



MINUTES
BBI Board of Directors Meeting
April 19, 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. None
2. Approve March meeting summary.
 - a. Approved for posting.
3. Keep in mind as we proceed: What do we need from advisory board members?
4. Treasure's report: (JM)
 - a. Jeanne agreed with the ED report.
5. ED Report, P&L: Questions and Comments
 - a. Michael reported that the 2020 990, which is sent out by our CPA, went out in plenty of time, however, he received a letter in the following February fining us \$2400 for filing late. He called the IRS and explained we filed an extension, but they didn't have it on file. Michael followed up with the CPA, and he said don't worry about it. He would handle the letter of reasonable cause. He also took responsibility and said if they didn't accept it, he would pay. A few weeks ago, he got an IRS letter stating our filing was past due and they were going to levy us. After calling the IRS, he called the CPA and they said they would take care of it. He has since called, emailed, and texted, and have yet to hear back. He called the IRS and currently the pursuit of the levy is on hold. Michael will keep the board informed.

Michael further explained the get-acquainted conversation we had with a healthy development company in Germany. It was mainly a get-acquainted call.

Regarding the Zoom with Warren P, Michael explained what he's offering us is visibility on his platforms. Ryan added it is part of a docuseries which he is involved with, and we would be a potential sponsor, a potential affiliate, or one of some other models being discussed.

Andrew updated the board on the arrival of the tools in Hendersonville.

6. Appoint co-administrators for Bank Accounts (MC)
7. Committee Reports
 - a. Membership Automation & Document Management System Execution Team (SH)
 - a) 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 the take-away is that we have a baseline of 400 interested names and email addresses. We met internally as a team and our strategy is to take our best-selling courses and respond with a personal email and a video pitch from Ryan, Jennifer, and Stephanie and see if we can convert them. Erik added these course-specific video intros would also be used on the main website's individual course pages.

The board also discussed how BBI can raise our visibility at various conferences run by other organizations. Visibility is key.

- b) Status: Affiliate Program (on hold)
- c. Student Advisory Committee (AK)
 - a) Volunteer recruitment status
 - 1. No update. They've gotten a lot of *nos*. Stephanie floated the idea of having a stipend pool on a project basis to maintain our momentum, as our volunteers are so tapped out.
 - b) Status: Conference survey
 - 1. No update.
 - c) General Student Survey
 - 1. No update.
- d. Professional Development Committee (AK)
 - a) Electrical wiring course development review with Mitch M (SK)
 - 1. Stephanie checked in with Mitch and she said Stephen and Mitch are still working on the 212 overhaul, and they will look for areas to move info into the prerequisite.
 - b) Post-certification Continuing Ed: Ideas for new courses.
 - 1. No specific update.
 - c) Is Ken Gartner interested in heading Investigative team for Searchable BBI Data base using AI?
 - 1. Annette talked about the searchable database and she will be meeting Ken Gartner to talk further about it and work through ideas, potential platforms, etc.
 - d) Business Support Pgm- Potential Module 1 review by Lynne White.
 - 1. Annette reported Lynne is not interested in volunteering. Larry said he did review the program and was impressed at the comprehensiveness of what we are already offering. He thinks we can use it as it is and table a module 2.
 - e) 212-2023 Lab Videos Instructor Review Results (LG)
 - 1. Larry said they were quite well done, and presented a good summary of instrumentation. They are also usable for 212/312 instructor purposes.
 - f) Can we get at click outs from *Find an Expert* to experts' web sites as a driver from more paid listings?
 - 1. Tabled but Erik will continue to look for options.
 - g) Toronto Metro U– Get YT's reaction to BBI developing a 13-week curriculum

- & to own the IP. (AG)
 - 1. Andrew talked with YT and conveyed our IP must remain ours and that is a hard stop. He discussed some ideas that he kicked around with IT, the structure of a potential course, pay schedule, and how to maneuver around the IP issue. They will continue the conversation.
- h) Status: Moving donated equipment to NC. (AG)
 - 1. The equipment has transited into the US and due to shipper delays is scheduled for arrival on Monday, April 22. Erik has extended his stay at Kanuga post-213 to receive the equipment.
- i) Slimmed down BBI 101 course development for industry professional education (AG)
- j) Status: 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. In progress.
 - b) Additional potential speakers beyond Hope, Goldberg, and D Davis
 - 1. Annette reported we don't currently have Devra and EHT, but Erik is still working with them. She reported on some potential speakers who declined, and others who will be approached soon.
- 8. Public Strategic Plan interim update – Discuss how to get done by 1/1/2025 (AG, SB)
- 9. Status Advisory Board contacts to discuss attending board meeting and social media involvement? (Waiting on SK & RB)