



HERMOSA BEACH

EDUCATION FOUNDATION

November 19, 2019
VALLEY MPR 7:30PM

HBEF Board Members Present

Belinda Oakes
Camie McDowell
Lisa Vargas Gardner
Lorraine Maycon
Jennifer Bushbaum
Tracy Vanosdall
Michel Belden

Rachel Rotabi
Carol Reid Kluthe
Ryan McDowell
Sarah Matzen
Susan Bridges
Vince Busam

HBEF Board Members Not Present

Bill Miller
Debra Luckey
Howard Maycon
Jenny Slusser
Monique Vranesh
Kate Bruning
Kelly Houghton

Shauna Mullins
Jonalyn Morris Busam
Steve Mullins
Jenny Fix
Joyce Rista
Liz Tyndorf
Megan Gerst

AGENDA

Call to Order - 7:35PM

South Bay Families Connected Presentation by Kelly Hendrickson

- Parent education resource website
 - Can be accessed from the Hermosa School website (bottom of the page)

HBEF Reports

- Approval of September 17, 2019 Minutes
 - Motion to approve minutes by Jennifer Buschbaum
 - Second by Belinda Oakes
 - Approved via voice vote, no opposing votes

HBEF Executive Board Reports

President Carol Reid Kluthe

- Skechers Walk Update
 - 1479 registered walkers vs 1420 last year
 - Final number will be determined around the first week of December
 - Donation allocation will be determined in late Feb / early March
- Ryan McDowell was voted into the Endowment/CIO role by the Executive Board
- Hearts of Hermosa is Saturday March 21
 - first planning meeting was held today
 -

Operations Kelly Houghton

- Not in attendance

Secretary Tracy Vanosdall

- Resigning secretary and matching roles in December due to family relocation

Annual Giving Camie McDowell & Kate Bruning

- Giving Week - Dec 2-6 - starting planning now
 - Working on matching donor
 - Big push Giving Tuesday
- Grandparents Club - sending letters now, still open if you want to submit
- Investigating online platform for social media sharing for future fundraising

Sponsorships Sarah Matzen & Megan Gerst

- Held first team meeting to kick off 2020 campaign
- Hearts of Hermosa Kick Off

Treasurer Belinda Oakes

- Revenue slightly behind specifically due to timing on the matching

Endowment Ryan McDowell

- Balance approx \$2.6M
- Endowment gains are almost \$350K YTD

Communications Jonalyn Morris Busam

- Not in attendance

Marketing Jennifer Buschbaum

- Nothing to report

HBEF General Board Reports

Real Estate Initiative Rachel Rotabi

- Discussed HBEF Home Heroes Program
 - Targeting 35 local professionals in 2020
 - Goal of \$75K once fully launched in 2020/2021 fiscal year

Matching Tracy Vanosdall

- Explanation of timing difference in matching funding due to donations migrating from Spring to Fall Campaign
 - Less funds collected in Summer 2019 as most matching donations were received in Fall/Winter and earlier Spring 2019
 - Also donors are paying more quickly so most matching funds were collected prior to fiscal cutoff at June 30.
- Next step to reach out to potential donors

HBEF Board Action

Not applicable this meeting

HBEF Completed Activities

Thank you to everyone who volunteered to help with Fall Annual Giving Campaign, Skechers Walk and Fall Cocktail Party!!

HBEF Upcoming Events

Santa Photos - November 24 & December 1

Moms Night Out - January 29, 2020

Hearts of Hermosa - Saturday March 21, 2020

HVPTO Reports

- Halloween carnival up \$3K compared to prior year (approx \$44K)
- Approving misc grants and \$7K for Chromebooks for TK/Kinder
- Grade level teacher grants available through January, remaining open to all through March
- South Bay Families Connected membership - shared costs

- Pancake Breakfast in September - down slightly from prior year
- Operation Gratitude - 1500 pounds of candy vs 1200 prior year - 600 letters!!
- Read Across America - speakers needed
- Volunteer Mixer and New Parent Social - next year do New Parent first then mixer
- CPK Yumraiser - \$250
 - Need additional suggestions
- Family photo - everyone should have received, good feedback on digital process
- Halloween Carnival - Friday October 30
- Valley Book Fair - moving to a winter event
 - Whole day where teachers can shop and make their wishlists
 - E-wallet for kids to spend money at bookfair
- View - online donation for teachers/classes, also looking for business sponsors
- Spiritwear pop up shops at flag ceremonies
- Son Fun - at Mulligans moving to a February date

Other Reports

Superintendent – Pat Escalante

- Principal Rockwell Maternity Leave - Principal Gluck January - April
- Margot Parker will be View Interim Principal
- Demo complete at North School
 - December 3 - community meeting on traffic calming
 - Bell schedule is being approved

Director of Administrative Services - Kim Taylor

- \$3000 South Bay Families Connected
 - in kind donation \$1500,
 - HBEF, District and HVPTO pay \$500 each

View and Valley Principals – Sylvia Gluck and Amy Rockwell

- Discussion of Threat on Valley Campus on Friday

View and Valley Teacher Representatives - Murtha, Heath

- 5th grade and 8th grade updates

School Board Representative – Jennifer Cole

- Revisiting Measure S and the pool of money left after the North School Rebuild for View, Valley and District Office
- \$15,000 donation Taste of the Beach from Kiwanis Club
- Northrop telescope - students are able to visit it

Beach Cities Health District - Ali Steward
- Update provided

Roundtable/Questions/Guests
See above

Adjournment - 9:00 pm