



HERMOSA BEACH

EDUCATION FOUNDATION

HBEF BOARD MEETING AGENDA

May 8th, 2018
VALLEY MPR 7:30

AGENDA

Call to Order

Flag Salute

Approval of March 13, 2018 Minutes

- Dan, Bill

Executive Board Reports

President Carla Persell

- Intent to return forms
 - Vote in new members at next Board meeting
- Hearts of Hermosa
 - Highest attendance, sold out ticket sales
 - Auction ~\$112k
 - YAA highest ever, gallery
 - Parties
 - ~\$280k total

Annual Appeal Carol Kluthe

- Middle School Campaign
 - Burritos in the Bowl
 - Chipotle, May 30th Fundraiser
- TK-5th, May 14-June 1st

- 75% will earn, recess
- 100%, recess + Jamba Juice in the Bowl
- Annual Appeal 2016/17 \$487k, targeting \$550k
- Donors “Educate” and above, raffle
- Communication with Room Parents
- 8th Grade Endowment Legacy Gift
- Matching

Treasurer Dan Inskeep

- Stretch Goal \$1m
- Total Income 944,040.63 (800,109.80 18.0%)
- \$220k gap, given fund to endowment, for \$1m

Chief Investment Officer Bill Miller

- \$2.2m
- In line with broad market averages

Sponsorships Emily Hegenberger

- Opportunity on Board

Operations Alissa Miller

- No report.

Secretary Monica Lopez

- Not present.

Marketing Stephen McCall/Jonalyn Morris Busam

- Annual Giving - Valley, view
- End of year, strategic recap

HBEF Executive Reports

HBEF Upcoming Events:

HVPTO Reports

Dolphin Dash

- \$68k !!!
- Typically \$30k-\$40k
- Early “ice cream” sign-up incentive, team effort, presence on campus

Financials

- 2018/19 Total Budget Allocation \$177,000 (2017/18 \$\$169,000)

Open Volunteer Positions
Staff Appreciation Week
Father Daughter Dance
El Gringo Night
Rajun Cajun Yumraiser
Son Fun Event
View Book Fair
Memorial Day Parking Lot Fundraiser
Middle School Honor Roll Breakfast
Valley Book Fair
Gently Used School Supply Drive
View Field Day
4th Grade Field Day
Parent's Night Out at the Deck
8th Grade Graduation and Dance
5th Grade Beach Day

Other Reports

Superintendent – Pat Escalante

- Board Meeting
 - Pinning Ceremony
 - Facilities & Safety
 - Valley School - One entrance, security
 - View - not feasible (ADA, Fire), safety committee
 - 1-2-3 latches
 - Stop the bleed - all district training for trauma
 - LA Kings - trauma kids
- Kim Recognized
- Board Member Maggie Rose Bove LaMonica on Executive Board
- Police presence on campus

School Board Representative – Jennifer Cole

- Book Club for Community
- Angela, Business Manager, retiring
- Emergency meeting - separating out traffic report

View and Valley Principals – Sylvia Gluck and Kim Taylor

- Valley recognized as 2018 Distinguished School, Mind Up
- Valley recognized for exemplary award for nutrition & PE
- Dolphin Dash success

View and Valley Teacher Representatives – Gia Busse, April Lankford

- Testing
- Open House
- Spring Sports
- 8th Grade Books for 3rd Graders
- 4th & 5th Grade walk-through

Beach Cities Health District - Ally

- Family Connected School
- Parent Support
- Student Stress & Substance Summit

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