



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

**BCE Board Meeting Minutes**  
**September 18, 2007**  
**BIS 7-9PM**

**Members Present:** Emily Matthews, Terese Russell, Leslie Ragsdale, Donna Colson, Denise Fawcett, Jan Keele, Paula Valerio, Michael Barber, Jill Goldsmith, Nicole Johnson, Christine Seeley, Sandra Sullivan, Marcia Bauer, Jenifer Beswick, Perissa Clark, Lisa Kershner, Juli Devincenzi, Julia Viskanta, Sonny Da Marto, Fernanda Recio, Michele Domenici-Pina, Leslie With, Jennifer Leblanc, Lara Lighthouse

**Others Present:** Colaine Roepke, Don Clark

1. Call to Order

Christine Seeley called the meeting to order at 7:10

2. Welcome and Introductions

Christine welcomed the new board and all present introduced them.

3. President's Comments

Christine Seeley reported that we achieved our goal of \$675,000 as of last June 30. All the specialists BCE funds are back. We were helped by an anonymous donation of \$20,000 in June. She thanked everyone for their efforts especially during the year-end push in June. A major goal this year is to "front load" our fundraising more in the beginning of the school year to reduce any uncertainty about achieving our goal at the end of the year. We'd like to increase our participation rate. It currently hovers around 30%. We shouldn't feel discouraged about that number because it's good relative to many non-profit organizations, but we should strive to raise the percentage

4. Swing for Schools Report

Colaine Roepke and Don Clark reported that it was wonderful third year for this annual event (see Appendix 1). There was a lot of enthusiasm for BCE and even people wanting to make donations. There were family sponsors for \$250. Debbie Hirth helped with getting corporate sponsorship. Sapore restaurant provided lunch for over 300 people. They thanked all the donors and volunteers. The net income will come in at just over \$7,000. They are considering expanding the event to two days next year. It was a wonderful community event. They presented Emily Matthews, Nicole Johnson, Leslie With and Dr. Da Marto with gifts of appreciation. Christine and Nicole presented Don, his wife Perissa and Colaine with thank you gifts.

## 5. Partner Updates

- BSD District Update

Dr. Da Marto thanked BCE for this year's donation. The summer was really busy. Several new staff members were hired. He is very pleased with these new additions. There have been weekly meetings to work on the school bond measure. There is a lot of work being done on the fire alarm system at BIS. The District received over \$600,000 as hardship funding to help cover this work. There is another application in for hardship funds to help repair the roof at Lincoln. All staff members received salary increases. Dr. Da Marto recommended cutting about \$1,000,000 from the budget, but only \$750,000 has actually been cut and the District is currently in a deficit spending situation. There was a staff barbeque with a guest speaker (Michael Pritchard). He went around to visit all the schools on the first day, and everyone seems reenergized. He feels BCE and the District have good communications going, and he will try to attend as many BCE events as possible. He is open to talk to anyone, so feel free to call or e-mail him with concerns or questions. The physical education program has been restructured to be more efficient. The children receive the required 200 minutes of certified instruction per 10-day period (grades 1-5), but they are pulled out of class less often, and some teachers feel this arrangement works better for the classroom environment.

- School Board Update

Michael Barber reiterated the school board support for the P.E. restructuring both from a budget and efficiency standpoint. There was supposed to be an election for two school board members in November, but no one came forward to challenge Michael for his position, and Mark Intrieri was the only candidate for the position Dave Pine is leaving, so he will automatically take that spot and there will be no election for the school board this year. He also stressed how important school attendance is for funding. Our rate last year was 96% which is low, and we lose \$130,000 of funding per percentage point. We should be closer to 98%.

- Administration Update

Paula Valerio expressed her appreciation for BCE. The immersion program at McKinley is doing really well with a terrific teacher and 27 families. The kids are excited about learning another language. Librarians are in place as well as computer lab specialists. She excited to be part of our group.

- PTA Council Update

Jill Goldsmith reminded everyone that Friday night is BSD night at the Giants' game. Debbie Oldham (PTA Council President) reminded the council at their meeting earlier in the day that it's very important to fill the BCE tank first when planning all the individual school fundraising events.

