

BOC meeting minutes
Teleconference, August 19, 2008

BOC members participating – Sheryl Bilbrey, Chair, Kevin Sanders, Beverly Baskin, Rick Brinkley, Linda Carmody. Don MacKinnon represented the Canadian BBBs. CBBB staff included Nora Carpenter and Dave Johnson.

TrustLink

The BOC met and discussed its recent teleconference with Bill Mitchell and Jerry Shipman as well as additional information the Caliber BBBs submitted relative to the proposed innovative test of the TrustLink program. The Committee noted the program, as proposed, would create a separate brand and be operated by a separate for-profit corporation. This would set an unacceptable precedent. At the same time the BOC found aspects of the proposed program worthy of testing.

The current innovative test policy states that with proper notice a test may proceed unless the CBBB Executive Committee or Board acts to prevent the test. Accordingly, the BOC resolved that it would not be inclined to request the CBBB Board block the Innovative Test provided that the Caliber BBBs met the following conditions:

- The proposed program must be operated by the BBB(s). It cannot be operated by a third party corporation due to the potential it has to directly affect the BBB brand.
- The program may have a separate name (e.g., TrustLink) but it must be BBB branded consistent with the brand style guide. The CBBB Capacity Team can assist.
- The reliability reports may be enhanced to include elements deriving from the program. But the reliability reports must otherwise reflect the required formatting and language of the "ratings" reports, once these are approved for use by the BBB system. The Committee on Reports will help ensure the enhancements meet the spirit of the reporting requirements (e.g., via additional section headings, etc.).

Idaho Falls

The BOC also discussed the evaluation of BBB/Idaho Falls. It was learned that the BBB's operations director and several sales staff had recently left the BBB. Remaining staff are largely untrained. The BOC will write the BBB requesting that within thirty days it submit a plan to ensure the BBB's operational and sales programs are maintained as required. This plan will include specifics on staffing and training. The BBB will also be asked to submit a complete status report on the various operational programs by September 30, 2008.

Dave Johnson, CBBB
Recorder