



Building Biology Institute

The science of healthy buildings

MINUTES BBI Board of Directors Meeting February 23, 2024

(Attending: **Larry Gust, Jeanne McLaughlin, Spark Burmaster, Sonia Hoglander, Annette Koch, unable to attend, Andrew Guido, Stephanie Kerst, unable to attend, Ryan Blaser, Michael Conn, Executive Director, Erik Rosen, scribe.**

1. Call for additional agenda items.
 - a. Sonia said we should consider discussing the Strategic Plan before 2025 as it takes a year to put it together. Michael reminded everyone who will be involved that this is not only a blueprint, but a funding/sales tool. Larry suggested taking the existing plan and reviewing for applicability, and potential additions.
2. Approve January 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. Sonia asked about Sharon's program. Michael explained the program is evolving. He explained how it has morphed from a straight CME program to a membership organization with a free CME component. He went deeper into how the Clinical Electromagnetic Collaborative will work.
6. Review of modified graph page 1 of Y/E 2023 KPIs
 - a. Michael gave a brief report on our course sale results, our social media growth, etc. Sonia reviewed the graph with the board. (Refer to the KPI document).
7. Appoint co-administrators for Bank Accounts (MC)
 - a. Michael gave the board an overview of the standing of our current bank accounts, who has access, what needs to change (especially our new corporate name with B of A, etc.). He suggests we table the discussion until next month's meeting.
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 the company won't be able to fully automate the missing piece. They want money to redo that portion, and Sonia will be meeting with Michael and Erik to exit the relationship gracefully.
 - 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. Michael said we're not getting the mind of conversions/activity in traffic/sales that we had reason to think we'd get. We are going to

have an internal meeting prior to our mid-March meeting with Tech Guiys to determine why this isn't working, and what we might be able to do going forward. Ryan talked about how we can fine-tune our emails and ads to improve things.

- b) Status: Affiliate Program (on hold)
- c. Student Advisory Committee (AK)
 - a) Volunteer recruitment status
 - 1. Annette not available. Next month.
 - b) Status: Is survey ready for Constant Contact mailing to CRM database?
 - 1. S
- d. Professional Development Committee (AK)
 - a) Electrical wiring course development (SK)
 - 1. Annette and Stephanie are not available. Next month.
 - b) Post-certification Continuing Ed: Ideas for new courses.
 - 1. Annette and Stephanie are not available. Next month.
 - c) 212-2023 Lab Videos editing progress.
 - 1. Annette and Stephanie are not available. Next month.
 - d) Can we get at click outs from Find an Expert to experts' web sites as a driver from more paid listings
 - 1. Annette and Stephanie not available. Next month.
 - e) Toronto Metro U– Developing BB Introductory Curriculum to fit 13-week session. (AG)
 - 1. Andrew reported on his most recent meeting with YT. He reviewed the work he and Paula did to create an outline for a 13-week program. According to YT, he is thinking of a 13-week, 3 hour per course program. Students would be allowed to pick from a buffet of courses for their work. The school pays a developer \$7000 to develop a course (that 13 modules of 3-hour content), and the school fully owns the rights to that course. The issue with this is the school owning the IP. The less exciting (for YT) model would be to create a less stringent program that does not lead to BBI certification but may serve as a prerequisite for something else. The board discussed the proposals and agreed that the way the school normally works doesn't work for us. Michael said he believes the institute should never sell our IP, only license it. He reiterated our Algonquin model, which the board feels is preferable. Michael suggests Andrew, YT, Bobby, and Paula iron this out in a separate meeting.
 - f) vi. Status: Moving donated equipment to NC. (AG)
 - 1. Andrew reviewed the customs broker quote, and explained how it could be paid for, and how it can be shipped to Charlotte or the storage facility in Hendersonville. Andrew will check on the cost of shipping directly to the storage facility in Hendersonville, and then coordinate with Erik.
 - g) Slimmed down BBI 101 course development for industry professional education (AG)
 - h) Status: Use of EcoNest articles for CEU courses

- i) BSPII– On hold
- e. 2025 BBI Hybrid Conference Exploratory Committee (AK)
 - a) Survey of members & other parties as to interest commitment strength.
 - 1. Michael reviewed the info in the ED report re: the conference.
Annette is not available, so she will expand on this next month.
 - b) Additional potential speakers
 - 1. Michael reviewed the info in the ED report re: the conference.
Annette is not available, so she will expand on this next month.
- 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)