



MINUTES
BBI Board of Directors Meeting
March 15, 2024

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

1. Call for additional agenda items.
 - a. None
2. Approve February meeting summary
 - a. Approved for posting.
3. Keep in mind as we proceed: What do we need from advisory board members?
4. Treasurer's report: (JM)
 - a. Jeanne agreed with the ED report.
5. ED Report, P&L: Questions and Comments
 - a. None
6. Review of modified graph page 1 of Y/E 2023 KPIs
 - a. Reviewed at the last board meeting.
7. Appoint co-administrators for Bank Accounts (MC)
 - a. Michael reviewed the current situation with the board. He said he's still not sure how to handle it. He may leave things as is for the time being.
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've ended our relationship with the developer and are staying with the status quo for the time being.
 - 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 reviewed the lack of conversions from our redesign/funnel, and said we have a meeting next week with the developers as well as their founder to see what our plan of action will be. She will report back next month.
 - b) Status: Affiliate Program (on hold)
 - c. Student Advisory Committee (AK)
 - a) Volunteer recruitment status
 1. Annette reported no new info.
 - b) Status: Is survey ready for Constant Contact mailing to CRM database?
 1. Annette reported Ashley Spanovich and Lynne White are working on putting out a survey for the conference, and then hoping that

experience will help in developing more general student surveys.

d. Professional Development Committee (AK)

a) Electrical wiring course development (SK)

1. Stephanie said the next step is for her to connect with Mitch and see where he and Stephen are on 212 content review. There might be intro materials they can pull out for that use.

b) Post-certification Continuing Ed: Ideas for new courses.

1. Annette reported that Bradlee's videos of Nate were done and looked good. Michael said his feeling is that the videos are solely for review and would be difficult for a new student to watch prior to attending the 212. Stephanie agreed. She feels the best avenue would be to use them as CEUs for those who have already attended and been certified. Annette does think we need a separate set of videos to introduce meters to students scheduled to attend IBE 212. She added the team has met to discuss further similar projects.

Ryan suggested we investigate a specific AI program which could take the EMR/IEQ chat logs and create a searchable database and chatbot. Larry suggested we create a team who have more technical abilities to research the right platform for creating a members' only database that is searchable for both video and text. Annette will reach out to Ken G to see if he's interested in helping investigate this.

c) 212-2023 Lab Videos editing progress.

1. The final edits have been made and we now have possession of the videos. Larry reported the EMR instructor group will be reviewing them to how the videos can best be utilized.

d) Can we get at click outs from *Find an Expert* to experts' web sites as a driver from more paid listings?

1. Erik reported he has yet to find a way to drill down so granularly in Monster Insights or Google Analytics.

e) Toronto Metro U– Developing BB Introductory Curriculum to fit 13-week session. (AG)

1. Andrew reported that he and Paula agree that the current model, where the Chang School would own the IP, is a non-starter. He is hoping to meet with YT at some point in the future to discuss alternative business models.

f) vi. Status: Moving donated equipment to NC. (AG)

1. Andrew is planning to ship the boxes the week of IBE 213. Erik will be onsite to receive them at the storage facility. Due to its size, the blower door will be shipped separately.

g) Slimmed down BBI 101 course development for industry professional education (AG)

h) BSP II development

1. Larry asked what a second module would consist of – marketing for instance? Annette said that starting a business is so individual it would be almost impossible to create a recipe for everyone. She also stated

the PDC doesn't have the time to delve into this.

After a board discussion, it was decided that we would continue to offer BSP I and no longer pursue BSP II. Annette did suggest Lynne W review BSP I as she has 30 years of marketing experience. She will contact Lynne to see if she has the time.

- i) *tatus: Use of EcoNest articles for CEU courses*
- e. 2025 BBI Hybrid Conference Exploratory Committee (AK)
 - a) Survey of members & other parties as to interest commitment strength.
 - 1. Annette recommended we remove the "hybrid" question but that the final form is taking shape.
 - b) Additional potential speakers
 - 1. Annette reported we have Dr. Janette Hope and Dr. Sharon Goldberg confirmed and have some other potential speakers in the works. She also requested board members recommend other names if they'd like. Annette also reviewed the mealtimes, transportation issues, etc.
- 9. Public Strategic Plan interim update – Discuss how to get done by 1/1/2025 (AG, SB)
 - a. No progress currently. Andrew didn't have enough time to oversee this so we need a new chair. The board will revisit this in June.
- 10. Status Advisory Board contacts to discuss attending board meeting and social media involvement? (Waiting on SK & RB)
 - a. At Stephanie's suggestion, this will be reviewed following our March 20th meeting with Tech Guys.