



HERMOSA BEACH EDUCATION FOUNDATION

HBEF BOARD MEETING MINUTES

JANUARY 17, 2017

VALLEY MPR 7:30PM

HBEF Board of Directors Present

Ali Malone
Brian Ledermann
Brian Parker
Carla Persell
Carol Reid Kluthe
Christine Tasto
Cindy Butler
Cristina Kabealo
Debra Luckey
Donna Gin
Emily Hegenberger

Jenny Fix
Jen Molod
Kelly DeBeer
Kelly Trudgen
Lisa Vargas Gardner
Lorraine Maycon
Michel Belden
Monique Vranesh
Shauna Mullins
Stephen McCall
Tiffany Soporito

HBEF Board of Directors Not Present

Alissa Miller
Dan Inskip
Gail Laskowski
Heather Harris
Howard Maycon
Michael Collins

Nichole Downes
Patrick Goshtigian
Shefali Rao
Steve Mullins
Zipporah Kiger

Call to Order

Carla at 7:36pm

Flag Salute

HVPTO Reports

Approval of November 15, 2016 Minutes

- Cindy made a motion, Jen seconded

Executive Board Reports

Marketing: Christine Tasto/Stephen McCall

- new branding & physical presence on Annual Appeal
- trying to alleviate the end of year crisis push
- looking at ways to engage next families coming in - videos, photos
- looking for any media contacts for video
- hbef.org alias' set up

Annual Appeal: Jen Molod / Gail Laskowski

- annualappeal@hbef.org
- \$75k up from last year at this time
- double annual appeal amount from last year
- \$135 donors to date (14% of families)
- Gr 1-3 are the biggest donors to date with 22% donated

Sponsorships: Emily Hegenberger

- 2017 sponsorship package completed with several changes
- added some new marketing incentives: Focus on Business newsletter for certain level sponsors, window cling,
- sponsorship packages handed out - please think about places you frequent & take one.
- family nights have ~5 businesses that want to be involved; targeting launching in March.
- Google doc emailed out with the companies that have been approached

Treasurer: Dan Inskeep

- Annual Appeal up 45% (Balance sheet attached)

Chief Investment Officer: Patrick Goshtigian

- foundation ended at \$1.85m Dec 31
- 7.6% return for 2016

Fundraising: Ali Malone

- Skechers
 - raised \$130,000
 - PR helped a lot - Stephen (HBEF), Christine (HVPTO)
 - teacher contest numbers were highest ever
- Santa Photos - 11/27/17 & 12/4/16 (Lorraine Maycon)
 - record breaking on first day
 - raised \$8765.00

- Moms Night Out - 01/25/17 (Jenny Fix)
 - swag bag coming together (250)
- Hearts of Hermosa - 03/18/17 (Ali Malone)
 - This Thursday is kick off meeting for HOH
 - many people from last year coming back to help; they are ready to move on so need new people next year
 - hired live band Night Rider
 - changing format of tent to shake it up

Other Reports

Superintendent - Pat Escalante

- it was powerful image of the parents & kids lined up to see Santa at Santa Photos event
- February 1st all community meeting with Measure S - architects will be there
- Feb 28, March 1, March 8 community meetings about the school sites with architects - flyer sent out
- transformation team is part of the district - talking about moving toward blended learning and how you can gather different kinds of information.
- Tech Expo Jan 31st: menu & parents can go into whatever session they want to.
- thank you to the volunteers
- Governor says \$1.6B deficit so we don't know what that means for schools

School Board Representative - Carleen Beste

- architect plans to submit to State in August, will take ~9months to get those back
- December school board met to Thrive K thru life
- enrollment 1379 (up 6 students since December)
- state wants even # year elections instead of odd # year elections so need to decide if those board members who are done 2017 will stay until 2018

View & Valley Principals - Adam Genovese for Sylvia Gluck & Kim Taylor

- Adam Genovese's notes on View campus given by Kim Taylor: enjoyed the Nutcracker before break & seeing music grow back in the district
 - interim testing period has started
 - 1st round of support classes ended & more on the way
- Kim Taylor:
 - webpage has the Daily Dolphin with school events
 - Mindup seminar for 8th graders coming

View & Valley Teacher Representatives

Gia Busse:

- 3rd graders second year doing Eureka Math - the 3rd grade team loves it
- 1-3 grade level chairs are loving Eureka Math
- lots of training happening at View - Readers Workshop, CGI
- 3rd graders have begun interim testing today

Tammy Heath:

- soccer & basketball sports
- 7th grade has Catalina trip next week

- 8th grade went to Astro Camp in October
- 6th grade heading to camp in March
- training happening for blended learning & Redbird - blended learning forces you to let the kids take more control
- testing done online for Civics testing (they need 90% to pass for good citizenship virtue)
- Inauguration session - kids can send letter to either Obama or Trump online
- high school choices being made - had Mira Costa & RB come and do a joint presentation
- 8th graders went to Museum of Tolerance
- Legacy tiles question to HVPTO

Beach Cities Health District - Carrie Anne Blevins

- 200 gift bags to elderly adults from Daisy
- Nutrition & Garden lessons happening this week; module 4 will be harvesting from the garden (Feb 8-16th)
- looking for a walking adult for the south Walking School Bus route (6th street)
- This Saturday at 9am: Purpose Workshop
- Jan 26th Team wellness speaker series: Chief Med Advisor (Dr Kim); at Pages
- Feb 4th expo: 1km kids run (coupon from BCHD)
- Feb 13-20th: Adventureplex Camps
- Healthy fundraising for Blue Zone

Roundtable/Questions/Guests

- None

Board Meeting Calendar

January 17, 2017

March 14, 2017

May 9, 2017

June 13, 2017

Adjournment

Meeting at 8:45pm