

BOC meeting minutes
Monthly Teleconference, September 3, 2008

BOC members participating – Sheryl Bilbrey, Chair, Kevin Sanders, Beverly Baskin, and Rick Brinkley. Don MacKinnon represented the Canadian BBBs. CBBB staff included Steve Cole, Alan Cohen, Steve Salter, Dave Johnson and Dawn Young.

TrustLink

The BOC continued its discussion of the TrustLink program. It considered whether Caliber could be a successful model for the development of TrustLink, why/whether a separate corporation is necessary, and concerns presented by a competing brand to BBB. To continue to seek resolution, Steve Cole offered to ask incoming CBBB Board Chair Pete Blackshaw to sit down with the BOC and TrustLink BBBs to explore options. The meeting is scheduled to be held during the San Francisco Assembly.

Web Site Brand Compliance

Among Canadian BBBs, Windsor, Winnipeg and Montreal had not yet converted to the branded site (note: Winnipeg has switched as of this writing). Montreal and the Canadian Council of BBBs both delayed launch of a branded site due to concerns over losing the benefits of search engine optimization programs running on their current sites.

Among U.S. BBBs, it was noted that:

1. The Caliber BBBs had switched to the branded site format, conforming with the 8/31/08 extension deadline they sought and were given.
2. The New Orleans BBB had not met the 8/31/08 deadline to switch.
3. The BBB in Lima OH still needed to redirect its old site (www.wcoho.bbb.org) to its new site (www.lima.bbb.org).

The BOC will contact the BBBs as needed and seek correction of the issues.

Evaluations

BBB I Savannah GA sent the BOC a six-month proposal to correct its financial troubles and requested a stay of the previously authorized Special Committee. It included measures to increase accreditation sales to larger companies, to triple overall sales production, to create non-dues revenue programs (golf tournament and advertising sales), and program fees and donations. It also proposed that a neighboring BBB would telemarket on its behalf in the Savannah BBB service area.

The BOC considered the proposal, along with staffing and longstanding operational concerns. The BOC voted to proceed with the Special Committee by 4-0.

BBB I Idaho Falls' fiscal year starts July 1, and the BBB sent one month's worth of financial data. It is due to submit a plan regarding staffing at the end of September.

BBB I Lima OH sent a report detailing several investigations it conducted. BOC opted to ask the BBB to continue to report on its progress complying with this standard.

The BOC reviewed the status of Columbia, SC; Columbus, GA; Dayton, OH and Wichita, KS and will continue to monitor them.

Next Meeting

The BOC will next meet in person on October 3, 2008 at the San Francisco Assembly.

Steve Salter, CBBB
Recorder
September 3, 2008