Hermosa Beach Education Foundation

Board Meeting Minutes

Tuesday, June 16, 2015

**Board of Directors Attendees:**

Ali Malone Allison Ludlow Brian Ledermann Brian Parker

Carla Persell Cindy Butler Cristina Kabealo Dan Inskeep

Debra Luckey Donna Gin Gail Laskowski Heather Meugniot Jennifer Forier Kimberly Konis Laurie Baker Lynn Barr

Maggie Curtis Michelle WeissenbergMonique Vranesh Nicole Perez

Patrick Goshtigian Tiffani Miller Tiffany Soporito Zipporah Kiger

**Board Directors Not Present:**

Carol Herschelman Courtney Unser Doug Gneiser Heather Olson

Jenny Fix Jessica Walls Karen Buchhagen Lisa Searer

Suzy Stouder

**Honorary Board of Directors Present:**

Cathy Barrow Kim Taylor Mary Campbell Pat Escalante

Sylvia Gluck

**Guests:**

Alissa Miller Carrie King Christine Tasto Eli Fernandez

Emily Hegenberger Heather Harris Howard Maycon Jen Molod

Kelly DeBeer Lorraine Maycon

**Call to Order**

Meeting called to order, in the Valley Multipurpose Room, by Ali Malone at 7:39pm. HVPTO meeting was held as well. See HVPTO meeting minutes for detailed HVPTO information.

**Flag Salute**

**Presentation of Donations**

**Approval of Minutes**

Jennifer presented the minutes from the May 12, 2015 HBEF Board meeting. Kimberly Konis moved to approve the minutes and Maggie Curtis seconded the motion. Motion carried by voice vote.

**Executive Board Reports**

Ali Malone, President

The HBEF 2015-16 meeting and event dates are set. Dates were handed out and emailed out to the board. (See “Calendar” below for complete list of dates.)

Brian Ledermann, Operations - Policy and Procedures

Brian reviewed the Commitments and Expectations form and passed it out to be signed and returned by all 2015-16 board members. Brian also reviewed the Confidentiality and Privacy Form and passed it out to be signed and returned by all 2015-16 board members. The HBEF off site storage unit has moved to Bay Self Storage, Unit #307.

Jennifer Forier, Secretary

A 2015-16 meeting snack and water sign up was passed around. Board members were asked to update their job descriptions and event procedures and upload to the HBEF dropbox account. The 2015-16 HBEF roster was passed for editing and will be emailed out in September. Over the summer Jennifer’s name will be removed from the HBEF banking account at Bank of Manhattan and Cristina Kabealo’s name will be added.

Dan Inskeep, Treasurer

Dan reviewed the Profit and Loss Statement and Balance Sheet for July 1 through June 16, 2015. (See Board Action below for yearend numbers.) The HBEF decreased many of their expenses in 2014-15.

Patrick Goshtigian, CIO Investments

Patrick presented the Portfolio Asset Allocation as of May 31, 2015 for review. The portfolio showed a 3.6% total return. This is slightly higher than the benchmark (2.3%). Ending market value is $1,629,720. Overall, the endowment is up $56,038 for 2015.

Gail Laskowski and Lisa Searer, Annual Appeal

Annual Appeal has raised $612,295 to date, with 63% family participation. The HBEF board currently has 90% participation. The goal is 100%. The classroom competition was very effective at View. Both Jones and Peng had 100% and Gill/Ramirez reached 84% participation. Valley 3-5th leaders were Herbrandson at 70%, Smith at 58% and Togut at 57% participation. Valley 6-8th leaders were Lee at 59%, Gonzalez at 58% and Coleman at 54% participation. Over the course of the year Annual Appeal has seen that parents and the community wants more information and transparency about were the AA money is going. They are asking for specific dollar amounts for programs funded by the donations. Annual Appeal and HBEF will be meeting over the summer to work on the branding and message of the AA campaign to address the parent and community’s desires. The Annual Appeal hopes for continued, and even increased, support from the school staff, teachers and administrators. Getting out the HBEF and Annual Appeal message at Back To School Night, via emails, on teacher newsletters, etc. is extremely helpful, especially during Pledge Week. Terri Tsosie will be attaching the HBEF link to the back to school paperwork. The grandparent letter writing campaign was successful and the Annual Appeal team would like to continue that in 2015-16.

