

## HBEF BOARD MEETING

9/19/2017  
VALLEY MPR 7:30

### AGENDA

#### Call to Order at 7:32pm

#### Flag Salute

#### Approval of prior Minutes

Emily, second by Dan

#### HBEF Executive Board Reports

##### President (Carla Persell)

- thank you to the board
- Board to pledge
- Invite a friend or anyone new to the district

##### Annual Appeal (Carol)

- Back to school night tables
- Thrive Video
- Flyer, distributed to children
- Class Competition, Race your Dolphin 9/29
- New levels

##### Fundraising (Carla for Debra)

- Skechers Walk, registration - virtual & physical
- Hearts of Hermosa March 24, refreshed - one amazing event taking best of Wine Walk and other events

##### Treasurer (Dan Inskeep)

- Highlights
  - Grand sum from all sources over \$1,034,711.54
  - Total expenses: \$101,988.44
  - Net: \$932,723.10
  - To School: \$861,055.77
  - \$69,773.62k to endowment
- \$43k in Annual Appeal for 2017-18
- Income ahead of last year, due to Sponsorship income pledged last year received this year plus pancake event

##### Chief Investment Officer (Bill Miller)

- Up 8.7%
- \$2,115,902
- Investment committee to meet later in the year

##### Sponsorships (Emily Hegenberger)

- Event for sponsors
- Newsletter for sponsors in Fall
- Sponsor packages for 2018 by Oct
- Punchcard - 20 businesses worth \$300-\$400, for donation of \$250 more

#### Operations (Alissa Miller)

- Not present, nothing to report

#### Secretary (Monica)

- Not present, Stephen & Ali took notes

#### Marketing (Jonalyn Morris Busam/Stephen McCall)

- Communications
- Collaboration + Partnership
  - marketing@ + pr@
- PR / offline
- Online
  - Social
- Thrive video

### **HVPTO Reports**

#### **President (Autumn)**

- New spirit wear
- Ramping up to Halloween carnival

#### **Treasurer (Heather)**

- Highlights 2016-17:; \$137k raised, \$121, 903 support
  - Enrichment supplies & software
  - Assemblies, field trips & camps
  - Staff appreciation & development
  - Student recognition & Events
  - School Clubs & Extracurricular Activities
  - Volunteer/Parent Appreciation & Other
  - Non-cash support - volunteer hours

#### **Fundraising (Liz)**

- Back to School Picnic, updates
- Operation Gratitude

#### **Jenny & Louise**

- Parking lot fundraisers
- Grants, grade level - entries by middle-March

#### **Communications (Dana, Christine, Lisa)**

- Room Parents - all classrooms
- Looking to revamp website
- Parent Percentage Nights (Dana) - The Deck \$1,800
  - Paradis Ice Cream, Sweet Blooms

### **Other Reports**

#### Superintendent – Pat Escalante

- SAC (Superintendent Advisory Committee - Friday after Board meeting)
- Thrive Video - Exceptional Feel Good
- Diversity of ideas - different perspectives, stay away for the noise

- Picnic underscores bringing everyone together
- Luncheon - very much appreciated
- Appreciate all efforts, from everyone

School Board Representative – Carleen Beste

- Patti Ackerman resigned
- Board will appoint, applicants due by 9/29. Review will be public process
- North School - fencing is security, no construction
- New employees

Valley Principal, Kim Taylor

- Smooth start
- Bike cage cover will go up and will look good
- Library update of space
- New garden program, partnership with Beach Cities
- South Bay Families Connected - first topic, Cyber Safety

View Principal, Sylvia Gluck

- Standards based report card - parent meeting 9/27
- School site council - need new members
- Growth Mindset, “Everyone Can Learn”
- Go Pebble, digital books so non-readers can learn
- Box-top contest
- Superintendent attending 9/20, art supplies for message of kindness

View and Valley Teacher Representatives – David Hart, Gia Busse

- Thanks for back to school efforts, welcome back luncheon
- Water filling station
- Middle school sports - co-ed flag football, cross country, volley ball - applications due by Friday
- Middle School Arts - Study Sync, blended learning, content online
- Astro Camp
- Flag Assembly at Valley next Friday, Mindfulness + Positive Thinking - new awards

Beach Cities Health District - Shauna Moro

- New coordinator, social + emotional

Tracy

- Donation of supplies

**Roundtable/Questions/Guests**

**Board Meeting Calendar**

2017/18: 9/19, 11/14, 1/16, 3/13, 5/8, 6/12

**Adjournment**

**Meeting adjourned at 8:43pm**