



# HERMOSA BEACH

## EDUCATION FOUNDATION

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### HBEP BOARD MEETING

June 12th, 2018

VALLEY MPR 7:30

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

Carla Persell

Carol Reid Kluthe

Dan Inskip

Alissa Miller

Debra Luckey

Emily Hegenberger

Steven McCall

Bill Miller

Steve Mullins

Shauna Mullins

Rachel Rotabi

Megan Gerst

Jenny Fix

Kate Bruning

Ali Malone

Tiffany Soporito

Michel Belden

Susan Bridges

Tracy Vanosdall

Christine Shultz

Lisa Vargas-Gardner

Liz Tyndorf

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

Monica Lopez

Jonalyn Busam

Howard Maycon

Lorraine Maycon

Brian Parker

Shefali Rao

Monique Vranesh

## **Call to Order**

- 7:33pm by Carla Persell

## **Flag Salute**

## **HBEF Reports**

### **Approval of May 8, 2018 Minutes**

- motion to approve minutes by Dan Inskeep, seconded by Alissa Miller

## **Executive Board Reports**

### President (Carla Persell)

- All Board members need to sign their confidentiality and commitment forms by end of June. Submit to Kelly Houghton (Operations) electronically or place in Valley/View HBEF mailbox

### Operations (Alissa Miller)

- None

### Secretary (Monica Lopez)

- None

### Annual Appeal (Carol Kluthe)

- TK-5 Spring Campaign successfully raised \$77K
- 52% donor participation overall, 63% for TK-5
- Inaugural year for 8th Grade Legacy Endowment Gift
  - Suggested donation \$100/child, donors receive pin to wear at graduation
  - 45 families participated (28%)

### Sponsorships (Emily Hegenberger)

- Sponsorships are a calendar year commitment. Continue to include spotlights in Thrive newsletters
- Sponsorship Recognition Dinner/Event in September 2018

### Treasurer (Dan Inskeep)

- Close to stretch goal of \$1M net income, still ahead of prior year

- Total Income - \$1,074K (9.4% above PY)
- Expenses - \$87K (12.2% below PY)
- Net Income - \$987K
- Annual Giving donations are remitted 100% to school district
- Other general funding covers expenses and remaining is allocated 80% to district and 20% to endowment
  - Net general funding is \$423K
  - Approximate allocation to endowment is \$84K

#### Investments/Endowment (Bill Miller)

- Balance of \$2,237K as of May 31, 2018

#### Marketing (Steven McCall)

- Amazing year breaking records across multiple fundraising events (Skechers, Hearts, Annual Giving)
- Met separately with the new marketing leads and team and already planning for next year

#### Public Relations (Jonalyn Busam)

- None

### **HBEF Board Action**

1. Vote to authorize the Treasurer to transfer available funds to the District for use as presented by Superintendent Pat Escalante. This grant is in the amount of \$875,000 (as of June 12, 2018 & expected to increase by June 30, 2018)
  - Superintendent Pat Escalante provided a breakdown of Programs funded by HBEF donations for the 2018/2019 school year

HBEF - FUNDING 2018

PROGRAM	TOTAL COSTS (SARVLS)	STATE FUNDING	DIFFERENTIAL COST	HBEF FUNDING	DISTRICT FUNDING
Small Class Size (K-3) 1 <sup>st</sup>	\$ 479,692	\$ 421,699	\$ 57,993		
Small Class Size (4-8) 2 <sup>nd</sup>	\$ 538,498				
Valley/View Libraries	\$ 113,888			\$ 104,307	
1-5 PE Program	\$ 120,759			\$ 104,307	
MS Electives	\$ 338,566			\$ 338,566	
IDEA/Sparks Lab	\$ 205,522			\$ 205,522	
21st Century Technology	\$ 70,000			\$ 31,000	
Music	\$ 91,298			\$ 91,298	
2018-19	\$1,958,223 (\$2,130,355 2017-18)	\$ 421,699 (*402 K - PY)	\$ 1,536,524	\$ 875,000	\$861,524 (*928K)

↓  
 detailing  
 contract  
 TRK holiday  
 program  
 loop

\*note would  
 provide  
 some  
 - will likely  
 go down in  
 future

- Motion to approve authorization of transfer of available funds by Liz Tyndorf, seconded by Debra Luckey
    - Approved via voice vote, no opposing votes
  - Check will be delivered mid-July.
2. Vote to elect 2018/2019 Board Members as per slate (see appendix A)
    - Motion to approve vote to re-elect board members and elect new board members by Bill Miller, seconded by Dan Inskeep
      - Approved via voice vote, no opposing votes
      - No vote required to approve continuing board members or those stepping down
  3. Vote to elect 2018/2019 Executive Board Members as per slate (see Appendix A)

- Motion to approve vote to elect executive board members by Lisa Vargas Gardner, seconded by Ali Malone
  - Approved via voice vote, no opposing votes

## **HBEF Completed Activities**

Annual Giving – 53% - still accepting donations through 6/30/18  
HBEF Board Annual Giving – 100% participation – THANK YOU!  
Fiesta Hermosa Beer Garden Fundraiser  
Hearts of Hermosa – Raised (Net) \$380,000

## **HBEF Upcoming Events**

Enjoy your Summer!  
Fall Meeting - September 25, 2018  
Annual Giving Drive – begins September 1, 2018

## **HVPTO Reports**

- Increased fundraising over prior year - Dolphin Dash increase to \$69K
- Sept 15 - Firehouse Pancake Breakfast
- Sept 21 - Back to School Picnic
- October - Chipotle Yumraiser

## **Other Reports**

Superintendent – Pat Escalante  
School Board Representative – Jennifer Cole  
View and Valley Principals – Sylvia Gluck and Kim Taylor  
View and Valley Teacher Representatives  
Beach Cities Health District - absent

## **Roundtable/Questions/Guests**

**Adjournment at 8:46 pm**

## **Appendix A - HBEF SLATE OF DIRECTORS**

### **Board Directors Re-Elect Two Year Term: 2018/19 - 2019/20**

Michel Belden	Carol Reid Kluthe	Stephen McCall
Dan Inskeep	Ali Malone	Steve Mullins
Lisa Vargas Gardner	Shauna Mullins	Monique Vranesh

### **New Directors Elect Two Year Term: 2018/19 - 2019/20**

Vince Busam	Kelly Houghton	Ryan McDowell
Jennifer Buschbaum	Monique Jones	Belinda Oakes
Cathy Correll	Cameron Neece	
Stacey Fundingsland	McDowell	

### **Continuing Board Directors Term Ending 2019 (no vote required)**

Bill Miller	Debra Luckey	Liz Tyndorf
Christine Shultz	Emily Hegenberger	Megan Gerst
Jonalyn Morris	Howard Maycon	Susan Bridges
Busam	Jennifer Fix	Tracy Vanosdall
Kate Bruning	Lorraine Maycon	Rachel Rotabi

### **Board Directors stepping down June 2018 (no vote)**

Brian Parker	Monica Lopez	Shefali Rao
Alissa Miller	Carla Persell	Tiffany Soporito

### **Executive Directors: 2018/19**

Carol Reid Kluthe - President  
Tracy Vanosdall - Secretary  
Dan Inskeep - Treasurer  
Bill Miller - Investments  
Kate Bruning - Annual Giving  
Cameron Neece McDowell - Annual Giving  
Jonalyn Morris Busam - Public Relations  
Stacey Fundingsland - Marketing  
OPEN - Sponsorship  
Kelly Houghton - Operations  
Debra Luckey - Event Fundraising