



HERMOSA BEACH
EDUCATION FOUNDATION

HBEF JOINT GENERAL BOARD MEETING MINUTES

September 22, 2020

Zoom 6pm

HBEF Board Member ATTENDANCE

Carol Reid Kluthe

Belinda Oakes

Camie McDowell

Bill and Gema Miller

Eli Fernandez

Megan Gerst

Ryan McDowell

Veronica Gathercole

Melinda Green

Kimberly Murgatroyd

Rob Good

Heather Baboolal

Liz Tyndorf

Sarah Matzen

Dr. Johnson

Amy Rockwell

Ted Scott

Maggie Bove-LaMonica

Ali Stewart

Mr. Kreisberg

Ms Murtha

Mr. Harrison

Call to Order 7:05pm

Approval of June 25, 2020 Minutes - Liz Tyndorf made a motion to approve. Kim Murgatroyd made a second motion to approve

HBEF Executive Board Reports

President Carol Kluthe

- SKECHERS raised 180K through 9/30; all things considered. We had 52 thrive/benefactors vs 55 last year, and more came in after October exceeding the number from last year
- Heather Baboolal gave a summary of cohort participation. Majority in K-2nd grade. Middle school gave in about a 3rd of contributions for Fall Giving

Treasurer Belinda Oakes

- Briefed Current Status - Annual is done 12%, with matching is more like 9% compared to last year
- Net revenue down 6% from last year
- We received 12K from Nolan foundation (from last year)

Sponsorship Megan Gerst

- Survey was sent out to sponsors. Positive feedback regarding their levels of sponsorship even though HoH will not be held live
- Updating benefits and tears to get out to all sponsors; also adding new potential sponsors

Annual Giving Kate Bruning

- In search of a donor match for Giving Week. Megan reached out to Peter Nolan and others but will follow up

Events Gema Miller & Eli Fernandez

- Skechers sign ups are almost done. Total raised was \$44,520. We had 1268 registrants which is amazing with 1200 students! Big thank you to everyone. Winning class was 5th grade with 71, 70/22 from Ms Traudt class! Thanks to Mr Scott for all the Daily Dolphin updates. Thanks also for the Superintendent email. Finally, thank you to the organizers of the goodie bag pick ups! We will find out the final amount from Skechers in March
- Eli briefed Gum Tree Santa Photos event. Online approach with original Gum Tree Santa. Photos back by Dec 5th. Last year we had 500 images.
- A request for any ideas on Hearts of Hermosa (i.e. several smaller events)

Marketing Kimberly Murgatroyd

- Please notify the marketing team and tag our social media account so Kim can promote that.
- Currently promoting Giving Week, Monday SB Pizza and Santa Gum Tree photo
- SKECHERS marketing received a lot of good feedback
- Thanks to Rob Good for updating HBEF Linked In account
- Rob and Carol had a meeting with Suja regarding new ideas and will report once more concrete ideas are started

Investments Ryan McDowell

- Endowment is at a 2.67 million balance at the end of Oct. Which gives 2% return currently. No major changes. Investment committee continues to meet quarterly, next one in Dec 2020
- Endowment ending 12/31 determines the amount to disburse the following year

Operations Melinda Green Nothing to Report

HBEF Completed Activities

Back to School photos for Thrive+ - October 4th

Skechers Pier to Pier Walk - October 25, 2020

HBEF Board Action

Not applicable this meeting

HBEF Upcoming Events

Gum Tree Santa Photos - early November

Giving Week - December 6-12

HVPTO Reports

Other Reports

- Superintendent – Dr. Johnson:
 - TK-2 Reopening Prep email went out to all parents; includes FAQ, a health and safety protocol
 - Commitment form is due Monday Nov 30th; 71 responses already
 - District was able to achieve AM/PM after agreements with PTA
 - Nov 19th at 9:30pm parents questions will be answered

- Disenrolled families were also sent the email; to support the increase of our enrollment
- The Equity Task Force is still in the process of establishing goals
- Quentin Kluthe will be a new Board Member sworn in Dec 2020; 60K saved on not having elections
- Vista is still set to open in February 2021

- School Board Representative - Maggie Rose Bove LaMonica
 - Thanked HBEF and HVPTO for Skechers

- View and Valley Principals
 - Ted Scott advertised for Q&A on Nov 19th. First site council meeting yesterday 11/1; SEL, Learning Loss and Intervention are the 3 priorities for this year. Skechers shoutout for all volunteers, such a fun event
 - Amy Rockwell mentioned RSP students started coming into campus. PTO Lunch clubs have started to roll out. First site council meeting as well at Valley; Intervention starts this week at Valley (virtual). High School Roadshow is starting on 11/18 (virtual, HS principals will participate); more to continue in Jan/Feb 2021 for 8th grade students. Parent/Teacher conferences rolling out soon

- View Teacher Representatives - Mrs. Murtha and Mr Harrison
- Valley Teacher Representatives - Mr. Kreisberg
- Beach Cities Health District - Ali Steward - Next week 11/17 there will be a townhall for 7th grade and up. Covid testing available at BCHD office 7 days a week; 500 tests/day

Roundtable/Questions/Guests

Adjournment

- **Next General Board meeting on Nov 10th**
- **Meeting Adjourned at 8:17pm**