



HERMOSA BEACH
EDUCATION FOUNDATION

HBEF BOARD MEETING MINUTES

March 14, 2017

VALLEY MPR 7:30

HBEF Board of Directors Present

Ali Malone
Alissa Miller
Brian Parker
Carla Persell
Carol Reid Kluthe
Cindy Butler
Cristina Kabealo
Dan Inskeep
Emily Hegenberger
Gail Laskowski
Heather Harris
Howard Maycon
Jenny Fix

Jen Molod
Lisa Vargas Gardner
Lorraine Maycon
Michel Belden
Monique Vranesh
Nichole Downes
Patrick Goshtigian
Shauna Mullins
Steve Mullins
Shefali Rao
Stephen McCall

HBEF Board of Directors Not Present

Brian Ledermann
Christine Tasto
Debra Luckey
Donna Gin
Kelly DeBeer

Kelly Trudgen
Michael Collins
Tiffany Soporito
Zipporah Kiger

Call to Order

Carla at 7:35pm

Flag Salute

Approval of January X, 2016 Minutes

Motion from Emily Hegenberger, second from Cindy Butler

Executive Board Reports

President - pass

Operations - none

Annual Appeal

- End of April will do an Annual Appeal push; will have a table at View in the morning, undecided at Valley (possibly dolphin costume for service points?)
- Doing robocalls in April saying how the money was used last year from both Principals & Pat
- lawn signs to donors are being delivered regularly
- classroom contest at View for April Annual Appeal
- We have found a database system to replace spreadsheets; it will track families; Kindful so donors can logon & print their own receipts; gentle reminder emails to families; planning to transition in next month or two

Sponsorships

- \$156600 in promised donations
- personal relationships are what works, not door to door knocking

Treasurer

- tracking close to last year
- ahead in terms of Skechers check earlier
- expenses are being kept down
- cash on hand \$551 on track with last year

Chief Investment Officer

- endowment at \$1.94m; should cross \$2m by summer
- up \$70k

Secretary

- sign in circulated

Marketing

- using Facebook & instagram; liking & sharing helps
- face to face means more than anything else

Fundraising/HBEF Events

Moms Night Out - 1/25/2017 (Jenny Fix):

- local sponsors for swag bag
- headliner was great
- sold out in under 3 hrs
- \$12k profit

Hearts of Hermosa – 03/18/16 (Ali Malone)

- amazing committee this year, running smoothly
- sponsorship tables getting sold

HVPTO Reports

Other Reports

Superintendent – Pat Escalante

- congratulations of the Father Daughter dance
- happy the dinner at Locale 90 was successful
- Thrive is up & running and wanting to get involved to help families feel safe walking downtown

- working on an AA donation from our construction company; sponsorship next year
- Congratulations on the growth of endowment
- the board is focused & process driven; had tremendous turnout at the community meetings
- by June there should be a full budget for each of the school sites, tests being run at North school
- board gets a report each month & can view online
- HB ranked 98 of 1000, of K-8 ranked 4th in recent school rankings list

School Board Representative – Patti Ackerman

- 10 years ago at \$500k in endowment, 8 yrs ago at \$700, its amazing to be at \$1.9million
- thank you to those coming to the community input meetings; need parent input because it affects your children
- all sites progressing with start of North slotted at September 2019

View and Valley Principals – Sylvia Gluck and Kim Taylor

Sylvia Gluck:

- school tours are getting larger so thank you to Carla for helping the tour; parents were wowed at the Sparks Lab
- Flag ceremony this Friday
- amazing flag ceremony
- curriculum development with CGI, Readers Workshops; interim testing in 3rd

Kim Taylor:

- April 5th - cyber speaker coming to talk to digital citizenship at an assembly; parents to be invited; teacher debrief
- flag ceremony on the 17th
- Science Olympia for middle school was unbelievable - we are going to States
- March 29th - Parent Tech Expo; invitation from Joan Perez
- moving to 8th grade graduation - June 16th graduation date

View and Valley Teacher Representatives – Gia Busse, April Lankford, David Hart, Tammy Heath

April Lankford:

- looking forward to HOH; 1st grade going to El Dorado & publishing class books.
- thank you for Readers Workshop books & Scholastic books

David Hart:

- thank you for Read Across America readers
- HOH looking forward to it & thanks to getting sponsored
- YAA items look amazing
- elementary council org dvd collection - collected over 800 dvds for Children Hospital
- 4th grade Walk Through California: working with local seniors residence; field trip
- 5th grade - tomorrow is Corolla day; April they are walking to see Oklahoma at Mira Costa;
- looking forward to getting Gaga

Tammy Heath:

- working on our YAA project for HOH
- thanks for Jr Scholastics
- 6th graders off at Malibu camp

- middle school gone on 2 field trips
- 8th graders have filled out their preference forms; RBUSD has already filled their schedules; looking at about 53 students going to RBUSD
- Mira Costa Feb 23rd meeting for parents; they will be scheduling online
- Boys Volleyball, Girls Softball starting
- 2 weeks of testing after spring break
- Native California garden getting worked on - kids sign up to water, there will be signs/sticks to mark it

Cities Health District - Carrie Anne Blevins

- View children are harvesting in the garden & sampling; making huge salad
- 1 more lesson in April/May
- WSB getting started for next year & looking for volunteers
- SB Families connect - Supporting Mindfulness at Pages (March 15th); MBMS (April 19th), Teens & parents education nights
- April 1st CPR class on Valley Dr in MB
- April 2-9th about 30 fitness classes are offering free classes

Roundtable/Questions/Guests

- Any impact from state level funding?
 - Pat: State deferring payment for one month in June - we have reserves so will be fine for that month. Trying to get Governor to not peel back funding per child; trying to get base grant increased; CA going to continue with transgender bathrooms

Board Meeting Calendar

January 17, 2017

March 14, 2017

May 9, 2017

June 13, 2017

Adjournment

Meeting adjourned at 9:51pm