



# HERMOSA BEACH EDUCATION FOUNDATION

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## **HBEF BOARD MEETING AGENDA**

**November 14th, 2017**

VALLEY MPR 7:30

### **AGENDA**

**Call to Order**

**Flag Salute**

**Approval of September 19, 2017 Minutes**

**Check Presentation to HBEF**

#### **Executive Board Reports**

President, Carla Persell

- Skechers - Steve & Shauna - 1100 registered last year, 1400 this year. Final number in January.
- Santa - Lorraine & Howard - 11/26 & 12/3 request for volunteers.
- Moms Night Out - 1/31.
- HoH - 3/24. Building committee and positions vacant, Chair for Auction.
- Board - appeal for all members to contribute, current 76% vs. 95% last year.

Annual Appeal, Carol Kluthe

- Fall push - 190k from Annual Appeal, up \$120k YoY.
- Community Outreach - Grandparents.
- Giving Week - last week on Nov - tables at View and figuring out plan for Valley.
- Punch Cards - anyone who gives over \$250, value is \$350. All local businesses. 160 cards distributed.

Treasurer, Dan Inskeep

- Chamber of Commerce donating \$3,600 check.
- \$197k well above YoY. Despite \$45k from Wine Walk from prior year
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Chief Investment Officer, Bill Miller

- Investments +16% year to date.
- Just under \$2.2m.
- 61% in stock, rest in fixed income - conservative.

Sponsorships, Emily Hegenberger

- Sponsor Thank You Event - report.
- Spotlight on Sponsors.

Operations, Alissa Miller

- Forms to complete.

Secretary, Monica Lopez

- Absent.

Marketing, Stephen McCall/Jonalyn Morris Busam

- Giving 75% ahead YTD - activity beginning of school year with classroom competition
- Skechers -
  - What Worked Well
    - HBCSD - engagement with principals, calls and emails from Pat, Kim & Sylvia.
    - Flag Ceremony - presentation from principal.
    - Room Parents - templated and dedicated emails.
    - Email - HBEF newsletter email, HVPTO newsletter.
    - Competition - spotlight on classrooms with good numbers.
    - Social Content - photos of kids & teachers, Facebook event page.
    - Event signage - balloons, necklaces, etc.
    - Flag Ceremony - presentation from principal.
  - Opportunities for Next Time and Things to Change
    - Early communication
    - Valley - can we get better parent and student engagement.
    - Teacher Engagement - emails from teachers, spirit banners made by kids, awards from Principals
- Giving Week, Nov 27 - Dec 1
  - In November we start planning for the holidays and we want to remind everyone that November 27-December 1st is HBEF's Giving Week.
  - Thanks to a strong start to the year, we are at 28% participation and nearly 25% of our \$1m fundraising goal. Our November Goal is 50% participation and 35% of our fundraising goal.

- All families that donate over \$250 will receive an HBEF Punch Card (\$350 value) just in time for the holidays so you can shop, eat, and play locally at a discount.
- Levels - Give (up to \$999) • Educate (\$1,000 per child) • Thrive (over \$1,000 per child)
- Gum Tree Presents the 9th Annual Santa Event with Missy Marie Photography.
  - Only \$20 for a digital file of your photo with Santa!
  - Sunday, November 26th: 10:00am-3:30pm
  - Sunday, December 3rd: 10:00am-3:30pm
  - Facebook <https://www.facebook.com/HBEF90254/>
- Hearts of Hermosa 2018
  - SAVE THE DATE: Saturday, March 24
- The Bottle Inn
  - For the month of November 50% of every lunch purchase will be donated to HBEF.

**HBEF Board Action:**

1. Vote to elect a new board member, Rachel Rotabi - role of Writing Grants
  - a. Motion approved.

**HBEF Upcoming Events:**

1. Giving Week (Annual Appeal) Nov 27-Dec 1
2. Santa Photos at Gum Tree (Lorraine Maycon) 11/26 and 12/3
3. Mom's Night Out (Jenny Fix) January 31
4. Hearts of Hermosa, Save the Date, March 24

**HVPTO Reports**

- Halloween Carnival - 3 Chairs - raffle very successful \$5k. \$43,632 overall on par with last year. Haunted House - very popular. Sign-up K-4 up. Positive volunteers. Struggled Middle School.
- School Supplies - \$1,900.
- Family Portraits - \$3k.
- Uncocked - \$855 + 20% of sales. CPK \$900.
- Book Fair - coming up at View, 12/7-13. Earlier start at 7:45am for Kinders. Ms. Meyers worked on higher level of books and list from teachers.
- Operation Gratitude - huge success.
- Mother Son - 2/21, bowling. Need a Chair. K-5.
- VP Volunteers - Jenny & Louisa stepping down, need new chairs.
- Teacher Grants - need applications.
- Joint Coffee Event - well supported.
- Paradis Ice Cream - 12/6.
- The Big Idea Contest - how spend \$1,000.

**Other Reports**

Superintendent – Pat Escalante

- Implementing new programs & procedures.
- Education rapidly evolving - teachers supporting.
- EIR - draft published, comment period 12/2. Hearing meeting Mon 27th.
- Board Member - Doug. And new possible for Mary, 60-day terming out Nov 2018.
- Citizens Oversight - 3 openings. Group meets 4x times per year.
- Grant - Chevron \$10k into STEAM.
- Kinder Parents - \$700+.
- Board - self-evaluation. Budget - invite stakeholder representatives. Manhattan Beach Parcel Tax. Pensions. Key messaging.

School Board Representative – Carleen Beste

- Not present.

View Principal – Sylvia Gluck

- Lunch Clubs - Puzzle Club, Card Games.
- 12/2 Flag Ceremony - Mindful listening at home.
- SPARKS Lab - building arcade games. Google Expeditions.
- Holiday Music Performances.

Valley Principal – Kim Taylor

- BCHD - Garden lessons.
- BCHD - Mind Up. Connectivity.
- High School Community Roadshow - 8th Grade. Talk about programs.

View Teacher Representatives – Gia Busse,

- Parent Teacher Conferences.
- Teacher Training for Reader's Workshop.
- Standards Based Report Card.
- Young at Art.

Valley Teacher Representatives – Kevin Hart

- Elementary Student Night - Bingo.
- Middle School Sports - Flag Football and Volleyball undefeated. Cross Country. Winter Sport sign up for Basketball.
- Trimester ends Dec 8.

Beach Cities Health District - Shana Morro

- Streets for All community workshop. Safety concerns. 12/4, 6-7:30pm
- Adventureplex over Thanksgiving.

## **Roundtable/Questions/Guests**

## **Board Meeting Calendar**

September 19, 2017

November 14, 2017

January 16, 2018

March 13, 2018

May 8, 2018

June 12, 2018

**Adjournment**