



# HERMOSA BEACH

## EDUCATION FOUNDATION

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### HBEP BOARD MEETING

March 12, 2019  
VALLEY MPR 7:30PM

#### **HBEP Board Members Present**

Ali Malone  
Belinda Oakes  
Bill Miller  
Camie McDowell  
Carol Reid Kluthe  
Dan Inskeep  
Emily Hegenberger  
Jennifer Bushbaum  
Susan Bridges  
Tracy Vanosdall

Steve Mullins  
Kelly Houghton  
Michel Belden  
Shauna Mullins  
Monique Vranesh  
Stacey Fundingsland  
Megan Gerst  
Lisa Vargas Gardner  
Liz Tyndorf

#### **HBEP Board Members Not Present**

Christine Shultz  
Sarah Matzen  
Cathy Corell  
Debra Luckey  
Lorraine Maycon  
Rachel Rotabi  
Jenny Fix

Vince Busam  
Jonalyn Morris Busam  
Kate Bruning  
Howard Maycon  
Monique Jones  
Ryan McDowell

## **AGENDA**

### **Call to Order - 7:36pm**

### **HBEF Check Presentation - Stephanie and Peter Nolan Foundation**

- \$25,000 donation for Giving Week Annual Giving Campaign matching donation
- First ever Benefactor Level Business Sponsor

### **HVPTO Reports**

- Volunteer Coffee - April 12
- Son Fun - April 24
- Need shadow for Dolphin Dash - Friday May 3
- Staff Appreciation Week - week of May 6 - 10
- Yumraiser - Fish Shop - \$175, CPK - unknown
- Over 4000 books for the book drive - biggest source of books for the charity
- Read Across America - March 1 - great event
- Teacher Grants are open to any teacher - about \$5000 available
- Special Projects - \$8000

### **HBEF Reports**

- Approval of January 15, 2019 Minutes
  - Motion by Dan Inskeep
  - Second by Emily Hegenberger
  - Approved via voice vote, no opposing votes

### **HBEF Executive Board Reports**

President

Carol Reid Kluthe

- Check presentation for Skechers Walk - \$175,000
  - 1420 walkers, more than enrolled students in the district
- Donation from the family of Roger Bacon
  - Obituary will include request for donations to HBEF in lieu of flowers or cards
- Intent to Return Forms
  - Must be returned to Secretary (Tracy Vanosdall) by May meeting
- Hearts of Hermosa - March 23, 2019
  - 40 tickets left
  - 16 bars and restaurants

- Auction
  - Auction goes live on March 16 - any one can bid including those without tickets
  - YAA, parties and teacher experiences are only available to ticketholders
- Parties
  - 13 parties, Thrive Newsletter has all the details
  - Tables at View and Valley to sign up
- Teacher experiences
  - People can start blind bidding at the tables on March 16
  - \$40 minimum bid
- Need volunteers for event set up, clean up and day of event support

#### Operations

Kelly Houghton

- Privacy policy on the website
- Insurance for HOH secured

#### Secretary

Tracy Vanosdall

- Intent to Return forms and Confidentiality Agreement for 2019-20 are being circulated
  - Every General Board member must complete
  - Return by May General Board Meeting

#### Annual Giving

Camie McDowell & Kate Bruning

- Middle School Spring Campaign
  - April 15 - April 30
- Spring Annual Giving Campaign K-5
  - May 15 - 31

#### Sponsorships

Sarah Matzen & Megan Gerst

- \$169,000 committed sponsors
- April & May Realtor Sponsorship Program roll out
  - Rachel Rotabi and Steve Mullins leading efforts
- Strand & Pier rejuvenation station at HOH clean up
- Spring Campaign Matching Sponsors
  - \$10K Northwestern Mutual
  - Open for additional sponsors
- Gift bags for HOH
  - Beauty Collection donation
    - March 23 2-5pm - makeup appointments

Treasurer Dan Inskeep  
- Total revenue \$918K 28% increase from prior year  
- Expenses decreased from prior year

CIO/Endowment Bill Miller  
- Up 7% year to date  
- Balance at \$2.371M as of Feb 28, 2019

Marketing Stacey Fundingsland  
- HOH marketing for the remainder of the month  
- Social media followers increasing, especially Instagram

Public Relations Jonalyn Morris Busam  
- Opening Day HBLL squishy balls were a hit

Events Debra Luckey  
- At city council meeting, asking to waive some fees for the HOH event

## **HBEF General Board Reports**

Grants Rachel Rotabi  
- Not in attendance

Matching Tracy Vanosdall  
● \$61K to date  
○ surpassed amount last year  
● \$6K pending

## **HBEF Board Action**

None

## **HBEF Completed Activities**

Moms Night Out - Wednesday January 30, 2019

## **HBEF Upcoming Events**

Hearts of Hermosa - Saturday March 23, 2019  
Spring Annual Giving Campaign - April and May 2019

## **Other Reports**

School Board Representative – Jennifer Cole

- Signed MOU with city regarding North School safety
- Construction bid process beginning
- Lighting upgrade at campuses
- Transformation team meeting - moving teachers to be more tech focused
- First Day of School - Tues or Thurs after Labor Day
- Extended Day Program discussion at School Board meeting tomorrow
  - Parent meeting next week March 19

Superintendent – Pat Escalante

- Sandy Hook award winner
- Not in attendance

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

- Monday school board and city meeting - safety
- Hermosa Valley - California Distinguished School winner
- Kinder registration - tours with Principal upcoming
- March 19 - EDP parent meeting
- March 27 7:45am - cocoa with a cop

View and Valley Teacher Representatives – Gia Busse, David Hart

- Gia Busse
  - Read Across America was a great event
  - 2nd grade to La Brea Tar Pits
- David Hart
  - Technology Transformation team
    - Focus on next year and field trips
    - Go into high schools to see programs so we can prepare students
    - Team members to get Google certified
  - 6th graders at camp this week
  - Spring sports were due Monday
  - Middle school dance next friday
  - 5th grade - walk through Revolution
  - Colonial Day March 27

Beach Cities Health District - Ali Steward  
- Not in attendance

**Roundtable/Questions/Guests**

**Adjournment - 8:33pm**