



HERMOSA BEACH

EDUCATION FOUNDATION

HBEF BOARD MEETING

November 13th, 2018

VALLEY MPR 7:30PM

AGENDA

HBEF Board Members Present

Belinda Oakes

Bill Miller

Camie McDowell

Carol Reid Kluthe

Christine Shultz

Dan Inskeep

Debra Luckey

Emily Hegenberger

Kate Bruning

Lisa Vargas Gardner

Liz Tyndorf

Lorraine Maycon

Megan Gerst

Michel Belden

Rachel Rotabi

Ryan McDowell

Sarah Matzen

Shauna Mullins

Stacey Fundingsland

Stephen McCall

Steve Mullins

Susan Bridges

Vince Busam

HBEF Board Members Not Present

Ali Malone

Cathy Corell

Howard Maycon

Jennifer Bushbaum

Jenny Fix

Jonalyn Morris Busam

Kelly Houghton

Monique Jones

Monique Vranesh

Tracy Vanosdall

Call to Order

- 7:35 PM by Carol Kluthe

Flag Salute

HVPTO Reports

HBEF Reports

Approval of September 25, 2018 Minutes

- Motion to approve minutes by Debra Luckey
- Seconded by Camie McDowell
- Approved via voice vote, no opposing votes

HBEF Executive Board Reports

Treasurer

Dan Inskeep

- Congratulations to Annual Appeal and Marketing - \$312,000 income through 11/9/2018.
- Currently 52% ahead of where we were last year.
- Expenses - team is doing a great job keeping expenses low as well.

CIO/Endowment

Bill Miller

- The Market has taken a bit of a bad turn - we are currently down year to date less than 2%.

President

Carol Kluthe

- Thank you to Camie/Kate and Stacey for a successful fall campaign for Annual Giving. We have pushed marketing to a stronger fall campaign to avoid a stressful rush at the end of the year.
- Thank you to Emily and Susan for a successful Sponsorship Appreciation Party at Bo Bridges Gallery. Also, a big thanks for Michel and Kate for managing the door.
- Santa Photos are coming up November 25th and December 2nd, 10am - 3:30. The sign up is going around to help work the two shifts. Please remember to get there early because lines tend to be long.
- Thank you to Steve and Shauna for another successful Skechers Walk. The number of walkers should be out in mid November and we will find out the money in March 2019. Need to find Chairs for the walk for next year.

- Stephen McCall is who is stepping down from the board to take a position at the School Board. Thank you for all of your hard work and dedication to the Board and Marketing.
- Hearts of Hermosa fundraiser planning has begun and we are currently looking for someone to help us get the Hearts website up and running.

Operations

Kelly Houghton

- Not Present

Secretary

Tracy Vanosdall

- Not Present

Annual Appeal

Camie McDowell & Kate Bruning

- Current numbers from Annual Appeal -
 - \$312,000 income.
 - 83 Families have set up recurring payments.
 - 80 Families have given above their 1K ask per child. Last year this number was in the 40s.
- Grandparents Club campaign is going on this week. The deadline was last Friday, but Camie will continue to send letters out if they come in. If teachers still have them, she will continue to pick them up.
- Giving Week is coming up the week of 11/26 - 11/30. Currently looking into securing a sponsor that will match donations given that week.

Sponsorships

Sarah Matzen & Megan Gerst

- Brighter Benefits Card
 - The Brighter Benefits card is an ongoing (unlike the punch card) discount card with a scannable QR code that we are offering to local retailers.
 - We currently have reached out to only last years punch card retailers, but plan to continue to reach out to other retailers as well.
 - We have 4 confirmed retailers so far and plan to have 15 by the end of the month.
 - Card will be distributed in early December.
- Secured our first Brighter Benefactor level (\$25,000+) Sponsor.
- To date, we have \$30K in Sponsorship, which is 16% to our goal...with a 20% increase from last year.

Marketing

Stacey Fundingsland

- Worked closely with Principal Taylor and Principal Gluck to set up photo shoots with a local Photographer at both Campuses to obtain photos showcasing what is great about each of the schools. These images will be used in future marketing materials and on the website.
- Thrive Newsletter is coming out most likely tomorrow, Wednesday, November 14th.
- Worked with Zinc @ The Shade Hotel in Manhattan Beach to set up a promotion that every Thursday night, 15% of the bill comes back to HBEF for the entire year.