Lynn Barr, Fundraising

Debra Luckey will be chairing Wine Walk in 2015. Kimberly Konis will be doing food. Brian Parker is acting as street liaison and looking into getting wine. More board members are needed to assist with contacting food and wine vendors. Jake Pike from the Hermosa Beach Summer Concert Series is interested in adding a Saturday night movie on the beach to the 2015 August line up. Two volunteers are needed at each evening to help promote the HBEF. A sign up sheet was passed around. Shadows are encouraged for each HBEF event to ensure a smooth transition when current chairs step down.

Jennifer Forier, Sponsorships

Sponsorship pledges are at $138,600 for 2015. There are still 2 sponsors that need to submit the balance of their sponsorship pledge. Jennifer is continuing to track those dollars (approx. $13,500.)

Laurie Baker, Public Relations

Laurie and Ali made HBEF signage for on campus HBEF sponsored programs, as well as stickers for HBEF sponsored program materials. Laurie is looking into having banners made to continue to promote the HBEF brand and what the HBEF funds. Facebook has 621 friends.

**Board Action**

The board voted on five items: 1) to discontinue the HBEF Teacher Grant Program (HVPTO will now be running a Teacher Grant Program.) 2) to fund the Accelerated Reader and Math Program (approx. $20,000.) 3) to authorize the Treasurer to transfer all available funds to the district for use as presented by Superintendent Pat Escalante. This grant is in the amount of $274,596.77. 4) to re-elect Board directors and elect new board directors for a 2 year term and 5) to elect Executive Board directors for a 1 year term.

Teacher Grants and Accelerated Reader and Math Program - Discussion

The HVPTO would like to take over the Teacher Grant Program. The HBEF executive board feels that the HVPTO can provide a better variety of programs and materials to the teacher through a PTO teacher grant program. In exchange, the HBEF would like to fund the Accelerated Reader and Accelerated Math Programs. The HBEF executive board feels that these programs meet the HBEFs mission to provide financial support to continue educational development of the students in our district. The Accelerated Reader and Math Programs cost approximately $20,000 a year. The HBEF will continue to fund the Barrow 3rd/8th grade book project.

Teacher Grants - Vote

Lynn Barr made a motion to discontinue the HBEF Teacher Grant Program. Laurie Baker seconded the motion. Motion carried by voice vote.

Accelerated Reader and Math Programs - Vote

Monique Vranesh made a motion to approve funding of the 2015-16 Accelerated Reader and Math Programs at a cost of approximately $20,000. Heather Meugniot seconded the motion. Motion carried by voice vote.

District Grant - Discussion

Dan provided a review of how HBEF funds are allocated. At year-end, from the total cash available, $30,00 is set-aside for the following year (to cover Accelerated Reader and Accelerated Math program, Barrow books, and operating cash.) The remaining balance is split 80/20. Eighty percent is granted to the district to fund specific programs. Twenty percent goes in to the HBEF endowment. The goal for the endowment is $2,000,000. Once the endowment reaches $2,000,000 up to 5% can be made available yearly.

Each year the HBCSD is able to offer many programs that are not funded by the state. Superintendent Escalante provided a breakdown of the programs the HBCSD offers that are not mandated or paid for by the state. These programs include:

Small Class Sizes (TK-3rd) - $79,230\*\*

Small Class Sizes (4-8th) - $318,000

Valley and View Libraries - $105,310

1-5th Grade PE Program - $99,751\*\*\*

Middle School Electives - $351,712

 Includes: Art, Journalism, Drama, Spanish, Masterminds, Tech, etc.

IDEA Career Tech Lab (Formerly 3-5 Science Lab) - $75,000

21st Century Technology - $70,000

This is a TOTAL of $1,099,003 in programs.

