



**HBEF GENERAL BOARD MEETING MINUTES**  
**September 25th, 2018**  
VALLEY MPR 7:30

**HBEF Board Members Present**

Ali Malone	Liz Tyndorf
Belinda Oakes	Megan Gerst
Bill Miller	Michel Belden
Camie McDowell	Monique Jones
Carol Reid Kluthe	Monique Vranesh
Christine Schultz	Sarah Matzen
Dan Inskeep	Shauna Mullins
Debra Luckey	Stephen McCall
Emily Hegenberger	Steve Mullins
Kate Bruning	Susan Bridges
Kelly Houghton	Tracy Vanosdall
Lisa Vargas Gardner	Vince Busam

**HBEF Board Members Not Present**

Cathy Correll	Lorraine Maycon
Howard Maycon	Rachel Rotabi
Jennifer Buschbaum	Ryan McDowell
Jenny Fix	Stacey Fundingsland
Jonalyn Morris Busam	

**Call to Order**

- 7:40PM by Carol Kluthe

**Flag Salute**

**Approval of June 12th, 2018 Minutes**

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

**HBEF Executive Board Reports**

**President****Carol Kluthe**

- Goal for 2018/2019 is \$1.2M
- Thank you BTSN, middle school registration, picnic and strong start to year
- New video (Kate Bruning)
- 100% Annual Giving Executive Board Donations
  - 69% General Board donations
- Thrive Newsletter - format update
  - Highlight programs
- Fall Cocktail Party - Bo Bridges Gallery - October 19
- Change in Family Sponsor program to new Benefactor level in Annual Giving
- Open positions
  - Treasurer shadow
  - Hearts of Hermosa
    - auction committee members
    - decor team

**Operations****Kelly Houghton**

- Updating website to be compliant with privacy policy

**Secretary****Tracy Vanosdall**

- Roster update and will be sent to general board after meeting

**Annual Appeal****Camie McDowell & Kate Bruning**

- Class competitions
  - top 2 classes K-5 with highest participation win
    - \$100 gift card for teacher
    - Lifeguard experience
  - Middle School - Homeroom - \$100 gift card
- Results to date
  - 18% participation \$155K end of Sept PY, this year at \$150K
  - 52 families who have met Thrive donor level
    - 43 prior year
  - 60 people recurring donations approx \$15K per month
  - 2 benefactor families

**Sponsorships****Sarah Matzen & Megan Gerst**

- New sponsor level - benefactor level - \$25K
- Still working on the Brighter Benefits Card
  - Listing participants on website and a QR code so they can add sponsors throughout the year

**Treasurer****Dan Inskeep**

- P&L through 9/23
- Total income 89% above prior year
  - Moving collections up in the year

- Expenses are down 34%
  - Thank you for donors paying credit card fees to help reduce expenses

**CIO/Endowment                      Bill Miller**

- Endowment approx \$2.4M as of 8/31/18
- 61% stocks, 39% fixed income/cash (target 60%/40%)

**Marketing                                      Stacey Fundingsland**

- Not in attendance
- Photos in September in classes - dates pending
- Belinda Oakes - social media
  - Follow on FB and Instagram - incentive \$50 gift card to Gum Tree

**Public Relations                      Jonalyn Morris Busam**

- Not in attendance

**Events                                              Debra Luckey**

- Skechers Walk - Shauna Mullins
  - Register starting now, class pages are active
  - Kickoff social media campaign Oct 1
  - Class competitions
    - Gift cards
    - shoes
  - Prior year \$146K, 1300 walkers
    - Goal 1500 walkers and \$150K
  - Paper flyers go out this week
  - Virtual walkers are highly encouraged

**HBEF General Board Reports**

**Grants                                      Rachel Rotabi**

- Analysis of grant opportunities complete
  - Currently working on two grants
  - Possibly 4 more, information provided to Pat Escalante
- Goal is to attend school board meeting and city council meeting to get awareness about grant opportunities

**Matching                                      Tracy Vanosdall**

- Thank you letters sent to families who facilitated donations and the funds received through 6/30/2018

**HBEF Board Action**

- none

### **HBEF Completed Activities**

- Thank you to everyone who helped at BTSN, middle school registration and Picnic!