## 6. Vote to Approve New Board Members

Christine Seeley officially welcomed the following new board members who joined since last spring when the original slate was approved:

- Emily Matthews – VP Marketing
- Debbie Hirth – VP Business Development (returning)
- Jan Keele – Franklin Site Co-Chair
- Leslie Ragsdale – Franklin Site Co-Chair
- Sandra Sullivan – Lincoln Site Co-Chair
- Terese Russell – Washington Site Co-Chair
- Michele Domenici-Pina – Dinner Dance Co-Chair
- Fernanda Recio – Dinner Dance Co-Chair

Juli Devincenzi made a motion to approve the additional members, and Donna Colson seconded the motion. All present voted in favor of the approval.

## 7. Vote to Approve District Grant Letter

Christine Seeley distributed the proposed 2007-2008 grant letter (see Appendix 2). The letter breaks down the \$675,000 in funds that will be granted to the District. She explained that we raised a total of \$91,000 for fund-a-bundle. BCE had committed that the first \$60,000 raised in FAB would be for technology and the BCE would have discretion over how to allocate any funds in excess. The District and the School Board asked for help in covering a gap in funding for supplies due to budget cuts. To do that, we have allocated the \$29,000 excess to core programs. Jill Goldsmith made a motion to approve the grant letter. Marcia Bauer seconded the motion. All present voted in favor. The big check will be presented at the School Board meeting on Tuesday, September 25. We are all welcome to attend.

## 8. Event Updates

- Kitchen Tour Status

Christine Seeley reported for Patty Rally that we need to sell tickets. They are also still looking for volunteers to work the day of the event. Leslie Ragsdale suggested that we have donation envelopes available at each home. Advertising sales are at \$29,000 and their goal is \$30,000. Debbie Hirth would love any suggestions for additional advertisers by tomorrow's deadline.

- Dinner Dance Update

Nicole Johnson reported the big news that we have two official co-chairs. The dinner dance is scheduled at the Hyatt on Saturday, March 8. Michele Pina explained that we need volunteers. She is working on budget and job descriptions. She would like the site reps to help recruit volunteers in early October and there will be flyers in the bulletins.

- Blue Skies on Broadway

Christine announced that the local clothing store Blue Skies will hold a fundraising evening on September 20. The owner will donate 20% of the proceeds from that evening to BCE. She will also contribute that amount on any purchases made between now and the event if the customer mentions BCE.

#### 9. Attendance Policy

Kerry Bitner asked that board members do their best to attend the meetings. We want broad representation and input and we need a quorum to pass votes. Christine also stressed that if anyone is having difficulty fulfilling their responsibilities that they should reach out and ask for help.

#### 10. Measure A

Donna Colson presented information about the Measure A bond vote coming up in the November election. She is recruiting volunteers for a phone bank and asked for our help. She asked that we put signs in our yards and wear pins to school events. She thanked us for our support and distributed some supporting information (Appendix 3)

#### 11. Marketing Update

- Direct Mail Report and Overview

Emily Matthews reported that BCE flyers went out in the bulletins already. Another specialist profile with a welcome letter will be mailed next week. There will be an increase in communication and the message will change slightly to provide more information about BCE programs and the importance of these programs to overall education. She is also working on centralizing information and resources to make the process easier. She will present a more detailed plan next month.

- Goal for 2007/2008

Christine stated that our goal for this year is \$700,000 and the suggested donation per child is increasing from \$400 to \$500. Both of these should help to cover the increasing costs of the current programs we fund. It's our job as board members to communicate this information to the community.

- Pledge Day

Jennifer Leblanc is coordinating our efforts for this event that will take place on November 6. She is looking for lead donors and board members to contribute to a matching fund pool. She is working with site chairs to plan the event.

- Lead Donor Update

Donna Colson reported that we will move the limit to be considered a lead donor from \$1000 to \$1500. She has also devised a list of benefits to be given to donors at certain donation levels. She distributed a proposed list of benefits (Appendix 4)

12. Website Update

Tabled until the next meeting

13. Outreach Update

- New Family Events: Jen Beswick

Tabled until the next meeting

14. Financial Update

Tabled until the next meeting

15. Adjournment

Christine Seeley adjourned the meeting at 9:20.

Respectfully Submitted by,

Kerry Bitner  
Secretary