



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

BCE Board Meeting Minutes
September 16, 2008
BIS 7-9PM

Members Present: Christine Seeley, Nicole Johnson, Kerry Bitner, Ricardo Ortiz, Perissa Clark, Jenifer Beswick, Donna Colson, Dennis Hills, Lauren Rosen, Dianne Talarico, Lori Potter, Connie Gravagno, Juli Devincenzi, Jessica Lawson, Terese Russell, Catherine Wright, Kimberly Rosales, Mark Intrieri, Emily Matthews, Kevin Smith

1. Call to Order

Christine Seeley called the meeting to order at 7:08.

2. Welcome and Introductions

Christine Seeley welcomed all of us and thanked everyone for volunteering their time and had all members introduce themselves. She distributed a printout from the website with the FAQs about BCE. She emphasized that attendance to board meetings is important.

3. Approval of June 2008 Minutes

Emily Matthews motioned to approve the June minutes. Perissa Clark seconded the motion. All present voted in favor of the motion.

4. Partner Updates

- BSD Update

Dianne Talarico reported that the district had a great opening. She thanked the district communications committee for the bookmarks talking about how the Measure A bond money is being spent and mentioned that they will continue to communicate the upgrades in creative ways. She mentioned the technology upgrade is underway. She offered BCE the use of the smart board at the DO and invited any interested members to be trained. Teachers are getting new laptops in phases. Today the governor did veto the most recent budget. She believes education will be okay this year and predicts that the 09/10 year will be bleak due to huge deficits. She is excited about the read-a-thon, and she will attend the event at Barnes & Nobles on Sunday. She would like to figure out



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how to incorporate a program that promotes literacy called the Superintendent's Reading Olympics.

Christine thanked Dianne for attending the lead donor reception held in August.

- School Board Update

Mark Intrieri announced that test scores in the district are up. BIS had the greatest gain ever (26 points). Dianne stressed that this is a result of the home/school partnership. Enrollment is up 126 students this year. At the Oct. 28th school board meeting, they will be getting a report on the demographic study they commissioned. The results of the study are important for several reasons. We have space issues now, so we need to plan how to house our students and effectively spend our bond money. There is an opportunity for the district to repurchase the Hoover school on Summit Dr. This is a possible solution for the overcrowding in our schools. There are many variables to consider when analyzing whether this is good option. Mark encouraged people to come to the board meetings to stay informed and involved. Diane does plan to have community forums to discuss these issues. Mark pointed out that it will be a controversial issue on many levels, and while it's not directly tied to BCE, it's important because if the community is not happy with the decision making process, they may be less likely to donate to BCE.

- Administration Update

Dennis Hills thanked us for the work BCE does and offered his support. He is excited about the new PE teacher at Roosevelt whose salary is funded by BCE.

- PTA Council Update

Lauren Rosen thanked BCE for having flexibility with the read-a-thon dates. The council will meet for the first time next week. Lauren will be distributing the existing fund-raising policy and going over it with the PTA presidents and she will be working with Diane on revisiting that policy. The district Giant's night has been moved to the spring.

5. 2008-2009 Budget

Ricardo Ortiz distributed a package with a proposed 2008-2009 budget (See attached Appendix 1). He stressed that it's a guideline even though things change from day to day. We are running about \$25K behind compared to last year at this time, but we are comparing different situations. Some of the



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accounting processes have been streamlined and things are running smoothly. Nicole pointed out that the executive board has also reviewed and approved the budget. Juli Devincenzi motioned to approve the proposed budget, Catherine Wright seconded the motion, and all present voted in favor of the motion. Ricardo also assured us that the bank where we keep our reserves (City National Bank) is healthy financially. Kerry Bitner will forward on a letter he put together regarding the bank

6. District Grant Letter

Christine Seeley distributed the proposed grant letter for this school year. She pointed out that the numbers for salaries are based on the actual amounts provided by the district CBO Robert Clark. We will continue to fund the same music programs. We will continue to fund three PE specialists that cover all the elementary schools. We have increased our support of the library program although the district continues to fund one elementary school librarian position. We have applied the money raised from fund-a-need at the dinner dance/auction. Our total grant amounts to \$675,500. Our goal was \$700,000 which we did surpass, but we are granting less because the PE program cost decreased due to staffing changes. The executive board is recommending that we hang on to the surplus for the time being to see where the state budget situation ends up. Emily Matthews motioned to approve the grant letter, Jen Beswick seconded the motion, and all present voted in favor of the letter. BCE will be scheduled on the agenda for an upcoming school board meeting where the "big check" will be presented.

Our goal for this year was set at \$850K last spring in part due to the state budget uncertainties. We are trying to anticipate further cuts and be prepared to keep programs from getting cut first. Christine did emphasize that there is an ongoing process of interaction with the district and the school board regarding what programs BCE funds, and that we do have flexibility to change the programs we fund depending on the economic situation.

7. Marketing Update

Emily Matthews is excited about our higher goal. There are many changes this year. We have replaced the kitchen tour with a read-a-thon. The dinner dance will be a different format. We have new underwriting ideas and plans. The district has given us approval to get sponsors for the winter and spring music concerts. Our new slogan is "a great public education isn't free." There will be an increase in direct mailings and it will be partially funded by sales of coupon advertising from community advertisers. Emily has plans for nine mailings, each



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with a different message and some will be segmented and targeted. Emily mentioned that she and Perissa are also on the district communications committee and that helps keep the flow of information between us running smoothly.

Dianne will be mentioning our partnership in her welcome back letter on the new district website and will make sure there is a link to BCE. We will also be working on making sure that each school site has a link to BCE.

8. Read-A-Thon

Nicole Johnson explained that the read-a-thon is taking the place of the kitchen for this year. It was a successful PTA fundraiser at Lincoln last year, and we decided to try it district-wide. We feel it ties in with what BCE stands for (literacy), and we hope it will help us tap into new donors (i.e. grandparents). We hope to raise more funds with much less volunteer effort than the kitchen tour. There is a big kick-off event at Barnes and Nobles at Hillsdale Mall this coming Sunday (Sept. 210 which will be fun for families. Any proceeds from that day will be donated back to BCE. There will be flyers in the bulletins and paper flyers going home with all students this week. Emily agreed to send out an e-mail blast. There are also plans for another California Culinary Academy lunch in December.

9. Auction Chairs

Donna Colson reported that we have dinner dance chairs in place working on planning the event, but we are seeking auction chairs. Right now the team is focusing on filling some of the auction committee positions filled so that it won't seem so daunting for the incoming chairs. Donna asked for everyone to help with this recruiting process. Please pass on potential candidates' names to Donna, Nicole and Christine.

10. Succession Planning/President Elect

Christine stressed it's important to start thinking about succession plans. Her term ends in June. If anyone is interested or you know of someone who would be a good candidate to take on the president position for next year, please let her know.

11. Vote to Change Annual Campaign Treasurer to Voting Position

Christine Seeley explained that there has been a request to change the annual campaign treasurer position from ex-officio to regular voting board position. Perissa



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Clark made a motion to make the change, Ricardo Ortiz seconded the motion, and all present voted in favor of the change.

12. Adjournment

The meeting was adjourned at 8:56.

Respectfully submitted by,

Kerry Bitner
BCE Secretary