



MINUTES
BBI Board of Directors Meeting
January 26, 2024

(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. Michael announced that Charity Navigator has added us to their list (you cannot apply), and we have a four-star rating (the highest available).

Michael brought up the issue of a long-time BBEI who asked us what it would take for him to refresh his credentials. Larry suggested we make the most current info available for a charge, and they would need to complete the online quizzes. Larry asked Annette for her input. She said the PDC has discussed this and will revisit it as a committee to see what they can come up with re: requirements.

2. Approve November meeting summary
 - a. Approved for posting.
3. Treasure's report: (JM)
 - a. Jeanne agreed 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 asked Michael how we did for the last year (re: the P&L statement for 2023). Michael said he feels we did well. He explained the specific details of how the numbers were arrived at. He said that the "Covid Windfall" wound up on our P/L statement looking like a profit, however, we had many expenses which ultimately offset those numbers ... sometimes in the following year. He feels the more accurate way to determine how we did is to look at our Working Capital balance. Compared 20 the beginning of 2023, we did well, especially as this was a rebuilding year with many projects utilizing outside consultants. He also added he also prepaid all of our expenses that he could in December so we could start the new year with a "clean slate". This includes upcoming Kanuga seminar costs and some 2024 staff salary.

Andrew suggested we have an annual trending report on the health of the institute (numbers of students, etc.). Michael said this is what the KPI tracks.

Larry was looking at revenue-generating opportunities. He noted 212 was missing. This was an oversight and Michael reported we currently have four students enrolled. He also noted how well we did re: our partnerships revenue. Much of this came from our Algonquin partnership, Michael reported.

Michael also highlighted that we will be creating a special promotional sale to his Healthier Tech mailing list for the month of March.

6. Review of 2023 KPIs
 - a. Sonia reviewed the KPIs with the board. (Refer to the KPI document).
7. Appoint co-administrators for Bank Accounts (MC)
 - a. Michael reviewed our banking accounts, who our non-owning manager is (Larry Gust and Michael Conn depending on which account). It might be necessary to have someone else who has the authority to make banking decisions, but he wants to talk with the banks first re: their individual policies. Will be revisited in the future.
8. Committee Reports
 - a. Membership Automation & Document Management System Execution Team (SH)
 - a) New consultant for membership system track tie-in to Microsoft 365
 1. Sonia reported we're still working on resolving an issue with the developer to get a remaining error/bug fixed.
 - b) Membership Committee (SH) Define Membership Levels (On Hold)
 - b. Social Media Outreach Committee (SK, RB)
 - a) Fine-tuning new Landing Page/Funnel Strategy
 1. Stephanie reported on our last monthly meeting in which we reviewed the last three months of data, which was underwhelming. However, there were holidays/new year, etc. Tech Guys will be reviewing the data and developing strategies on how to drive this better.

Michael suggested our internal team meet to develop our own strategies before our Tech Guys meeting.

- b) Fine-tuning of promotional strategy for target markets
Discussed above.
- c) Status: Affiliate Program (on hold)
- c. Student Advisory Committee (AK)
 - a) Volunteer recruitment status
 1. Annette was traveling and then under the weather, so no update this month. On hold.
 - b) Status: Is survey ready for Constant Contact mailing to CRM database?
 1. See above.
- d. Professional Development Committee (AK)
 - a) Electrical wiring course development (SK)
 1. Meeting was delayed.
 - b) Post-certification Continuing Ed: Ideas for new courses
 1. Will be addressed in the future based upon PDC discussions, and suggestions by Zoom call participants.
 - c) 212-2023 Lab Videos
 1. Nate did film the videos, Stephanie has already given feedback, and Annette will be reviewing shortly. Annette also feels we should have 312 videos done as well.
 - d) Slimmed down BBI 101 course development for industry professional education (AG)

- e) Update on meeting with Metro (Prof YT, Paula B-L, Andrew) (AG)
 - 1. Andrew reviewed the meeting with Paula and YT. They attended part of one of YT's classes. Paula also met the dean of the school, coincidentally. Paula is considering if she has the time to create the curriculum that fits into their 13-week session.

Annette asked if we have an issue with our standard being written by Germany (SBM) and using it with external institutes. Andrew and Michael said this is more akin to BBA training and would not be used as part of that training.

- f) Moving tool boxes to NC.
 - 1. Andrew reported that he's working with a US-based customs broker and is working with a specific person there. He didn't get anywhere with UPS. Every piece of equipment has been inventoried and those that could be attributed to country of origin has been. He is at the stage where he is trying to find reasonable values for these items.

g) Status: Use of EcoNest articles for CEU courses

h) BSPII– On hold

e. 2025 BBI Hybrid Conference Exploratory Committee (AK)

a) Planning Status: Survey of Interest

- 1. See below.

b) List of potential speakers

- 1. Annette reported on our first meeting of the year, where we had two new members join us. We are reaching out to potential speakers. We do have Dr. Janette Hope and Dr. Sharon Goldberg onboard. Other speakers are in consideration, and she is happy with the active/participatory nature of our committee members.

9. Public Strategic Plan interim update – Delayed to 2025 (AG, SB)

10. Status Advisory Board contacts to discuss attending board meeting and social media involvement? (Waiting on SK & RB)