



MINUTES
BBI Board of Directors Meeting
May 17, 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. EMF-IS Handbook
 - a) Michael's impression is that they are focused on creating EMF-safer villages. He asked the board if they see any harm taking the conversation to the next level. The board agrees it warrants further conversation.
 - b. Partnership with Patrick Merkel
 - a) Michael reported he met with the Lollibrand team re: a documentary they want to film with our input. Michael explained what they're asking of us, the costs to participants, and the upsides for BBI. Michael thinks that there is no harm in letting people know about the potential opportunity. He wants to also follow up with a discussion with Oram.
 - c. Michael informed the board the IRS situation has been resolved, and Michael has a letter from the agency stating this.
 - d. Shipping for the IEQ tools.
 - a) Andrew reported the crate was redirected to a factory in Durham, North Carolina. Andrew will ship it directly to Hendersonville and coordinate with Erik, so he is there to receive the shipment. This should happen in June.
2. Approve April 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, although there is also some additional money in the PayPal account.
5. ED Report, P&L: Questions and Comments
 - a. Michael reiterated that we currently have three confirmed speakers at the conference. Drs. Hope, Goldberg, and Andy Pace.
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) Success in getting 400 funnel processed emails to purchase/enroll.
 - 1. Stephanie reported that the team is creating video introductions to existing courses. Each course will have a short and long intro for different uses. The short video will be embedded on each course page. We will have the longer videos for use on social media, resources section, etc. We can also use these to market to the 400+ growing funnel list.
- b) Status: Affiliate Program (on hold)
- c. Student Advisory Committee (AK)
 - a) Volunteer recruitment status
 - 1. No update.
 - 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. No current update.
 - b) Post-certification Continuing Ed: Ideas for new courses.
 - 1. No update.
 - c) May meeting with Ken Gartner re: heading Investigative team for Searchable BBI Data base using AI?
 - 1. Annette reported they will be having a June meeting with Ken, and he will do some platform research in the meantime.
 - d) Nate videos: Edit done?
 - 1. Done. Erik has received the final four completed videos. He will have the Moodle course built out sometime in mid-June. Re: filming similar 312 sessions, Stephanie said it is a conversation to have at the next PDC meeting, but she believes the AI database should take precedence.
 - e) Can we get at click outs from *Find an Expert* to experts' web sites as a driver from more paid listings?
 - f) Toronto Metro U– Get YT's reaction to BBI developing a 13-week curriculum & to own the IP. (AG)
 - 1. No update.
 - g) Slimmed down BBI 101 course development for industry professional education (AG)
 - h) 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. Andy Pace has been added. Annette is waiting to hear back from Michael Schrantz and John Banta.

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)