



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

BCE Board Meeting Agenda
January 15, 2008
BIS 7-9PM

Members Present: Kerry Bitner, Perissa Clark, Christine Thorsteinson, Terese Russell, Julia Viskanta, Leslie Ragsdale, Donna Colson, Jill Goldsmith, Ricardo Ortiz, Nicole Johnson, Christine Seeley, Emily Matthews, Sandra Sullivan, Lisa Kershner, Jen Beswick, Jan Keele, Juli DeVincenzi, Leslie With, Peter Stevenson

1. Call to Order

Christine Seeley called the meeting to order at 7:05.

2. Approval of November Minutes

Ricardo Ortiz made a motion to approve the November minutes, Donna Colson seconded the motion, and all present voted in favor.

3. President's Comments

Christine mentioned that she had received a very nice letter from Paula Valerio thanking BCE for the money McKinley received from BCE Fund-a-bundle.

4. Partner Updates

- BSD/School Board Update

Christine reported for the School Board and the District. They need to cut about \$300,000 more from the budget for next year. They are working on a district-wide survey asking families for feedback about what should get cut. There are potential further cuts to the state education budgets, and she encouraged all of us to write to our legislators and keep pressure on the state legislature to protect education funding. There is a website called EdVoice where one can write letters and get contact information on-line.

- PTA Council Update

Jill Goldsmith reported that at the PTA Council meeting this morning, they heard a presentation from the San Carlos school foundation. That foundation has consolidated fund raising with their PTAs and lessened the amount of individual school PTA fundraising. The individual schools can hold their own fundraisers, but cannot have auctions. The PTA Council president, Debbie Oldham encouraged all the PTAs to discuss whether this model



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would work in Burlingame. Several board members involved with the BCE auction spoke about experiences where donors were asked to contribute to multiple events and were unable to give to the BCE auction. It's also hard to get teachers to contribute to both BCE events and school. Jill pointed out that for our PTAs to give up their auctions, BCE would have to take over something that is currently funded by the PTAs such as K-2 music or art. Jill will continue to pursue this issue with the PTA Council. Christine pointed out that San Carlos has an orientation meeting for all PTA committee chairs where their fundraising policies are explained. Any eventual policy change would come from the district and would have to be voted upon by the school board.

5. Recruiting for 2008-2009 Board

Nicole Johnson asked us all to check in with her and let her know if we plan to return to our current board positions, plan to leave the board, or if we are interested in other positions. Christine emphasized that if anyone interested in serving as president after her term ends, that person should consider an open position on the executive board. We should also think of new people to recruit. We'd like to have all the positions filled by May so that any new members may participate in our retreat in June.

6. Event Updates

- Dinner Dance Update

Nicole reported that things are moving along. She and Michele went to a tasting last week and chose the menu. There will be vegetarian, vegan, chicken and salmon options. Michele is working on getting the invitations finished. Tickets will cost \$100 per person. The theme is black and white, but it's not black tie, and people don't necessarily have to wear black and white. Michele and Fernanda are doing the production themselves. It was suggested that all donors be added to the invitation mailing list. Nicole will check on the price for teachers. Parents will have the option to sponsor a teacher on their invitation. Leslie and Scott With are chairing the wine bar this year.

- Auction Update

Lisa Kershner reported that the auction is going great. They feel that they have enough donations in hand to match last year's total. A lot of repeat donations are coming in, and there are also about \$30,000 worth of new donations so far. They are working on streamlining the clearing process. It's important that everyone register a credit card when they arrive at the dinner dance. Nicole will make sure that it's included on the invitation. We also need several volunteers to help with clearing the night of the dinner dance – people



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who are not interested in actually attending the dance. The on-line auction will be up from Feb. 24th through Wed. March 4th at 10:00 p.m.

Additionally Christine announced that Patty Rally has agreed to chair the kitchen tour again next year. She has several committee positions filled, but is working to fill openings early. She is specifically looking for a publicity chair and someone to write the kitchen descriptions for the guidebook.

7. Marketing Update

- Lead Donor Report

Donna Colson reported that she is working on a list of targets to ask to bump up their donations to get into the lead donor category. She requested us all to send her suggestions. She will send out a special mailing to these targets. She is planning a reception for lead donors. It would be an informational affair, possibly with a school board member as a guest, where lead donors can feel that they have some input. She has two potential dates – Wed. April 10 or 17.

- Website Update

Emily Matthews announced that our new website is up and running. There is a page just for board members with marketing tools, logos, presentations, etc. She asked us all to look at the site and make suggestions. Christine and Nicole thanked Emily for all her efforts and mentioned that it looks as or more professional than other foundation websites.

8. Financial Report

- Financial Status Update

Ricardo reported that we are \$167,418 net ahead of last year at this same time. We have \$254,000 more on deposit this year than last year. He did clarify that we asked earlier than last year and we already had pledge day. As Nicole pointed out although we're looking good we are less than halfway to our goal. He will work with Emily to get financial reports on line.

It was mentioned that some people were concerned about the cost of mailing and production of the increased direct marketing materials. Emily said we get a good price from the printer and some expenses are underwritten. She will look into getting that information included on the mailing.



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9. Adjournment

Christine adjourned the meeting at 8:25.

Next Meeting: Tuesday, February 19, 7:00-9:00pm, BIS

Respectfully Submitted by,

Kerry Bitner

Secretary