in the final stages of implementation. Perhaps end of October to go live. We have a meeting scheduled for next Monday.
- b) Implementation of promotional strategy in target markets
- c) Status: Affiliate Program (on hold)

c. Student Advisory Committee (AK)

- a) Volunteer recruitment status
  - 1. On hold.
- b) Sam Weider EMR Documentary screen results
  - 1. Annette reported there is no movement. Miriam hasn't been able to connect with Sam.
- c) Status: Is survey ready for Constant Contact mailing to CRM database?

d. Professional Development Committee (AK)

- a) Electrical wiring course prerequisite development Fall 2023 lead by Mitch (SK)
  - 1. Self-development
    - a. Stephanie reported Eddie Hiscock shared InterNACHI's electrical course info, and while the info is good, she doesn't feel it is a good match for our students. She will be talking with Mitch in the future about this, and they will work off of the existing outline.
  - 2. Existing InterNACHI electrical course applicability
    - a. See above.
- b) Slimmed down BBI 101 course development for industry

- professional education (AG)
    - 1. Andrew said this is on the back burner.
  - c) Status: Metro U of Toronto Chang School of Public Health partnership (AG)
    - 1. Andrew reported on our meeting with Professor YT who heads up the architectural program. He reported that there was a meeting with BBI faculty/staff and YT and he was very impressed and is working to sell the program to the administration. We're hoping we can get the program implemented in about a year.
  - d) Jan 2024 BBI 311 promotional approach to 211 alumni. Moving equipment to NC.
    - 1. Michael reported we're still working on this. Andrew has put his feelers out with his company's private transportation services facilities manager. Andrew is also making some additional contingency plans.
  - e) Annette reported Liz Menkes has stepped down from the PDC, and Ashley Spanovitch will be joining the committee.
  - f) Status: Use of EcoNest articles for CEU courses
  - g) BSPII– On hold
  - e. 2025 BBI Hybrid Conference Exploratory Committee (AK)
    - a) Planning Status: July 25<sup>th</sup> meeting
      - 1. Venue: Montezuma EMF evaluation
        - a. Michael reported the venue is so good, it's too bad people can't sleep there.
- Annette discussed potential speakers, and also asked whether we are taking a hard line on all speakers coming from outside the organization.
- 7. Public Strategic Plan interim update – Planning meeting results (AG, SB)
  - 8. Status Advisory Board contacts to discuss attending board meeting and social media involvement?