Hermosa Beach Education Foundation

Board Meeting Minutes
Tuesday, May 12, 2015

Board of Directors Attendees:

Ali Malone	Brian Ledermann	Carla Persell	Cindy Butler
Cristina Kabealo	Dan Inskeep	Debra Luckey	Doug Gneiser
Gail Laskowski	Heather Meugniot	Jennifer Forier	Jenny Fix
Kimberly Konis	Laurie Baker	Lisa Searer	Lynn Barr
Maggie Curtis	Michelle Weissenberg	Monique Vranesh	Nicole Perez
Patrick Goshtigian	Tiffany Soporito		

Board Directors Not Present:

Allison Ludlow	Brian Parker	Carol Herschelman	Courtney Unser
Donna Gin	Heather Olson	Jessica Walls	Karen Buchhagen
Suzy Stouder	Tiffani Miller	Zipporah Kiger	

Honorary Board of Directors Present:

David Hart	Kim Taylor	Lisa Claypoole	Louisa Cushman
Marlene Ramirez	Pat Escalante	Sylvia Gluck	

Guests:

Carrie Anne Blevins	Christine Schultz	Heather Harris	James Scott
Jen Molod	Lisa Vargas Gardner	Monique Ehsan	

Call to Order

Meeting called to order, in the Valley Multipurpose Room, by Ali Malone at 7:32pm. HVPTO meeting was held as well. See HVPTO meeting minutes for detailed HVPTO information.

Flag Salute

Presentation of Donations

The 9th Annual SK8 For the Schools, a fundraising event put on by Seabass Kuhr, held on April 24, 2015 raised $8,011 for the HBEF's Annual Appeal. Julian Kuhr will be taking over the fundraising event in the future.
The Spyder percentage event in March earned $168.90 for the HBEF.

Approval of Minutes

Approved June 16, 2015

Jennifer presented the minutes from the March 10, 2015 HBEF Board meeting. Lisa Searer moved to approve the minutes and Heather Meugniot seconded the motion. Motion carried by voice vote.

Executive Board Reports

Ali Malone, President
The HBEF 2015-16 dates are being worked on. Final dates should be available soon. Intent to Return forms are due as soon as possible so that the 2015-16 HBEF board can be prepared for election at the June 16, 2015 meeting.

Brian Ledermann, Operations - Policy and Procedures
Brian had nothing to report.

Jennifer Forier, Secretary
Jennifer reminded all board members and event chairs to please update job descriptions and event procedures and make sure that the documents are uploaded to the HBEF and/or HOH Dropbox accounts. The next HBEF meeting, on June 16, 2015, will have two voting items so all board members need to plan to attend. After four years, Jennifer will not be seeking reelection to the HBEF board. Jennifer has begun meeting with Cristina Kabealo to introduce her to the secretary position duties for next year.

Dan Inskeep, Treasurer
Dan reviewed the Profit and Loss Statement and Balance Sheet for July 1 through May 4, 2015. The treasurer is running a contest for all donors who donate via check to the Annual Appeal. The winner of the raffle receives a certificate for Skecher's shoes. The first winner was Mike and Dina Stern. AmazonSmile has raised $660 to date. This is "free" money for the HBEF and all are encouraged to join AmazonSmile.

Patrick Goshtigian, CIO Investments
Patrick presented the Portfolio Asset Allocation as of April 30, 2015 for review. The portfolio showed a 3.1% total return. This is slightly higher than the benchmark (1.6%). Ending market value is $1,621,935. Overall, the endowment is up $48,254 for 2015.

Gail Laskowski and Lisa Searer, Annual Appeal
Annual Appeal has raised $448,469 to date, with 40.5% family participation. The HBEF board currently has 50% participation. The goal is 100%. A classroom competition has begun. First class at View, Valley 3rd-5th and Valley 6th-8th to reach 100% participation will receive a catered lunch and movie. The change jar competition will be starting at View to coincide with their Open House.

Lynn Barr, Fundraising
Hearts of Hermosa was a huge success. Thank you to all the volunteers. The event raised over $265,000. Wine Walk and HOH both need chairs for next year. Both events already have many volunteers filling the main supporting roles. The events just need a main lead.

Jennifer Forier, Sponsorships
Sponsorship pledges are at $138,600 for 2015. Jennifer has begun meeting with Jen Molod to introduce her to the sponsorship position duties for next year.

Laurie Baker, Public Relations
Laurie and Ali will be making HBEF signage for on campus HBEF sponsored programs, as well as stickers for HBEF sponsored program materials. Laurie has been hard at work promoting all HBEF events and activities. The website domain and the constant contact account have been renewed. Facebook has 603 friends.

