



HERMOSA BEACH

EDUCATION FOUNDATION

HBEF BOARD MEETING MINUTES

March 13th, 2018
VALLEY MPR 7:30

AGENDA

Call to Order

Flag Salute

Approval of January 16, 2018 Minutes

- Dan
- Emily

Check Presentation to HBEF

- Marlene Ramirez, Pier to Pier Realty

Executive Board Reports

President

Carla Persell

- Hearts of Hermosa, 38 tickets left
- Update on event
- Auction - silent +250 items
- Parties
- Open Board positions
- Teacher tickets - donation/discount, every teacher who requested has received one

Annual Appeal

Carol Kluthe

- Kinder roundup
- New parent breakfast - parents since September

- Spring Campaign - class contest

Treasurer **Dan Inskip**

- Ahead year on year in every category
- Total Annual Giving proceeds 391,145.34
- Total Income 718,326.45 - 24%
- Expenses down 7%
- Net Ordinary Income 691,519.70 - 25% ahead
-

Chief Investment Officer **Bill Miller**

- \$2.2m
- Investment team met, no adjustments needed

Sponsorships **Emily Hegenberger**

- \$153k for Hearts
- Working on gift bags, 125 items

Operations **Alissa Miller**

- Nothing to report

Secretary **Monica Lopez**

- Nothing to report

Marketing **Stephen McCall/Jonalyn Morris Busam**

Moms Night Out

- Report

HBEF Executive Reports

HBEF Upcoming Events:

1. Hearts of Hermosa, Save the Date, March 24

HVPTO Reports

- Read Across America
- Book Drive 3,800
- Volunteer coffee, Apr 13
- Daughter Dance, Apr 20
- Dolphin Dash
- Staff Appreciation Week

- Son Fun Event, May 23rd at Mulligans
- Big Idea Contest, in progress

Other Reports

Superintendent – Pat Escalante

- Lawsuit win

School Board Representative – Jen Cole

- Safety
- EIR

View and Valley Principals – Sylvia Gluck and Kim Taylor

- Walk-In to the Bowl at 10am. 17 facts about shootings
- Read Across America
- Mar 23 Flag Ceremony, Valley - Donation in memory of Logan
- Cyber Safety
- Middle School Dance
- BCHD Speaker Series & Support
-

View and Valley Teacher Representatives – Gia Busse, April Lankford

Beach Cities Health District - Shana Morro

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