



**HERMOSA BEACH**  
EDUCATION FOUNDATION

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**HBEF BOARD MEETING: MINUTES**

**November 15, 2016**

VALLEY MPR 7:30

**HBEF Board of Directors Present:**

Ali Malone	Emily Hegenberger	Patrick Goshtigian
Alissa Miller	Howard Maycon	Shauna Mullins
Brian Ledermann	Jenny Fix	Shefali Rao
Carla Persell	Jen Molod	Steve Mullins
Carol Reid Kluthe	Kelly DeBeer	Stephen McCall
Cristina Kabealo	Lorraine Maycon	Tiffany Saporito
Cindy Butler	Michel Belden	
Dan Inskeep	Nichole Downes	

**HBEF Board of Directors Not Present:**

Brian Parker	Heather Harris
Christine Tasto	Kelly Trudgen
Debra Luckey	Michael Collins
Donna Gin	Monique Vranesh
Gail Laskowski	Zipporah Kiger

**Call to Order**

Carla Persell called the meeting to order at 7:35pm

**Flag Salute**

**Approval of September 12, 2016 Minutes**

Carol Kluthe presented the September 12, 2016 minutes. Ali motioned to approved the minutes, Jen Molod seconded at 7:50pm. Motion carried by voice.

**Executive Board Reports**

President - Carla Persell

- will add to other reports as we go

Operations - Alissa Miller

- no report

### Marketing - Christine Tasto and Stephen McCall

- sharing social media content (facebook, instagram), liking content all helps to the algorithms so that more people see it
- you can adjust so that you see those posts first in your feed
- perhaps in future we sell tickets on social media
- we reached 8500 people with Santa Event already (154 interested, 64 going)
- cheat sheet of what PTO vs HBEF does
- hbef alias' coming
- idea from Liz Tyndorf: show an a la carte on website for how much programs cost per child

### Annual Appeal - Jen Molod

- November is Annual Appeal month; those who give have received lawn signs
- Giving Tuesday tables will be set up at View & Valley
- phone calls from Pat Escalante & Sylvia Gluck have helped a lot
- considering a phone bank at end of month for View families to remind them what HBEF is & does

### Sponsorships - Emily Hegenberger

- meeting November 16th to streamline with PTO (12:00pm Gum Tree) & come up with family nights - going to a few restaurants to see about percentage nights
- end of month letters out to businesses

### Treasurer - Dan Inskeep

- \$23k above where we were last year
- now using Prolific & paying less for it (2.1% vs 3% per transaction)

### Chief Investment Officer - Patrick Goshtigian

- Performance matrix presented
- Market value of endowment is \$1 835 078 as of October 31, 2016

### Fundraising - Ali Malone

- Wine Walk – 10/18/16 (Debra Luckey)
  - huge success
  - raised roughly the same as last year
- Skechers Walk - 10/23/16 (Monique Vranesh, Donna Gin)
  - 3:1 return on investments
  - board involvement at 99%
  - 7 teachers raised ~\$1000
  - will know the amount in the new year
- Santa Photos – 11/27/16 & 12/4/16 (Lorraine Maycon)
  - volunteers have all been reached out to & booked
  - Lauren Presley doing photography again, will need to find a new photographer for next year.
- Hearts of Hermosa – 03/18/16 (Ali Malone)
  - coming

### Secretary - Carol Kluthe

- sign in sheet circulated

## **HVPTO Reports**

- see HVPTO meeting minutes for more detail

## **Other Reports**

### Superintendent – Pat Escalante

- moving ahead with facilities: November meeting board approved construction & architect
- Bond Repricing conference call today, tomorrow selling \$25m worth of bonds; 250 bond measures passed Nov 8th that will be selling in February so we will be ahead of those. Want to do it before December 14th
- Thursday: architects, construction walking the sites
- December 7th: Architects coming to speak to teachers
- January: Envisioning Workshops beginning again
- Board wants to capture Zero Energy, 21st

