



MINUTES
BBI Board of Directors Meeting
November 17, 2023

(Attending: **Larry Gust**, **Jeanne McLaughlin**, *unable to attend*, **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. Michael noted that he received a letter from a law firm in California re: our unauthorized use of an image on our website. We have removed the image and now he is waiting to hear back from them for an address for our attorney to contact them.
 - b. The December board meeting will be skipped due to IBE 212 and the holidays, and will reconvene in January.
2. Approve October meeting summary
 - a. Approved for posting.
3. Treasure's report: (JM)
 - a. Unable to attend.
4. Keep in mind as we proceed: What do we need from advisory board members?
5. ED Report, P&L: Questions and Comments
 - a. Annette asked about the website development fees. Michael said he can have the bookkeeper pull up the breakdown. He also talked about the unfinished Membership Automation issues.

Annette asked about seminar materials/SharePoint access. Sonia explained how we will be dealing with the security issues that were preventing a few students from accessing SharePoint. We do have a workaround. Sonia will send a link to the page to the rest of the board once the workaround has been employed.

6. Apprenticeship program annual report (Oram Miller)
 - a. Oram went over the report he recently sent to Larry. Larry will forward to the board. Larry suggested making small videos from people who took advantage of the coaching program to market our classes via social media.
7. Committee Reports
 - a. Membership Automation & Document Management System Execution Team (SH)
 - a) Membership system track tie-in to Microsoft 365
 1. Discussed in item #5
 - 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 the funnel is up and running, and suggested the

board members run through the process themselves and offer feedback. We will let the promo run for a month or so and then circle back to the marketing team to see if there needs to be adjustments made.

- b) Implementation of promotional strategy for target markets
 - 1. Key objectives: Revenue-Leverage social media for online & seminar sales, brand awareness
 - a. Addressed above. Essentially, we're waiting for more data.

Ryan asked about any Black Friday promotions. Michael explained we'll skip Black Friday but have a half-off all online courses sale for December.

- 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 Sam has gone silent. This item will no longer be tracked.
 - c) Status: Is survey ready for Constant Contact mailing to CRM database?
- d. Professional Development Committee (AK)
 - a) Electrical wiring course development Fall 2023 lead by Mitch (SK)
 - 1. Self-development status
 - a. Stephanie reported she connected with Mitch and he is working on the content with Stephen Collette on 212/312. And when they're ready, they will add Stephanie to the conversation.
 - 2. Stephanie reached out to the EMR zoom call attendees for ideas and has received 8 responses back on potential new courses. She will share with the PDC at their next meeting.
 - 3. Stephanie reported on the preproduction meeting with Bradlee and Nate Johnson re: the video filming of the demo labs.
 - b) Slimmed down BBI 101 course development for industry professional education (AG)
 - c) Status: Metro U of Toronto Chang School of Public Health partnership (AG)
 - 1. Andrew said the ball is in our court. They're looking for confirmation that we fit into their framework. Michael added we're waiting to hear back from Bobby Ilg.
 - d) Jan 2024 BBI 311 promotional approach to 211 alumni. Moving equipment to NC.
 - 1. Andrew reported that the pilot/jet route is out. He is looking into other options to move the equipment. He has a friend at UPS who has a team working on it. He hopes to have more info a few days. Erik will send Andrew the storage locker address in case things move fast.
 - e) Status: Use of EcoNest articles for CEU courses
 - f) BSPII– On hold

e. 2025 BBI Hybrid Conference Exploratory Committee (AK)

a) Planning Status: July 25th meeting

1. Speaker selections

- a. Annette stated the committee was looking for guidance on the potential of us to pay the travel expenses for the more prominent speakers, or to have the present via Zoom. Michael agreed it's a big ask and we've been really lucky in the past. He feels Zoom presentations would gut the appeal of attending in person. Once we have a condensed list of who we want, we ask and see who is willing to come first. Then we can reevaluate if they say no. It will also affect the registration fees.

Annette and Stephanie suggested taking the temperature of the EMR and IEQ groups about the demand for a conference in general.

8. Public Strategic Plan interim update – Planning meeting results (AG, SB)
9. Status Advisory Board contacts to discuss attending board meeting and social media involvement?