



Burlingame Community for Education Foundation
Post Office Box 117730 Burlingame, CA 94011-7730
650.259.3824 www.bcefoundation.org

BCE Board Meeting Minutes
February 18, 2008
BIS 7-9PM

Members Present: Christine Seeley, Nicole Johnson, Kerry Bitner, Ricardo Ortiz, Michele Domenici-Pina, Fernanda Recio, Perissa Clark, Bill Crandall, Marcia Bauer, Jen Beswick, Jill Goldsmith, Juli Devincenzi, Jan Keele and Donna Colson

1. Call to Order

Christine Seeley called the meeting to order at 7:10.

2. Approval of January Minutes

Ricardo Ortiz made a motion to approve the January minutes. Jill Goldsmith seconded the motion and all present voted in favor.

3. President's Comments

Christine distributed a District marketing piece that Emily Matthews helped create. Roosevelt parent Blair Sanford is sponsoring a baseball team and because he can't use his business name for legal reasons, he will be putting "donate to BCE" and our website on the uniforms.

4. Introduce Lead Donor Co-Chair Bill Crandall

Christine introduced Bill Crandall who is joining the board to as Lead Donor Co-Chair with Donna Colson. Juli DeVincenzi made a motion to approve Bill Crandall in this position. Marcia Bauer seconded the motion, and all present voted in favor.

5. Partner Updates

- BSD/School Board District Update

Christine reported for both the District and the School Board because a School Board meeting is taking place at the same time. Dr. Da Marto is leaving the superintendent position at the end of the school year, and the board is actively searching to fill the position before the summer. The Budget Advisory committee has its survey almost ready thanks to Brian Beswick and Blair Sanford.

- PTA Council Update



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Jill Goldsmith reported that the Council is continuing to discuss more coordinated fundraising. There is a feeling that we need more clarification about who is raising money for what purpose. School Board member Liz Gindraux is proposing a special study session to help figure out how to be most effective and efficient with fundraising. Dr. Da Marto anticipates that we will have to cut somewhere between \$650,000 and \$1,000,000 from next year's budget. Christine repeated her suggestion that we all take action and urge our legislators to stand up for public education.

6. Event Updates

- Dinner Dance Update

Michele Domenici-Pina and Fernando Recio urged everyone to RSVP. Wine and raffle tickets are for sale through the on-line auction on c-market. The Franklin Dad's Club is in charge of delivering the programs. To reduce printing costs, we will only have addendums available that night, so people should bring their programs with them. We are a little worried about attendance, so we should encourage people to reply and also to go to the on-line auction if they cannot attend. The Hyatt has a special room rate of \$129 for that night. Christine thanked everyone who has been working so hard.

- Auction Update

Nicole Johnson reported that the program is going to the printer tomorrow, and it will be delivered on Sat., March 2. Donna Colson donated new software called Auction Pay to modernize our process. It's difficult because no one is trained to use it, so we have hired a consultant to help with technical support the night of the event. There is currently an issue getting computers networked for a test run before the event. We do have a great clearing team put together. Nicole is looking into renting more modern equipment for a period of time during the event. It was suggested that we look into using school computers. Nicole suggested we budget to annually rent the proper equipment. Lisa and Denise are working on a plan for distribution/pick-up of on-line auction items other than the night of the event. Any donation after tonight will not make it into the program but can still be included on the addendum.

- Fund-A-Need

Christine reported that given the impending budget cuts, Fund-A-Need will be raising money for very broad areas to give us flexibility to put it where it ends up being needed most once the budget situation becomes more specific.

7. New Family Update



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Jenifer Beswick distributed a report on new family participation (See Appendix 1). Rates are up substantially from last year at this time. Jenifer feels our events and pledge day have contributed to the increase. Her team is continuing to get more new families to donate. Juli DeVincenzi agreed to check into new families feeding into BIS.

8. Financial Report

Ricardo Ortiz distributed a financials packet (See Appendix 2). Our income continues substantially ahead of last year at the same time. Christine reiterated that we still have a long way to go reach our goal. Ricardo mentioned that he has a process set up for recurring monthly donations with credit or debit cards. It will be publicized soon.

9. Recruiting for 2008-2009 Board

Marcia Bauer has been contacting all of us to find out who plans to return. Open positions include VP Outreach, VP Business Development, VP Events and Information Management Chair, Controller, Recruiting, Webmaster and Graphic Design. It was suggested that VP Events could have co-chairs. Marcia will send out an e-mail to all of us with the entire list of open positions.

10. Party at Jill Goldsmith's House This Friday, Feb. 22ⁿ, at 7:00

11. New Business

Bill Crandall and Donna Colson discussed plans and strategies they are working on for lead donors. They are organizing a reception for lead donors in April. Bill stressed the importance of increasing the amount of money donated by lead donors as well as the number of lead donors and suggested that our biggest increase in support will have to come from lead donors.

11. Adjournment

The meeting was adjourned at 8:50.

Next Meeting: Tuesday, March 18, 7:00-9:00pm, BIS

Respectfully Submitted By,



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Kerry Bitner
BCE Secretary