Public Relations

Jonalyn Morris Busam

- Not Present

Events

Debra Luckey

- Bottle Inn gave us a check for our Lunch event for \$4,500.
- The Hermosa Beach Pasta Plate give back money every time it is ordered. Currently have just over \$600.
- Will work on doing another event with Martha's in the Spring, when the weather is warmer.

HBEF General Board Reports.

Grants

Rachel Rotabi

- Attended the City Council Meeting to begin marketing to find folks with that already invest in Hermosa to also invest in our Schools.
- Looking in to a targeted strategy for Real Estate agents selling homes in Hermosa to give back to HBEF.
- Working on a strategy to find private Grant Donors to invest as well.

Matching

Tracy Vanosdall

- Not Present

Skechers Walk

Steve and Shauna Mullins

- Goal was 1500 walkers...Had a total of 1314.
- Will get final total of the money earned in February/March
- At View - Ali Peng had 62 Registered Walkers
- At Valley 3 out of the top 5 classes were 7 and 8 grade teachers.

HBEF Board Action

HBEF Completed Activities

HBEF Upcoming Events

Grandparents Club - November

Giving Week - November 26-30

Santa Photos - Sunday November 25 & December 2 (10am-3:30pm)

Moms Night Out - Wednesday January 30, 2019

Hearts of Hermosa - Saturday March 23, 2019

Other Reports

School Board Representative – Jennifer Cole

- Jennifer, Steven McCall and Maggie Bove LaMonica elected to School Board
- Carleen Beste's last meeting is tomorrow night. She has been a very dedicated Member of the Board for 9 years.
- Agenda for School Board Meeting tomorrow night
 - After School Programs
 - Science Camp Questions
 - Positive Prevention Program for 7th Graders
 - December 4th screening of UnSelfie.

Superintendent – Pat Escalante

- January 9th School Board meeting will have construction update on the agenda.
 - The plan is to be 75% completed with construction by Jan/Feb 2021.
 - Have had delays that are out of her control, but working diligently to continue moving.
 - Have great consultants and the Board that have been extremely helpful understanding the EIR.
- Thrilled to have Stephen joining the Board.
- Transformation Team is heading to Escondido to tour 7 schools focusing on innovation as we move toward construction.

View and Valley Principals – Sylvia Gluck and Kim Taylor

Valley

- Kim was excited to show the HBEF Marketing team around campus for the photo shoot.
- Science Camp - the fires have damaged the camp. Students from PV were up at camp during the fires and were ok. Pleased with how the Principal of the Camp and all staff stayed until all of the kids were safely on the way home.
- Kim loved the Halloween Carnival with the gate up.

View

- Lock down training is scheduled for Thursday. Sylvia is encouraging Parents to read Kim's email about the training and have discussions with your kids prior to Thursday.

- New Counselor - Leanne De la Pena is planning to meet 5 times with each class grades 1-3.
 - Her first lesson is filling someone's bucket.
 - The next lesson is paying it forward.
 - They are planning the remaining three lessons that will be surrounding empathy.
 - She is also planning to do lunch programs.
- Thank you to the Hermosa Beach Police Department for coming to talk to all of the students about safety on Halloween night.

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

- Gia Busse -
 - Busse's class has a performance on December 7th that will be relating Ballet to science and math and also focusing on Readers and Writers workshop.
 - Approval on a new round of Grants from Chevron.
- David Hart
 - Vocabulary grant that has been pushed through.
 - Cross Country team is doing great
 - Middle School Dance is December 7th
 - 5th Grade is organizing Adopt a family and 6th grade is joining in as well.
 - David earned a Google Certification.

Beach Cities Health District - Ali Steward (Not Present)

- Screening of the movie Angst will be tonight Thursday, Nov 13th from 6-8:30pm. Due to our meeting at the same time, they will have an additional screening tomorrow morning downstairs at BCHD followed by small group workshops.

Roundtable/Questions/Guests

Adjournment - 8:40pm