\*\*The state does provide funding for K-3rd class size reduction but not enough to cover the full cost to the district. The $79,230 reflect the difference between cost to district and funding from the state.

\*\*\*PE is mandated by the state but could be taught by the classroom teacher. The HBCSD is able to provide a PE specialist with HBEF and Annual Appeal funding.

District Grant - Vote

The $274,596.77 HBEF grant will fully fund the IDEA Career Tech Lab (Formerly 3-5 Science Lab) at a cost of $75,000 and the School Libraries at Valley and View at a cost of $105,310. In addition, it will partially fund ($95,286) the Smaller Class Sizes which cost a total of $397,230. Patrick made a motion to authorize the Treasurer to grant $274,596.77 to the HBSCD for use as presented by Superintendent Pat Escalante. Debra Luckey seconded the motion. Motion carried by voice vote.

Note: The district still needs an additional $824,407 to fully fund all the programs we fund raise so hard to save each year. Thanks to the Annual Appeal the community has donated a total of $612,295 to date. The HBEF works as a pass through for this money, which goes directly to the HBSCD to fund the above listed programs. The check is written to the district on June 30th so there is still time to help close the gap and ensure that all the programs that make for such a rich education in our district continue.

Re-elect and Elect New Board Directors for 2015/16-2016/17 - Discussion

The election slate of new board directors and board directors re-elect for the 2015-2016 school year was reviewed.

*Board Directors Re-elect – Two Year Term – 2015/2016-2016/2017*:

Brain Ledermann, Brian Parker, Cindy Butler, Cristina Kabealo, Debra Luckey, Jenny Fix, Lynn Barr, Patrick Goshtigian, and Zipporah Kiger

*New Directors Elect – Two-Year Term – 2015/2016-2016/2017*:

Alissa Miller, Christine Tasto, Courtney O’Connor, Emily Hegenberger, Heather Harris, Howard Maycon, Jen Molod, Kelly DeBeer, Kelly Trudgen, Lorraine Maycon, Missy Wuertz, and Nichole Downes.

*Continuing Board Directors – term ending 2016 (info only, no vote needed):*

Ali Malone, Carla Persell, Dan Inskeep, Donna Gin, Doug Gneiser, Gail Laskowski, Laurie Baker, Lisa Searer, Monique Vranesh, Nicole Perez, Tiffani Miller, and Tiffany Soporito.

*Board Directors - stepping down June 2015 (info only, no vote required)*:

Allison Ludlow, Carol Herschelman, Courtney Unser, Heather Meugniot, Heather Olson, Jennifer Forier, Jessica Walls, Karen Buchhagen, Kimberly Konis, Maggie Curtis, Michelle Weissenberg, and Suzy Stouder.

Re-elect Board Directors and Elect New Board Directors for 2015/16-2016/17 - Vote

Laurie Baker made a motion to re-elect Board Members and elect new Board Members slated for a 2-year term. Heather Meugniot seconded the motion. Motion carried by voice vote.

Elect Executive Board Officers for 2015/2016 - Discussion

The election slate of executive board directors for 2015-2016 was reviewed.

*Executive Board – One Year term (selected from board) – 2015/16:*

Ali Malone – President, Alissa Miller – Operation (Shadow), Brian Lederman – Operations, Christine Tasto – Public Relations (Shadow), Cristina Kabealo – Secretary, Dan Inskeep – CFO Treasurer, Gail Laskowski – Annual Appeal, Jen Molod – Sponsorships, Laurie Baker – Public Relations, Lisa Searer – Annual Appeal, Lynn Barr – Fundraising, Patrick Goshtigian – CIO Investments.

Elect Executive Board Officers for 2015/2016 - Vote

Cindy Butler made a motion to elect the slated Executive Board directors for a 1-year term. Brian Ledermann seconded the motion. Motion carried by voice vote.

