



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

**BCE Board Meeting Agenda**  
**November 15, 2007**  
**BIS 7-9PM**

1. Call to Order

Christine Seeley called the meeting to order at 7:15.

2. Approval of October Minutes

Juli Devincenzi made a motion to approve the October minutes. Teresa Boland seconded the motion. All present in voted in favor.

3. President's Comments

Christine Seeley welcomed the board and announced that HSBC which just opened on the Millbrae/Burlingame border made a \$5000 donation as part of their grand opening. She also passed around an article about BCE that appeared in the Peninsula edition of the "Examiner." It was suggested that we distribute the article via the bulletins.

4. Partner Updates

- District/School Board/Administration Report

Paula Valerio reported for the District, the Administration and the School Board. She thanked everyone who helped with getting Measure A passed. She encouraged everyone to get involved in the process of prioritizing improvements with the funds. The Board will have a study session on Nov. 27 to continue discussing budget cuts. The District is currently considering how to cut \$528,000 from the budget. The administration felt that pledge day was a success. Conferences are finishing. The schools are gearing up for winter concerts, which are another chance for BCE to increase visibility. Paula confirmed that all the principals would mention that BCE funds the music programs when they introduce the concerts. Christine will follow up with Dr. Da Marto and confirm that we can have a pledge box and remit envelopes visible at the concerts.

- PTA Council Update

Christine reported for Debbie Oldham. So far the PTA's are supportive of the idea of contributing funds to cover teachers' expenses for auction donations



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## 5. Event Updates

- Dinner Dance Update

Nicole Johnson reported for Michele Pina. The following chair positions are still open: production, underwriting, publicity, auction clearing and post auction distribution. Lisa Kershner is hosting an all chairs meeting at her house on Nov. 20<sup>th</sup> at 6:30.

- Auction Update

Lisa Kershner and Denise Faucett reported that we have 75% of the teacher donations in. Julia Viskanta is getting started on collecting the classroom donations. We have \$40,000 worth of donations collected so far, including \$20,000 from new donors. They are focusing on the big donors right now, so they asked for suggestions or leads. They hired a new local auctioneer named Nuri Otis. He is donating his fees.

## 6. Marketing Update

- Pledge Day Results

Nicole Johnson reported that Pledge Day was hugely successful. We raised approximately \$130,000. It helped put us considerably ahead of last year for the annual campaign. There were a few complaints about the overlap with the Measure A vote. Christine thanked everyone involved, especially Jean Baker, Benu Shroff and Teresa Boland who will be handling all the extra processing. Christine asked for feedback about how to publish the results. We will consider letting each school know their participation percentage compared to last year.

- Direct Mail Report

Thanks to Pledge Day and strong annual campaign giving, we are getting close to \$300,000 raised so far. Paula suggested that we include the pencil graphic directly in the bulletin in the BCE corner.

## 8. Financial Report

- Financial Status Update



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Ricardo Ortiz distributed the balance sheet (see Appendix 1). He reported that our taxes were paid today. The revenues don't reflect all the donations collected because many are still being processed.

- Vote to Approve 2007-2008 Budget

Ricardo distributed a proposed budget (see Appendix 2). Christine pointed out that although we vote to approve it, it is dynamic and it will change as our events take place. Christine noted that the \$1,212.85 income for Save-a-seat should be removed. Juli Devincenzi motioned to approve the budget. Lara Lighthouse seconded the motion. All present voted in favor.

#### 9. Underwriting Report

Christine reported for Debbie Hirth. She is looking for help. She would like a chair working on ad sales for the dinner dance and a committee to help make phone calls. She is also seeking another person to co-chair underwriting to help with sales and to get out and promote BCE in the business community. Lara Lighthouse volunteered to meet personally with community businesses if Debbie arranged the meetings.

#### 10. Adjournment

Christine adjourned the meeting at 8:25.

Respectfully Submitted by,

Kerry Bitner  
Secretary