



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

BCE Board Meeting Minutes
October 21, 2008
BIS 7-9PM

Members Present: Christine Seeley, Katie Intrieri, Nicole Johnson, Donna Colson, Ricardo Ortiz, Amelia Chick, Melissa Macko, Jennifer Callahan, Terese Russell, Jean Baker, Lisa Hosman, Lori Potter, Jessica Lawson, Jen Beswick, Catherine Wright, Perissa Clark, Mark Intrieri. Dianne Talarico

1. Call to Order

Christine Seeley called the meeting to order at 7:08. She reported that last week BCE presented the “big check” at the school board meeting last week. It got great coverage in the local press thanks to Mary Flynn’s press release. We have just under \$25K extra in our reserves that we held onto for emergency use, and that may be necessary soon given the state budget situation. She reported that school board will again be revisiting the library staffing at all the schools. For the remainder of this year, our marketing materials will be more general about what we fund in case there are changes to the program. She also announced that the Burlingame Chamber of Commerce has offered to donate a portion of their concerned individual membership fee to BCE (\$50 of \$160). We will do some joint advertising especially during dinner dance because they are a co-sponsor.

2. BIS Video

Nicole Johnson screened a video made by the BIS principal, Pam Scott. It is a montage of students talking about BCE programs and asking for support. It will be screened at BIS back-to-school and concert events and at any other opportunity.

2. Approval of September Minutes

Donna Colson made a motion to approve the September minutes. Jean Baker seconded the motion, and all present voted in favor of the approval.

3. Partner Updates

- BSD Update



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Dianne Talarico reported that the district has lost about \$1,000,000 (from an investment in Lehman Brothers corporate bonds held by San Mateo County) in reserves mostly from the Measure A bond money. At the next board meeting on Oct. 28 there will be a report about portables on campuses and the bond projects that have been completed and in progress and where we can scale back to make up for the loss. Dianne stressed that the priorities will be the farthest away from the classroom and some will just be deferred. Additionally, she will be reporting on the Hoover property purchase. The county superintendents are looking into the bond loss and checking on accountability, the county investment policies, etc. BCE is impacted because a portion of our funds were lost – approximately \$3000, and the district is looking into getting that money back to us. She mentioned that teacher contract negotiations are beginning soon, but nothing can be decided until the governor's new budget comes out in January. Smart board training has started, and they will all be installed over winter holiday. There is a cadre of teachers who have become the technology trailblazers for the district. The principals are really anxious for the computer labs to open. She confirmed her support for pledge day and reported that the principals are thinking about requests for Fund-a-need.

- BSD Update

Mark Intriери stressed the importance of the three major topics that will be covered at the next school board meeting. The demographic report, the Hoover property purchase and district space issues.

- PTA Council Update

Christine reported that Lauren asked her to mention the parent ed. night scheduled for Nov. 13 at 7:00pm in the BIS auditorium. Dianne Talarico and Pam Scott will be speaking about educating for the 21st century.

4. Marketing Update

Nicole Johnson reported for Emily Matthews that another mailing will be going out next week with a pledge day flyer and a letter signed by Dianne Talarico. The annual report will go out in November.

5. Financial Update

Ricardo Ortiz distributed his treasurer's report (see attached Appendix 1). Our net income is at \$51K – about \$24K behind last year, but we are do not



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have the Kitchen Tour income. Our information distributed to the board will be less detailed, but if anyone needs more detailed reports, they can let Ricardo know. We have an additional \$40K in the last batch that is being processed. Jean Baker mentioned that we have about 20 donors who signed up for the automatic credit card donation, but the system wasn't set up to start with our fiscal year at the beginning of July, so the first month payment wasn't processed. She requested that the site chairs call those donors from their own schools and ask if they would like to pay an extra month to reach a certain dollar amount during the fiscal year.

6. Business Development Update

Nicole Johnson reported that we are looking for a business to sponsor the winter concerts. There are different prices depending on the level of support, and in return they would get visibility on banners, in programs, etc. She asked for suggestions for sponsors. Lisa Hosman suggested Bronstein's Music. Christine is talking to Borel Bank. Donna suggested See's Candy. If anyone has any other suggestions please pass those on to Nicole. We need to get this turned around in the next week or two so that the promotional materials can be produced. This is the first year we have been able to do this because our new superintendent has allowed us to seek out sponsors.

7. Pledge Day

Nicole Johnson reported that pledge day is scheduled for Nov. 4, election day, at all the sites. Sandy Sullivan is organizing everything. Each site already has a box. Flyers will be attached to electronic bulletins. Site chairs are recruiting volunteers for help that day. Lucky's is donating balloons, Starbucks is donating coffee and Happy Donuts may donate donuts. There will be hats and badges for volunteers, and people who donate will get a sticker that says "I donated." Catherine Wright requested materials for McKinley in Spanish, and Donna Colson offered to get everything translated by Maria Ribera.

8. Dinner Dance/Auction Update

Kerry Bitner reported that the team had a kick-off meeting last Sunday. Invitations are getting designed and will get printed over Christmas break. They will be sent out in conjunction with the opening of the on-line auction. This year will be exclusively on-line registration. The raffle will not be a cash raffle but rather some packages with the grand prize of week family vacation at the Colson family home in Pebble Beach.



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Donna Colson reported that we're still looking for auction chairs, and ideally someone to chair or assist with clearing. We have a great auction software package that we started using last year. It's very user friendly. The team is getting ready to send out solicitation letters. This year we'll try a format change: we will have back the professional auctioneer, we will limit large live packages to 15, we will have a pool of larger silent auction items as "last call." We are starting to take donations. Perissa Clark announced that she will be asking the PTA Council to encourage the individual PTAs to create a fund to reimburse teachers for expenses to do with their auction donations.

9. New Family Update

Amelia Chick reported that all five elementary schools have held their BCE welcome parties. She noted that there are many non-English speaking families who don't attend.

10. Read-a-thon Report

Nicole Johnson announced that Lincoln raised \$14K and Washington raised \$9K for their read-a-thon events and we also received \$1K from Barnes and Nobles. All the other schools will hold their events in February in conjunction with the 100th day of school and there will be another event at Barnes & Nobles.

We will be having a holiday luncheon at the California Culinary Academy on December 15. It will include a fashion show with clothes from Malouf's. There are 125 spots available. We agreed that we will give people the option to purchase the tickets for \$50, \$100 or \$250. Ricardo suggested we screen the video during the lunch.

11. Adjournment

Christine Seeley adjourned the meeting at 8:55.

Respectfully Submitted By,

Kerry Bitner
BCE Secretary