



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

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

Members Present: Christine Seeley, Kerry Bitner, Nicole Johnson, Donna Colson, Kimberly Rosales, Ricardo Ortiz, Jen Beswick, Jessica Lawson, Catherine Wright, Wendy McArdle-Mendoza, Katie Intrieri, Bill Crandall, Lisa Hosman, Juli Devincenzi, Jennifer Callahan, Lauren Rosen, Emily Matthews and Perissa Clark (by phone)

1. Call to Order

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

2. Approval of October Minutes

Jen Beswick motioned to approve the October minutes. Emily Matthews seconded the motion, and all present voted in favor of the approval.

3. President's Comments

- Chamber of Commerce Annual Meeting/Luncheon, January 9, 2009
Christine Seeley explained that BCE puts together a table at the above luncheon. If anyone is interested in attending, they should e-mail Nicole. The speaker is our state treasurer Bill Lockyer. The cost is \$75 per person.
- Letter Writing Campaign – County Investment Funds
Dianne Talarico has put together a letter writing campaign to try and recuperate the money that was lost from the closing of Lehman Brothers. We should watch for information on this and consider participating.

4. Partner Updates

Dianne Talarico, Mark Intrieri and Dennis Hills were unable to attend the meeting due to a School Board meeting.

- PTA Council Update
Lauren Rosen reported that PTA Council sponsored their first parent ed. night last week with Dianne Talarico and Pam Scott. The parent ed. program is different this year – all the schools have pooled their money to put on three events. A high profile speaker is lined up for February. The council is working with the green teams in the district.

5. Vote to Approve Graphic Artist Chair



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Nicole Johnson introduced Wedny McArdle who has agreed to take on the graphic artist chair role. She has a kindergartner at McKinley. Donna Colosn motioned to approve Wendy for the position. Ricardo Oritz seconded the motion, and all present voted in favor of approving Wendy as graphic artist chair.

6. Financial Update

Ricardo reported that we're running about 20% under last year at the same time. Some of the difference is explained by the elimination of KT, but Ricardo does have the impression that we are running a little behind due to the economy. There is still money to come in from Lincoln's read-a-thon (approx. \$14K) plus the amount raised by the other four schools yet to hold those events.

7. Pledge Day Recap and Suggestions for Next Year

Nicole asked for feedback about pledge day. Our estimate for the amount raised is approximately \$115K with another \$15K trickling in. We know it created great momentum. We are very close to matching last year's total. Sandy Sullivan had hoped for more, but others feel that it's phenomenal based on the economy and with many non-profits are suffering. Sandy asked for anyone to e-mail her with additional feedback if they have other ideas. Lisa Hosman suggested that it be held on the first day of conferences at BIS next year because so many parents are on campus. Katie Intrieri suggested a pledge week. She also pointed out that principals should be on board with the date early on. It seemed to create anxiety for many of the principals having Pledge Day take place on election day, but others feel that it's a good day because of the increased traffic. Jennifer Callahan suggested that we mark the remit envelopes so that we are able to track donations that trickle in. She also suggested a post card style FAQ to hand out. It was suggested that we produce more signage in Spanish. Catherine Wright mentioned that it was not completely clear that there was the option for people to pledge an amount without actually paying on the spot. Nicole passed out some pledges for site chairs to follow up on. Nicole presented Sandy w/flowers to thank her for her hard work. Sandy acknowledged Emily and the site reps for their help.

8. Dinner Dance/Auction Update

- **Event Update** - Kerry Bitner reported that the DD team is working on getting sponsors, producing a save-the-date postcard and designing invitations. Donna Colson reported that business solicitation has gone out and donations are already flowing in. Classroom and teacher donation requests are getting rolling. Jen Beswick reported that her and Perissa are meeting with Pam Scott and



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Betsy Mueller to brainstorm about ideas for BIS to contribute. She and Perissa will be meeting with the site reps to talk about potential packages from each school. Donna stressed that parties (i.e. progressive dinner, wine tasting) are always successful and also services (i.e. decorate your house for the holidays) Donna expects the value of donations to be close to last year, but we should be prepared for bidding to be a bit lower.

- Auction Chairs

We're still looking for two people to co-chair the auction. There is great team in place, so it's a good year for someone interested in doing it next year to step in and shadow Donna. Catherine Wright has a lead, so she will put that person in touch with Donna.

- Clearing Chair

Donna is focusing on finding a clearing chair to run the computer network for registration and check-out the night of the event. It can be more than one person.

9. Marketing Update

Emily reported that tickets are selling fast for the CCA Holiday Luncheon. Special invitations went out to lead donors and board members, but it will be announced in this week's bulletin. The annual report is going to print tomorrow morning. A music mailing is going out in December. We still have sponsorship opportunities available for the winter concerts. Emily has been looking at new ways to increase participation from BIS, and she is creating more segmented plans for the schools. Lisa Hosman explained that they will hold a game night at BIS with 3 on 3 basketball and Guitar Hero and a quiet game area along with a spaghetti feed. The leadership class is running it. Matt Cosenza and Emily will provide the food. It's scheduled for Friday, December 12, and Lisa is hopeful that it will be successful. Emily will work on getting Pam's BCE video posted on our website.

10. Lead Donor Update

Bill reported that we have \$58K in from 30 lead donors, so about 60% of our money so far. His plan for the rest of the fiscal year is to personally contact every past lead donor. He has segmented his contact list based on the timing of their past donations. He asked us to look at his Nov/Dec list and put our names next to anyone we know. He pointed out that 26 of the 30 donors so far this year have given less than last year. He is also planning to thank all the donors at each school. Jennifer Callahan suggested that we use the site reps to help out with calling donors to thank them. Jen and Perissa will work with Jean



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Baker to send out lists to site rep each month for follow up thank you calls. They will work with each school site on how to manage this.

11. Open Board Position - VP Business Development

Nicole announced that Kevin Smith has to step down from the VP Business Development role. It is an executive board seat, and we are looking for someone new to fill the open spot. If anyone has suggestions for good candidates please contact Nicole.

12. Adjournment

Christine Seeley adjourned the meeting at 8:51.

Next Meeting: Tuesday, January 20, 7:00-9:00 pm at BIS
Happy New Year!

Respectfully submitted by,

Kerry Bitner
BCE Secretary