



HERMOSA BEACH

EDUCATION FOUNDATION

HBEF BOARD MEETING

January 15, 2019
VALLEY MPR 7:30PM

AGENDA

HBEF Board Members Present

Kelly Houghton
Bill Miller
Camie McDowell
Carol Reid Kluthe
Christine Shultz
Dan Inskip
Debra Luckey
Emily Hegenberger
Lisa Vargas Gardner
Liz Tyndorf

Steve Mullins
Michel Belden
Rachel Rotabi
Monique Vranesh
Sarah Matzen
Tracy Vanosdall
Stacey Fundingsland
Kate Bruning
Susan Bridges

HBEF Board Members Not Present

Ali Malone
Belinda Oakes
Cathy Corell
Lorraine Maycon
Jennifer Bushbaum
Jenny Fix
Shauna Mullins

Vince Busam
Jonalyn Morris Busam
Howard Maycon
Monique Jones
Ryan McDowell
Megan Gerst

Call to Order - 7:35PM

HVPTO Check Presentation

- Lazy Acres donated \$3000 from Store Opening Event in October 2018 to HVPTO

HBEF Reports

- Approval of November 13, 2018 Minutes
 - Motion by Dan Inskeep
 - Seconded by Bill Miller
 - Approved via voice vote, no opposing votes

HBEF Executive Board Reports

President Carol Reid Kluthe

- Skechers 1413 registered walkers
 - More walkers than enrolled students
 - Donation will be announced in March 2019
- Santa Photos at Gum Tree
 - \$10,480 raised for HBEF
- Moms Night Out
 - 240 tickets sold out in 59 minutes - a new record!
 - Used new online event platform which will also be used for Hearts of Hermosa
- Hearts of Hermosa
 - March 23, 2019
 - Tickets sales start on February 14 including hat with a new logo designed by Hermosa family (Caps Brand)
 - Auction donation packets available for HBEF board
 - Silent auction, teacher parties, family/event parties
 - No Live Auction this year

Operations Kelly Houghton

- New contract with GiveSmart for processing auction items

Secretary Tracy Vanosdall

- No items to discuss

Annual Giving Camie McDowell & Kate Bruning

- Grandparents Club and Giving Week

- Stephanie and Peter Nolan Foundation matched up to \$25,000 and just over \$25,000 was raised - total \$50,000
- Grandparents Club about \$9,000 raised to date
- Spring Annual Giving Campaign starts in April & May

Sponsorships Sarah Matzen & Megan Gerst

- Commitments to date \$114,000
- Chevron and Stephanie and Peter Nolan Foundation increased donations from prior year
- Brighter Benefit Card - almost 200 families - 18 retailers

Treasurer Dan Inskeep

- Hermosa Friends Foundation gave a grant of \$1,000 to HBEF
- Financial results through Jan 11, 2019
 - Continue to bring forward donations compared to prior year
 - Expenses are a little ahead of prior year
 - HOH auction vendor and fall cocktail party

CIO/Endowment Bill Miller

- December financial markets were rough, decline 20%
- Markets stabilized and up 8%
- Year endowment down 4%
- No need to change asset allocation

Marketing Stacey Fundingsland

- Working on marketing strategy for Hearts of Hermosa
- Thrive newsletter went out today

Public Relations Jonalyn Morris Busam

- Not in attendance

Events Debra Luckey

- Moms Night Out is Jan 30

HBEF General Board Reports

Grants Rachel Rotabi

- Community outreach continues
- Hermosa Five-O - senior outreach
- Working on real estate strategy with Steve Mullins
 - Top 8 agents generated \$200M and only 2 are sponsors of HBEF
 - Lots of opportunity for growth in donations
 - Consider adding developers and who act as agents as well

Matching Tracy Vanosdall

- \$40,000 raised to date
- \$6,000 pending payment
- Trend that matching donations are coming in earlier in the fiscal year

HBEF Board Action

None

HBEF Completed Activities

Grandparents Club - November

Giving Week - November 26-30

Santa Photos - Sunday November 25 & December 2

HBEF Upcoming Events

Moms Night Out - Wednesday January 30, 2019

Hearts of Hermosa - Saturday March 23, 2019

HVPTO Reports

- Book Fair raised approx \$2,500
- Fish Shop Yumraiser tomorrow 1/16/19 - 10% back to HVPTO
- Upcoming events
 - Community Service Book Drive
 - Read Across America
- Special Projects Granted
 - \$500 cross country uniforms
 - Spelling City for 5th grade - \$400
 - Recess equipment for Kindergarten - \$600
 - Reading program online for Kindergarten
 - \$7000 budget open for grants - March 1 deadline for applications
- Installed skateboard and scooter towers to lock up equipment
- Expanding lunch clubs at Valley - \$1000 additional stipend
- Make A Wish Foundation donation \$500
- Need chairs
 - Field Day
 - Father Daughter Dance
 - Spring Book Fair at View

Other Reports

School Board Representative – Jennifer Cole

- Certified the EIR for North School last week
 - 30 day appeal window open
- Thank you to everyone who was able to attend the meeting and provide support
- District updated their website
- New School Board members were instated
- Transformation Team (12 district employees including 6 teachers) went to Encinitas to see their schools and see how our district may want to model some of their programs/processes
- Two more empathy book clubs upcoming

Superintendent – Pat Escalante

- Not in attendance but thank you for attending the school board meeting last week

View and Valley Principals – Sylvia Gluck, Kim Taylor and Amy Rockwell

- Kinder Round Up - Feb 6 at 5pm
 - Registration on March 1
 - Extended Day registration later
 - TK parents don't have to register - just fill out a form saying AM or PM kinder choice
- Lunch clubs up and running and very popular
- Third grade state testing

- Valley received a Start With Hello award
 - Will present at flag ceremony in February
- Catalina outdoor education next week
- 6th grade outdoor education new location and three day trip
- Beach cities health district mind up full day seminars upcoming
- Piloted a program called Thrively
 - Strengths profile
- Garden project grew pineapples
- Caitlin Fuller, art teacher, won an Arts for LA fellowship
- Lunch clubs are also well received
- Valley coffee talk upcoming

View and Valley Teacher Representatives – Gia Busse, David Hart, Tammy Heath

- Middle School Teachers thank HVPTO and Middle School Fund donors for holiday gifts
- Middle School Sports have started
- Ms Sharp won a summer school grant from Northrop Grumman

Beach Cities Health District - Ali Steward

- Beach Cities Partnership for Youth
 - Focus on student mental health and substance abuse
 - Meet twice a year
- Families Connected Speaker Series tomorrow night

Roundtable/Questions/Guests

- None this meeting

Adjournment - 8:32PM