



HERMOSA BEACH EDUCATION FOUNDATION

HBEF BOARD MEETING: MINUTES

SEPTEMBER 20, 2016

VALLEY MPR 7:30

HBEF Board of Directors Present:

Ali Malone	Dan Inskeep	Michel Belden
Alissa Miller	Debra Luckey	Nichole Downes
Brian Ledermann	Donna Gin	Patrick Goshtigian
Brian Parker	Emily Hegenberger	Shauna Mullins
Carla Persell	Jenny Fix	Shefali Rao
Carol Reid Kluthe	Jen Molod	Steve Mullins
Christine Tasto	Kelly DeBeer	Stephen McCall
Cindy Butler	Kelly Trudgen	Tiffany Saporito

HBEF Board of Directors Not Present:

Cristina Kabealo	Michael Collins
Gail Laskowski	Monique Vranesh
Heather Harris	Zipporah Kiger
Howard Maycon	
Lorraine Maycon	

Call to Order

Carla Persell called the meeting to order at 7:32pm

Flag Salute

HVPTO Reports

- see HVPTO meeting minutes for detailed minutes

Approval of June 14, 2016 Minutes

Carol Kluthe presented the June 14, 2016 minutes. Ali motioned to approved the minutes, Jen Molod seconded at 7:50pm. Motion carried by voice.

Executive Board Reports

President - Carla Persell

- new logo pioneered by Ali: Schaub Family donated the graphic design, evolved over summer.
- 3 other points for HBEF Board Members: 100% board participation on Annual Appeal expected by end of September, Sponsorship recommendations from all members for ideas (names, emails...contacts for Emily), supporting our marketing team with their social media posts (liking posts, sharing posts).

Operations - Alissa Miller

- Commitments form & confidentiality forms circulated

Marketing - Christine Tasto and Stephen McCall

- Introduction to Stephen McCall
- Marketing met over summer before school started
- New logo - building on #brighterbyhbeef hashtag
- New website by Chris - content sharpened, looks good on mobile devices now
- Make sure content is on point, want to use more video/digital
- want to make it simpler & easier
- please invite friends to like Facebook & instagram sites (insert Invite Friends page)
 - algorithms on these sites that depend on 'likes' and sharing pages
 - on parity with other ed foundations in SB but can really play on
- new marketing materials on the way - banners, tablecloths, magnets,
- display cases updated by Katy Smith

Annual Appeal - Jen Molod

- new check box on registration forms
 - double donations from this time last year
- new card swiper from Prolific
- lawn signs coming with new logo for all donations along with a car magnet

Sponsorships - Emily Hegenberger

- uniquely positioned in Hermosa being at the bottom of barrel for CA State funding
- form a Business Advisory Committee
- please send along introductions - companies that might want to be involved

Treasurer - Dan Inskeep

- P&L and Balance Sheets presented
- encourage donations earlier
- can save some money on new credit card processor but still an enormous cost (up to 3.5%) so check or bank payment

Chief Investment Officer - Patrick Goshtigian

- Performance matrix presented
- ~\$1.8m ending market value as of August 31, 2016
- contributing ~\$90k per year
- once we reach \$2m can start giving back

Fundraising - Ali Malone

- Fall Mixer, September 28th: everyone encouraged to come, bring other people, would like every board member to come & get the word out
- Wine Walk, October 15th (Debra Luckey): tickets on sale September 27th for \$150 each, Nadine R & Toni Console helping out
- Skechers Walk, October 23rd: Shauna & Steve Mullins shadowing Donna
 - very important to get people to sign up, \$130k last year, has doubled almost every year
 - Need to get word out to K & 1st who don't know how much we get back for their \$25 registration
 - HBEF got back \$116 per person last year
 - HBEF pays for teachers
 - sign up as a virtual walker if you can't be there - still get a swag bag either way
 - same return to the school regardless if you walk or not

Secretary - Carol Kluthe

- sign in sheet circulated

Other Reports

Superintendent – Pat Escalante

- Back to School Lunch: best one yet
- music program up & running
- SPARKS lab - 21st century learning - collaboration between students, problem solving together, treating kids as the experts
- technology - \$250k spent (received in 2013) to make classrooms 1:1 at middle school
- District Administration Magazine award this summer: National Award given to 24 school districts recognized for stepping away from traditional curriculum
 - Beach Reporter is working on a story on it now
- Heather Baboolal on Citizens Oversight Committee
- New Director of Curriculum: Joan Perez
- School App: both PTO & HBEF have links on it now.
 - link coming to website to download app

School Board Representative –Patti Ackerman

- Rigorous process to hire architect & contractor & that has been completed
 - Bernard's as builder
 - SVA as architect
- Citizen's Oversight Committee chosen
- \$25m for starting issuance on bonds November
- asking community to stay involved on Community Envisioning Workshops so those with children have a voice
 - updates will be on the website & social media
 - going to bring kids in for input
- US Dept of Energy, Zero Energy Accelerator Project - chose HBCSD

View and Valley Principals – Adam Genovese

- bleachers for gym purchased
- google classroom, redbird running

- assemblies last week: spoke about expectations from themselves & each other (academic, support, how to support each other), how to get involved in good activities (some onsite: garden, chess, robotics, sports)
- where to see programs: go to hermosa valley website - programs: can see all the programs
- clubs will be posted soon to the website

View and Valley Teacher Representatives – Gia Busse, April Lankford, David Hart,

- Gia Busse (3rd grade):
 - Strong first 3-4 days of school - smooth logistically
 - classes are excited for music
 - training coming up
- April Lankford (1st grade):
 - starting Eureka Math program, teachers learning/training
 - Sparks lab split is nice
 - Readers Workshop training coming up
- Tammy Heath (8th grade History)
 - ASTRO Camp will be in October
 - chromebooks in the classrooms are a big help
 - Google Classroom up & running
 - Redbird training is tomorrow for middle school
 - Disaster training ongoing
 - Robotics club is new

Beach Cities Health District - Carrie Anne Blevins

- Added a Garden Program to View: 4 lessons this year, will be 5 next year.
 - Need docents, only have 15 parents signed up
 - 4 trainings, they then teach it in the classroom: Nov, Jan, Feb & May
 - kinder docents will learn both garden & nutrition - combing
- Walking School Bus needs volunteers -
- Int'l Walk to School Day is October 5th
- Safe Streets For All: alerting drivers to slow down, bikers to bike in same direction of traffic, walkers to watch
 - October 1st will start campaign 8:30-11:00am with lawn signs & knocking on doors
 - partnering with city council

Board Meeting Calendar

November 15, 2016
 January 17, 2017
 March 14, 2017
 May 9, 2017
 June 13, 2017

Adjournment

Carla Persell adjourned the meeting at 9:02pm