



HERMOSA BEACH

EDUCATION FOUNDATION

May 12, 2020

CONFERENCE CALL 7:30PM

HBEF Board Members Present

Monique Vranesh

Carol Reid Kluthe

Ryan McDowell

Sarah Matzen

Wendy Nausbaum

Amy Schauwecker

Christine Schultz

Dana ?

Gail Kiely

Jen Cole

Karen Alexander

Kelly Houghton

Les Prosser

Maggie Bove-LaMonica

Melinda Green

Pat Escalante

Susan Bridges

T Scott

Belinda Oakes

Camie McDowell

Lisa Vargas Gardner

Michel Belden

Ali Steward

Becky Scholten

Courtney Shott

David Marquart

Heather Baboolal

Julie

Kate Bruning

Kim Taylor

Leslie Mohr

Megan Antonelli

Natalia Hansen

Sylvia Gluck

Tammy heath

HBEF Board Members Not Present

Howard Maycon	Jenny Slusser
Jenny Fix	Liz Tyndorf
Joyce Rista	Kate Bruning
Rachel Rotabi	Shauna Mullins
Lorraine Maycon	Steve Mullins
Jennifer Bushbaum	Bill Miller
Tracy Vanosdall	Vince Busam
Jonalyn Morris Busam	Megan Gerst
Debra Luckey	Kelly Houghton

AGENDA

Call to Order - 7:33PM

HBEF Reports

- Approval of March 17, 2020 Minutes
- Camie McDowell motion to approve
- Belinda 2nd motion

HBEF Executive Board Reports

President Carol Reid Kluthe

- Hearts of Hermosa is down 25% from previous year due to pulling 112 items
- Looking toward Spring Campaign to fill the financial gap
- Hearts in Hermosa with window clings for donations, teacher feature profiles, would love video and student content to share with parents
- Hermosa Brewing Co does virtual music and has donation link with proceeds to benefits HBEF
- Donation of signed Lady Gaga guitar auction to proceeds HBEF
- Recruiting for 2020/21 - Annual giving, sponsorships, director of fundraising, marketing team, social media, Vice President

Operations

Kelly Houghton

Secretary Kimberly Murgatroyd

- Getting New parents on lists

Annual Giving Camie McDowell & Kate Bruning

- Hearts in Hermosa has raised \$6,000 so far and working on delivering decals
- Benefactor bags

Sponsorships Sarah Matzen & Megan Gerst

- \$147,000 has come in for sponsors
- Handful of open balances that are trying to close
- Thrive Newsletter in progress for June for sponsors social media
- Banners at both campuses

Treasurer Belinda Oakes

- As of May 2, 2020 HBEF is \$270,000 from goal
- HBYV donated an additional \$5,000
- Windsong grant and Spring campaign will help reach the goal

Endowment Ryan McDowell

- HBEF Portfolio is at \$2.5 million, down 6% from the last year
- 55% Stocks, 32% Bonds, remainder is in cash

Communications Jonalyn Morris Busam

Marketing

HVPTO Reports

President PTO - Lisa Gardner

HBEF General Board Reports

Real Estate Initiative Rachel Rotabi

HBEF Board Action

Not applicable this meeting

HBEF Completed Activities

Annual Giving Fall Campaign

Fall Cocktail Party

Skechers Walk
Giving Week
Moms Night Out
Hearts of Hermosa

HBEF Upcoming Events

Spring Annual Giving Campaign (Hearts in Hermosa)

Other Reports

School Board Representative – Jen Cole

- Mental Health Awareness Month
- Sending letters to congress regarding funding
- Superintendent search in progress
- Discussion about staying in current schools and not moving for school start

Superintendent – Pat Escalante

- Teacher appreciation was fantastic

Director of Administrative Services - Kim Taylor

- Surveys coming next week to students/parents regarding learning from home

View and Valley Principals – Amy Rockwell

- Teachers have been doing incredible with distance learning

– Sylvia Gluck

- Taken over communication for school staff/parents
- Launching “Lunch Clubs” this week legos, arts/crafts, photography etc..

View and Valley Teacher Representatives

– T Scott

- Working on commencement ceremony to celebrate the kids

– Tammy Heath

- Looking forward to spirit week

Beach Cities Health District - Ali Steward

- Mental Health Awareness Month “It’s ok to not be okay”
- Families Connected Speaker Series is available
- “Talk About It workshops” on Thursdays on health, mindfulness, family conflict

Roundtable/Questions/Guests

Question - Carol Reid Kluthe

Any information on Mid-may usually budget revision from the State?

Answer: Pat Escalante

- Revise coming this week. State may differ funding for schools until July. Recommending that school districts budget off of a -2 to -10%.
- Lcap deadline is extending to December, but will still be aligned with the budget.
- Advocating for funding based on enrollment not Title 1 or attendance.

Adjournment - 8:48pm