**Activities Completed for 2014-2015**

September 12, 2014 – Back To School Picnic – $616

September 24, 2014 - HBEF Fall Mixer

October 18, 2014 – Wine Walk - $46,200

October 26, 2014 – Skecher’s Pier To Pier Walk - $96,000

November 22 & 29, 2014 - Santa Photos at gum tree - $8,250

January 28, 2015 - Mom’s Nights Out at The Comedy and Magic Club - $10,580

March 21, 2015 – Hearts of Hermosa - $265,116

Annual Appeal – closes June 30, 2105 – currently $612,295

**Other Reports**

PTO, Jenny Fix/Louisa Cushman

Both Jenny and Louisa were not in attendance. Heather Baboolal reported for the HVPTO. For detailed HVPTO information view the HVPTO meeting minutes.

PTO voted to approve their 2015-16 allocations and their 2015-16 slate of officers. Gently used school supplies are being collected for donation to the Lennox School District. View Field Day will be held June 17th, Valley Field Day is June 18th, June 18th is 6th/7th grade pizza party and 8th grade goes to Disneyland. Graduation and dance is June 19th.

Superintendent, Pat Escalante

The HBCSD won an Excellence in Education Award from the LA County. The district is working with the STAR Program to provide kinder before and after school enrichment programs. There will be a special board member on Monday, June 22, 2015 and they will be approving the 2015-16 budget. Portables are going in at View immediately after school lets out for the summer. The school board is still looking at a bond to fund the building of a new school to relieve the overcrowding at View and Valley. A decision is needed on which ballot to put it on; November 2015, June 2016 or November 2016.

School Board Representative, Mary Campbell/Lisa Claypoole

Mary reported that overcrowding continues to be a big concern in the district. There will be a school board meeting on Monday, June 22, 2015 7pm in the City Council Chambers.

View and Valley Principals, Sylvia Gluck (View) and Kim Taylor (Valley)

Ms. Gluck reported that View Field Day will be held June 17th. June 18th is the 2nd grade musical performances. Friday, June 19th is the last day of school and it is a minimum day.

Kim reported that 12 8th graders are going on to private schools, 40 to RUHS and 93 to MCHS. June 17th is the 8th grade versus staff softball game. June 18th is Field Day for 3rd and 4th, Beach Day for 5th grade, pizza party for 6th and 7th graders and Disneyland for 8th graders. Friday, June 19th is graduation and the last day of school. The last day of school is a minimum day.

View Teacher Representative, Marlene Ramirez (K-2)

Ms. Ramirez was not present. Carrie King reported for her. First graders are having Camp Skeeter this week. The first grade books were well received. Open House was a success. The Accelerated Reader rewards were given. Next year AR will include a 100 points club. View is looking forward to welcoming the 3rd graders next year.

Valley Teacher Representatives, Cathy Barrow (6-8) and David Hart (3-5)

David was not in attendance.

Cathy completed the 3rd/8th grade book project. The eight graders all write a graduation speech and many students acknowledged the parents and the organizations that fundraise to make their education all that is has been.

**Roundtable/Questions/Guests**

**Calendar**

Upcoming 2015-16 HBEF Events

September 11, 2015 – Back To School Picnic

September 23, 2015 - HBEF Fall Mixer

October 10, 2015 – HBEF Wine Walk

October 25, 2015 – Skecher’s Pier To Pier Walk

November 22 & 29, 2015 - Santa Photos at gum tree 10am-4pm

January 2016 - TBD - Mom’s Night Out at The Comedy and Magic Club

March 19, 2016 – Hearts of Hermosa

April 11-15, 2016 – Annual Appeal Pledge Week

Upcoming 2015-16 HBEF Meetings

September 22, 2015 – 7:30pm in Valley MPR

November 10, 2015 – 7:30pm in Valley MPR

January 12, 2016 – 7:30pm in Valley MPR

March 8, 2016 – 7:30pm in Valley MPR

May 10, 2016 – 7:30pm in Valley MPR

June 7, 2016 – 7:30pm in Valley MPR

**Adjournment**

Ali Malone adjourned the meeting at 8:56pm.

Respectfully submitted by Jennifer Forier