



HERMOSA BEACH

EDUCATION FOUNDATION

HBEF BOARD MEETING

September 17, 2019

VALLEY MPR 7:30PM

HBEF Board Members Present

Belinda Oakes

Bill Miller

Carol Reid Kluthe

Debra Luckey

Jennifer Bushbaum

Jenny Slusser

Joyce Rista

Tracy Vanosdall

Kate Bruning

Kelly Houghton

Lisa Vargas Gardner

Liz Tyndorf

Megan Gerst

Michel Belden

Sauna Mullins

Steve Mullins

HBEF Board Members Not Present

Camie McDowell

Howard Maycon

Rachel Rotabi

Monique Vranesh

Sarah Matzen

Susan Bridges

Jonalyn Morris Busam

Lorraine Maycon

Jenny Fix

Ryan McDowell

Vince Busam

AGENDA

Call to Order - 7:34pm

Vons Community Partner Donation Presentation

- Thank you for choosing HBEF as your community sponsor.
- \$2500 donation check presentation

HBEF Reports

- Approval of June 11, 2019 Minutes
 - Motion to approve minutes by Bill Miller
 - Second by Jennifer Buschbaum
 - Approved via voice vote, no opposing votes

HBEF Executive Board Reports

President

Carol Reid Kluthe

- Thank you for volunteering for Middle School Registration, Valley & View Back to school night and View Family Picnic!
- Annual Report 2018/2019 is completed and available on the website
- Fall Annual Giving campaign now through 9/30
- Skechers Walk kick off - October 1
- Save the Date Hearts of Hermosa - March 21, 2020

Operations

Kelly Houghton

- Nothing to report

Secretary

Tracy Vanosdall

- Update personal information on sign up sheet

Annual Giving

Camie McDowell & Kate Bruning

- Fall class competition through Sept 30
- Prizes for classes with most % participation
 - Winning classes will receive a lifeguard experience similar to last year
- Updated donor level \$ amounts
 - Thrive level donors get invite to Fall Cocktail Party
 - 15 donors so far

Sponsorships

Sarah Matzen & Megan Gerst

- Fall cocktail party is at Bo Bridges Gallery on Friday October 11

- Kicking off sponsorship campaign for 2020
- Liz Tyndorf spoke about the Fall party - Bo & Susan Bridges hosting, Kona Brewery & Grey Whale will be providing beverages

Treasurer Belinda Oakes

- \$54K annual giving revenue year to date
- On par with last year to date financial results

Endowment Bill Miller

- Summer volatility in markets
- Portfolio is up 11% year to date
- \$2.55M balance as of today

Communications Jonalyn Morris Busam

- Not in attendance

Marketing Jennifer Buschbaum

- Goal to increase engagement in both social media platforms
- "Follow us" campaign - \$50 Gum Tree prize
- Send Jennifer posts and they can be pre-posted up to 2 months in advance
- Thrive newsletter emailed today
 - October content due October 4
 - Interview Ted Scott - new Valley Asst Principal

HBEF General Board Reports

Real Estate Initiative Rachel Rotabi

- Not in attendance

Matching Tracy Vanosdall

- Reminder to match Spring and Fall donations
 - reach out to educate & above via mailchimp emails
 - Get updated report with company names from Kate

Skechers Walk Joyce Rista

- Walk is Sunday October 27
- 8 Skechers gift cards provided to HBEF this year
 - 1 valley teacher, 1 view teacher, 2 students from each Valley and View
 - 4 leftover - maybe weekly drawing
- Kickoff 9/30 surf report

HBEF Board Action

Not applicable this meeting

HBEF Completed Activities

Thank you to everyone who volunteered to help with Middle School Registration, Back to School Night and View Picnic!!

HBEF Upcoming Events

Fall Annual Giving Campaign - ends September 30

Fall Cocktail Party - Friday October 11

Skechers Walk - Sunday October 27

Hearts of Hermosa - Saturday March 21, 2020

HVPTO Reports

- Directory spot has not been updated yet. Hopefully ready by end of month
- Reminder for teacher grants - only 1 received this year to date
- Pancake Breakfast - Sept 28 at Pier Plaza
- Follow on IG & Facebook
- Event guide online on how to post on website/media/email/surf report etc
- Yumraiser - CPK - Oct 10
 - Encourage class lunches/dinners
- Labor Day parking lot fundraiser raised over \$7K
- Uncorked Volunteer Mixer - 6-9pm - Thursday Sept 19th
- National Custodian Day - October 2
- Family Portrait fundraiser - October 12-13
 - Goes live Monday Sept 23 for online time slots
- TK/Kinder Mixer - October 16 - location TBD
- Halloween Carnival - October 25
- Pumpkin carving computer on October 31
- Operation gratitude - Nov 1

Other Reports

Superintendent – Pat Escalante

- Enrollment is leveled compared to prior years
- October 3 - date when state captures enrollment
- Coastal permit approved for North School
 - Demo day - early October
 - Weekly construction updates
 - Monthly updates
- Second bond sale in October

- "Opt in" to text messaging emergencies

School Board Representative – Jennifer Cole

- New Board member, Barbara Zondiros, now a 5 member board
- Traffic plan in progress

Director of Administrative Services - Kim Taylor

- Capturing attendance is a priority
- Start with Hello - Sandy Hook organization coming to observe
 - September 24 parents able to attend assembly

View Principal – Sylvia Gluck

- Thank you for Back to School Nights and Picnic!
- Extended Day Program updates
 - 7-8/8:30am at View, Afternoon program until 6pm
 - 4th & 5th grade pilot program
 - New coordinator for 2019/2020
- Walk to School Day - October 2
- Start with Hello Week messaging this week

Valley Principal - Amy Rockwell

- Thank you for BTSN and Middle School Registration
- New Asst Principal - Ted Scott

View and Valley Teacher Representatives

- Middle school - Tammy Heath
 - Thank you for Back to School Lunches
 - Suggestions - poster with what pages to follow, new family welcome packets
- Need Valley & View reps

Beach Cities Health District - Ali Steward

- First event - Thursday 6:30pm - Valley MPR
 - Social media use - adults & kids grade 3+

Roundtable/Questions/Guests

- Justin Massey - measure S update, discussion of Hearts Of Hermosa fee waiver
 - Pulling forward voting on fee waivers
- Inquiry from Tracy Vanosdall regarding scooter and bike lockup/storage at View School
 - Principal Gluck has investigated in the past and no safe areas for storage were found.

Adjournment - 8:58PM