



**MINUTES**  
**BBI Board of Directors Meeting**  
**June 21, 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. Jeanne asked the board to talk about succession planning, which has slowed down since our initial efforts. Jeanne thinks we need a vice-president of the Board for when Larry retires. We should also address succession planning for our staff. Jeanne thinks Erik and she should comprise be the committee. Larry will join as well.
2. Approve May 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. No questions. Michael explained that the CEC project is delayed about a month due to her designer being sick.

Stephanie reported on her experience at IBE 211 – IEQ, and stated that the material was interesting, and the Q&A sessions with Cathy & Stephen were great. They're a "dream team" and that makes her excited for IBE 311.

6. Appoint co-administrators for Bank Accounts (MC)
7. EMFIS: Partnership Parameters
  - a. Michael recapped our prior discussions with Federico and what they're looking for. He outlined what he thinks would be the appropriate way to word our approval of their best practices. Larry suggested we say the board is tentatively behind this, but would like to study the manual more deeply, and understand who is involved on their end. Larry specifically mentioned one issue he has with their A, B, C rating, and Michael said he would discuss it with Federico. Annette suggested we reach out to Peter Sierck as well as he has done some large-scale shielding projects in Europe. We will also reach out to Valentina C and Albina M.
8. Merkel marketing proposal: Do we pass onto BBs?
  - a. Michael reviewed the history our discussions with them, as well as with Oram Miller. The BBI team suggested we have no affiliation with them specifically, and we should likely pass. We turned the continuing discussions over to Oram with oversight from

MC.

9. 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 we are working on personal video intros to all online courses, which we will post on the course pages and also use to market to those who express interest through the funnel. Larry offered the committee the use of his recorded assessment for useful snippets for social media.
  - b) Status: Affiliate Program (on hold)
- c. Student Advisory Committee (AK)
  - a) Volunteer recruitment status
    - 1. No update.
  - b) Status: Conference survey
    - 1. Erik will connect Ashley and Sonia to get Ashley's email issues sorted out.
  - c) General Student Survey
    - 1. No update.
- d. Professional Development Committee (AK)
  - a) Electrical wiring course development review with Mitch M (SK)
    - 1. No update.
  - b) Post-certification Continuing Ed: Ideas for new courses.
    - 1. No update.
  - c) June meeting with Ken Gartner re: heading Investigative team for Searchable BBI Data base using AI – realistic goal?
    - 1. Annette has been talking with an experience software developer and asked Erik for a list of info she needs to bring to him and get a quote. The board discussed how to market the DB post launch. Larry thinks we should start by testing this with one preexisting online seminar.
  - d) *Can we get at click outs from Find an Expert to experts' web sites as a driver from more paid listings?*
  - e) Toronto Metro U– Get YT's reaction to BBI developing a 13-week curriculum & to own the IP. (AG)
    - 1. No update.
  - f) Delivery of 311 equipment
    - 1. Erik spoke with Andrew this morning. He will be meeting with the owners of the facility that is storing our equipment next week and will find out how long they are willing to hold the equipment and then setting a ship date with Erik onsite to receive.
  - 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. Kent Chamberlin from the EHT has agreed to speak on EHS and wildlife/pollinators.
  - f. What about John Banta, Peter Matthews?
    - a) Annette talked about specific deadlines asked for by potential participants. If Michael Schrantz is willing to commit, we'll begin with that and then let John B make up his mind later.
10. Public Strategic Plan interim update – Discuss how to get done by 1/1/2025 (AG, SB)
11. Status Advisory Board contacts to discuss attending board meeting and social media involvement? (Waiting on SK & RB)