



**HERMOSA BEACH**  
EDUCATION FOUNDATION

---

**HBEF JOINT GENERAL BOARD MEETING MINUTES**

**January 12, 2021**

Zoom 7pm

**HBEF Board Member ATTENDANCE**

*Carol Reid Kluthe*

*Camie McDowell*

*Gema Miller*

*Eli Fernandez*

*Ryan McDowell*

*Veronica Gathercole*

*Melinda Green*

*Kimberly Murgatroyd*

*Rob Good*

*Heather Baboolal*

*Sarah Matzen*

*Dr. Johnson*

*Ted Scott*

*Amy Rockwell*

Stephen McCall

Ms Murtha

Mr. Harrison

## Call to Order 7:03pm

Approval of September 11, 2021 Minutes

### HBEF Executive Board Reports

President Carol Kluthe

- HB Murals Bidding
- Stamped Bricks for Hermosa Vista; there's room for 130. Will start selling in Feb
- Will meet with city to work movies on top of parking structure

Treasurer Carol Kluthe

- Net 353K at this time, 397K last year, down 11% Most of it from Annual giving since it is down 15%
- Matching is up 32%

Annual Giving Kate Bruning and Heather Baboolal

- Annual Giving will pick up again advertising in April
- Grandparents club not as active as previous years

Sponsorship Sarah Matzen

- Positive feedback regarding their levels of sponsorship even though HoH will not be held live

Events Gema Miller & Eli Fernandez

- Santa photos raised \$9800 raised
- A request for any ideas on Hearts of Hermosa (i.e. several smaller events)

Marketing Kimberly Murgatroyd/Rob Good

- Currently promoting HB Murals
- Really good feedback for Santa photos

Investments Ryan McDowell

- Endowment closed at \$2.975 million. We have now passed the \$3 million mark

Operations Melinda Green Nothing to Report

### HBEF Completed Activities

- Santa Photos - HUGE thank you to Kate, Ellie & Gema

**HBEF Board Action** - None

## **HBEF Upcoming Events**

- HB Murals Project & associated auction. Auction January to start on the 10th
- HoH will look like a variety of smaller parties and activities - Drive in for community, and possible virtual wine tastings this year

## **HVPTO Reports**

### **Other Reports**

- Superintendent – Dr. Johnson:
  - TK-2 Reopening Prep
  - Looking for ideas and support on retaining and increasing enrollment at Hermosa District
  - The Equity Task Force is still in the process of establishing goals
  - Vista is still set to open in February 2021; the MPR will take longer
  - Grades 3-6 will most likely return to campus this year; earliest is March
  - Vaccine will help aid reopening; staff could be vaccinated before end of February
- School Board Representative - Stephen McCall
  - Briefed Board's goal for this year
- View and Valley Principals
  - Ted Scott shared his excitement to have kids come back to school safely ASAP. Promoted how Dolphin Daily aims to connect with students and address social emotional learning
  - Amy Rockwell shared that 8th graders are gearing up to choose a High School; survey being sent out on Feb 1st. There will be briefing from both schools this month
- View Teacher Representatives - Mrs. Murtha and Mr Harrison

### **Roundtable/Questions**

- Carol asked for clarification on the 8th Grade High School survey

### **Adjournment**

- **Next General Board meeting on March**
- **Meeting Adjourned at 8:37pm**