Board Action

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

Other Reports

PTO, Jenny Fix/Louisa Cushman
For detailed HVPTO information review the HVPTO meeting minutes.
The Father Daughter Dance was well attended and raised about $6,000. The Dolphin Dash raised about $36,745. Staff Appreciation Week was a big success. The Memorial Day Parking Lot Fundraiser needs chairs. PTO is working on 2015-16 allocations to vote on in June. Mother/Son Bowling will be held on May 27th. June 18th is Field Day. The gently used school supply drive will be happening the last few days of school. Volunteers are needed for the Labor Day Parking Lot, BoxTops, and Spirit Wear. A yearbook shadow s also needed. The View Scholastic book fair will be help May 21-28th. The Valley book fair will be held June 1-5th. 8th grade graduation and dance will be held June 19th. June 10th is the Honor roll breakfast. School supplies for next year can be purchased through the PTO. Rock 'N Roll car wash will be doing a percentage day on May 30th.

Superintendent, Pat Escalante
The 5th-7th graders completed a student survey. The students reported really enjoying the activities the HBEF/HVPTO put on. The Superintendent Advisory Committee meets monthly. Portables are arriving at View right after school lets out. The four temporary teachers in the district were not hired back due to a lack of open positions. The district is working with the city to explore after school enrichment programs for the kinder students next year. Chevron granted $55,000 to the HBCSD for the career and technology middle

school program. Overcrowding continues to be a problem and facility options are still being explored.

School Board Representative, Mary Campbell/Lisa Claypoole
The School Board and City Council recently held a joint meeting. The City Council is a big supporter of the schools. They pay for the crossing guards and provide other kinds of support to the district.

View and Valley Principals, Sylvia Gluck (View) and Kim Taylor (Valley)
Ms. Gluck reported that there will be a coffee talk on Thursday, May 14th at 9:15m in the View library. Thank you to everyone that helped with Staff Appreciation Week. The last day to earn AR quiz points is Friday, May 15th. The next View flag ceremony will be held June 12, 2015. View Open House will be held May 28th from 6-7pm.
Ms. Taylor reported that dates for 2015-16 are being set. Thank you to everyone that helped with Staff Appreciation Week. State Testing is almost complete for all grade levels. The next school site council meeting will be held May 19th and the LCAP plan and tech plan will be presented. The Valley Open House will be held June 4th. 8th graders are having transition to high school meetings. 5th graders will be having their transition to middle school meeting on June 1st. Max Riley successfully completed the 6th grade Grades of Green 100 trees project. The 3-5th grade science lab will be receiving a make over to become a 4-5th grade tech program that will better prepare students for the middle school tech program. Eventually this program will extend down through kinder. There will be a coffee talk on June 1st at 10am.

View Teacher Representative, Marlene Ramirez (K-2)
Ms Ramirez thanked everyone that helped with Staff Appreciation Week. Writer's Workshop is focusing on opinion writing. The grade levels are doing vertical planning to ensure that students are receiving consistent lessons over the years. Kindergarteners are working on the community unit. Frist graders are working on the insect unit and the post office. Second graders are working on marketplace and biographies. CGI math instruction is going well. The teachers received great teacher trainings this year.

Valley Teacher Representatives, Cathy Barrow (6-8) and David Hart (3-5)
David thanked everyone that helped with Staff Appreciation Week. State Testing is going well. June 16th is the 3rd grade Powwow. May 21st is the 4th grade filed trip to the Wells Fargo Museum. June 5th is 5th grade Pioneer Day. 5th graders will be viewing the puberty video on May 15th. 5th graders will have their Walk Through the Revolution the week of May 18-22nd. May 27th will be the 5th grade science extravaganza at Valley Park. June 16th the Dancing Scientist will be preforming for the 5th graders. 5th grade Beach Day will be June 18th.
Cathy was not in attendance. She was hard at work putting together the 3rd/8th grade book project.

Roundtable/Questions/Guests

Monique Eshan spoke regarding the Hermosa "HERO" program that is working to educate the community on the district's needs and how the community is directly effected by the quality of our schools.
The Hermosa Beach Youth Program will be having its Spring Concert on May 27, 2015 in the Valley MPR.
Lisa Searer shared where some of HVS graduates are going to college next year. Some really great colleges were on the list.
This year, of the 148 8th grade graduates, 40 are going to RUHS, 93 are going to MCHS, and 15 are going to other high schools.

Calendar

Upcoming 2014-15 HBEF Events
Annual Appeal - ongoing

Upcoming 2014-15 HBEF Meetings
June 16, 2015 – 7:30pm in Valley MPR

Adjournment

Ali Malone adjourned the meeting at 8:40pm.

Respectfully submitted by Jennifer Forier

Approved June 16, 2015