



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

BCE Board Meeting Minutes
October 16, 2007
BIS 7-9PM

Members Present: Nicole Johnson, Christine Seeley, Emily Matthews, Ricardo Ortiz, Lara Lighthouse, Terese Russell, Jen Beswick, Debbie Hirth, Perissa Clark, Paula Valerio, Debbie Oldham, Jill Goldsmith, Leslie Ragsdale, Leslie With, Donna Colson, Christine Thorenstein, Benu Shroff, Fernanda Recio, Michele Domenici-Pina, Jennifer LeBlanc, Patty Rally

1. Call to Order

Christine called the meeting to order at 7:10 p.m., and thanked everyone for coming.

2. Approval of September Minutes

Approval of the September minutes was motioned by Leslie Ragsdale, and seconded by Benu Shroff. All present approved.

3. President's Comments

Christine welcomed all and informed them of our Sept. 25th presentation of our \$675,000 check and presented the thank-you letter from Sonny to the Board. She also mentioned we made \$915 from Blue Skies and that we raised \$455 selling Preston's apples at the Burlingame Farmer's Market.

4. Partner Updates

A. District/School Board/Administration Update

Paula Valerio spoke for Sonny Da Marto and Michael Barber in their absence. She mentioned the Parent Ed night coming up regarding the budget on Oct. 29, 2007 at BIS. Dr. DaMarto on November 13th will be presenting to the Board a list of budgetary considerations. After the election, school sites will sit down to discuss how to manage the process. Lincoln and Washington are considering applying for California Distinguished School. There was a Spanish Immersion meeting today to discuss the program going forward. Fall fundraisers have been successful this year and are going strong. Intervention programs are in place at all the sties, and parent conferences are coming up Nov. 5-15. At McKinley today, the SF Opera came and presented The Magic Flute.

B. PTA Council Update



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Debbie Oldham informed the Board that the PTA is very sensitive to filling the BCE pot first, and that we have a voice in her and every month they send that message. They just had Giants' night and won't be doing it again until spring of 2009 to give the bands time to prepare. Lynn Ryan from Lincoln is heading up the District Green Team, to try to get everyone on board for recycling and environmental concerns.

5. Event Updates

A. Kitchen Tour Update

Patty Rally announced that we grossed \$56,500 for Kitchen Tour, and it's looking like it will net around \$35k. The KT team met yesterday and came up with the following findings to consider for next year: 1) Ticket sales were down again this year. 2) It could be that the date- Monday- is not easy for people. 3) It was a struggle to find volunteers for this year, and many key positions were not filled until September. The amount of time and hours put in to the event are also very high for the amount of money it raises.

B. Dinner Dance Update

Michele Domenici-Pina and Fernanda Recio presented some ideas for this year's DD, including changing it to a 5:00 start time, having kid's artwork used as decoration. Michele and Fernanda presented Black and White as a theme. Jennifer LeBlanc gave a motion and Ricardo Ortiz seconded the motion to approve the theme. All present voted in favor.

6. Underwriting

Debbie Hirth said we lose advertisers every year as parents/business owners move out of the District. Deb would like everyone to go home and think about anyone they may know that may be interested in advertising with BCE and will send out an e-mail asking for follow-up. Deb is also looking for a co-chair that will do more of the sales and new business for underwriting.

7. Marketing Update

A. Direct Mail Report

Emily Matthews presented her marketing plan for this year, which includes 12 communications this year and a box at each site.

B. Pledge Day



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Jennifer LeBlanc announced that November 6th is the official Pledge Day and it's a red, white and blue theme. Publicity is beginning now, mostly via email and bulletins, as well as a postcard and a sign on the Jumbotron at the Dad's Club softball game.

8. Financial Report

Ricardo Ortiz mentioned that we transferred all checking accounts to City National Bank. We are moving forward on changing our credit card payment service provider. We changed our accounting to Quickbooks online. Donna Gonzalez, a parent and accountant from the District will be reviewing the files quarterly. A vote to approve the 2007-2008 budget will be taken at our November meeting.

9. Adjournment

Christine Seeley adjourned the meeting at 8:40 p.m.

Respectfully Submitted by,

Kerry Bitner
Secretary