### View and Valley Principals – Sylvia Gluck and Kim Taylor

#### Sylvia Gluck:

- introducing Gardening - thank you to BCHD & parents for volunteering. The children are loving it & looking forward to fruits of labor
- AR library opportunities: opened library at lunch this year; mornings & after school.
- December 9th flag ceremony: wellness, & ?. Adding music, sparks lab & PE this year.
- 3 music performances all at 9:00am Dec 13 (1st), 14th (2nd), 16th (3rd)
- Dec 22: all kinders on a.m schedule

#### Kim Taylor:

- Halloween carnival was an exciting event, the new set up worked really well
- DEA visit with helicopter landing was really exciting for the kids
- November: air force base came to visit
- both Redondo & Mira Costa students coming November 16th to speak to 8th graders; tomorrow evening both principals coming to speak to parents & students. Video will be put on website
- 7th grade meeting happened November 14th about field trip coming up
- 5th grade family donated robots to IDEA lab & have students code, reverse engineering 90 robots. Those robots will be featured on Good Morning America.
- November 29th at 6:30, Redondo Auditorium: Screenagers - research on technology & impact on your child.
- End of trimester December 2nd.; powerschool will show classes online for trimester 2 with Room number posted.
- December 9th: middle school dance.
- December 16th: Flag ceremony
- over 100 parents attended Eureka Math night
- Big Ideas math night was a success as well - this is online (notes, textbook, lots of resources).
- 4th Grade is getting 1:1 Google Chromebooks
- 

### View and Valley Teacher Representatives:

#### Gia Busse

- not present (items presented by April Lankford)
- interim testing in January
- looking for chapter book donations for 3rd grade for readers workshop

#### April Lankford

- thank you for the Halloween carnival
- Redbird training being done online (Flip Classroom where they watch at home)
- 1st-3rd grade, start assessments
- intervention classes have begun
- Emotes for 1st grade
- bully prevention for 2nd & 3rd grades

#### David Hart

- thank you for the support
- 4&5th grade tech club has launched (30-60 students have shown up) - video gaming coming in this week to describe what goes into making a video game

- SSA program has started: handful of kids from each grade level chosen, ways to support their friends & diffuse conflict
- Thursday: garden club is harvesting
- 4th grade IDEA lab - alternative energies; field trip in April
- 5th grade IDEA lab - building robots that will be donated back to us when they are done
- 5th grade does adopt a family - that information will be going out after thanksgiving; each class gets assigned one family
- December 22: 5th grade lipsync contest

#### Tammy Heath

- have children start looking at the websites of their high school choices so they can see what is going on at each through the year
- 8th will be going to Museum of Tolerance - powerful field trip in December
- 8th - community service project. Kids have been learning about indigenous plants & dormant plants; plants from Africa that have a similar climate.
- Civics: compliment for the students & families during speaking through this election; they are learning about the constitution right now
- fall football just wrapped up
- Friday middle school at lunch is Staff vs Student volleyball. Staff dressing up as Super heroes

#### Beach Cities Health District - Carrie Anne Blevins

- new CEO - Tom Bakaly
- thank you to Sylvia Gluck for helping with Garden program. \$5k has been put into it so far; funding another \$800-1000.
- looking for a Walking School bus coordinator at 7th Street (45min per week)
- please pull Safe Streets signs from lawns & bring to school.
- Gift bags to Seniors - forms to help contribute, can give \$25 gift cards if want to help
- social media - can coordinate restaurants that are on BCHD for healthy restaurants

#### **HVPTO Reports**

- see HVPTO meeting minutes for detailed minutes

#### **Roundtable/Questions/Guests**

Carol Resnechek representing the Hermosa Museum:

- they would like to have 4th graders become involved with research back to Tonga Tribe
- February 2 & 3: kids can walk over to Museum; will need parents to chaperone kids
- Carol at the museum Sunday 2-4pm; putting together a kit for kids to play with

#### **Board Meeting Calendar**

January 17, 2017

March 14, 2017

May 9, 2017

June 13, 2017

#### **Adjournment**

meeting adjourned at 9:03