### **HBEF Upcoming Events**

Coffee / Bagels Volunteer event Friday September 28 (7:45-9:00am)

- will have lawn signs and magnets

Annual Giving Fall Campaign – ends September 30

Fall Cocktail Party - Friday October 19

Skechers Walk - Sunday October 28

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

Moms Night Out - TBD January 2019

Hearts of Hermosa - Saturday March 23, 2019

### **HVPTO Reports**

- Treasurer
  - \$159K raised in prior year, higher than expected
    - Math tutor added
    - Additional lunch club funding and possibly more clubs
  - Teacher grants and special projects
    - Only 1st and 4th grade have submitted, encourage others to submit
  - Big Idea
    - Tetherball and Ipads - View
    - Continued improvement of bike cage - Valley
      - Ability to lock up skateboards and scooters
- Pancake Breakfast
  - Very successful event
  - Net \$3700, \$1K more than prior year
  - Push back to first week of October next year
- Emergency Kits - new this year, \$3k
- Back to School Picnic
  - Lazy Acres donated meals - 100% proceeds
  - \$1700 gross, usually break even but will be a little profit this year
- Operation Gratitude
  - First week of November
  - Candy and letters to troops
- Need Audit Committee members
- Family portrait sessions coming up in October
- 4th of July parking lot - \$1300
- Labor Day parking lot - \$7300
- Room parents are filled and started communications

### **Upcoming**

- Box tops through Oct 10
- Friday 9/28 at View - HBEF/HVPTO Volunteer Recruitment Coffee
- Next Tuesday October 2 - Chipotle Yumraiser

- Lazy Acres sneak peek October 10 - 2/3 of proceeds come to HVPTO, 1/3 for Pennekamp
  - Sold out
- Halloween Carnival Friday October 26
  - Class sign ups are live
  - One of the biggest fundraising events of the year

### **Other Reports**

#### **School Board Representative – Jennifer Cole**

- Safety concerns are being heard
  - New fence at Valley
  - New id protocols at View
- More awareness of rules - dress code, bullying, lunch time
- Unselfie book club
- Draft EIR - comment period over
- Board election
  - Saved \$60K by not having election
  - 3 members - 3 spots
    - Maggie Bove Lamonica, Jen Cole, Stephen McCall

#### **Superintendent – Pat Escalante**

- Absent

#### **View and Valley Principals – Sylvia Gluck and Kim Taylor**

- Valley
  - Lifting up existing policies and reinforcing them (dress code, discipline)
  - Gate - better flow inside campus
  - New lunch groups - 4&5 together and 6/7/8 together
  - Vaping - BCHD presentation in October
    - Issues on campus and trying to monitor
  - 8th grade Astrocamp - next week
  - Graduation June 20th, Disneyland date flexible
  - New vice Principal - Amy Rockwell
- View
  - Thank you for coming to BTSN and picnic
  - New Safety committee at View
    - 2 parents needed
  - Front gate shut and only open 5 min before bell ring
    - Quieter campus and teachers appreciate it
  - New check in system for volunteers

#### **View and Valley Teacher Representatives – Gia Busse, David Hart (absent), Tammy Heath (absent)**

- Back to school luncheon - Thank you
- Spiritwear is awesome
- Back to school night earlier date was a welcome change
- Start with Hello week - this week

#### **Beach Cities Health District - Ali Steward**

- MindUp training - new program for 2018/2019
  - Teachers 15 lessons, parents 5 lessons

- No more nutrition at View just gardening
- October 9 - Empathy book club meeting
- October 10 - walk to school day
- Vaping event - october
- New small group workshops
- New parent connection groups - aviation park at track - walk & talk

### **Roundtable/Questions/Guests**

ASM Al Muratsuchi Town Hall

Bill 2808 failed and will be reintroduced to next governor

Comparable low funded districts: Moraga, Orinda, Los Gatos, Hermosa

Top states give \$20K per student, CA \$11K per student

Currently 42% of state budget goes to K-12 spending (Prop 98 requires 40%)

- After Prop 13, revenues decreased significantly
  - Requires  $\frac{2}{3}$  threshold on passing vote for parcel tax is a provision of Prop 13
- CA - income tax much larger revenue than prop taxes, sales tax is part of pie as well
  - Other states more like  $\frac{1}{3}$ ,  $\frac{1}{3}$ ,  $\frac{1}{3}$

Sunday LA Times (9/23) - state budget article

What do other districts do to get funding?

Best option - Requalified as Basic Aid (local property taxes stay in the community)

- Beverly Hills, Palo Alto were able to qualify

2 alternatives - Education Foundations, local parcel taxes

Teenage mental health - pressure to succeed and make it to college, (stress, anxiety and depression)

- Palo Alto - suicide clusters
- Would like to ban or restrict access to smartphones on campuses

Support staff on campus

- CA on low end due to low funding

Universal preschool

- Would like to see funding from sources other than Prop 98
  - Prop 98 requires 40% of CA budget go to K-12 education

Lotto -

- 1% of CA funding comes from Lottery
- Unclear if they can renegotiate or when terms are up for renewal

Medicinal or recreational marijuana

- At least 40% of the tax revenue from that is earmarked for educational K-12

**Adjournment - 8:57pm**