



HERMOSA BEACH
EDUCATION FOUNDATION

HBEF JOINT GENERAL BOARD MEETING MINUTES

March 9, 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 January 12, 2021 Minutes

HBEF Executive Board Reports

President Carol Kluthe

- Movies on top of parking structure is on hold for now to work HoH parties
- Vista Bricks; about 60 left as of today
- HoH Auction link for form:
<https://drive.google.com/file/d/1DfaHj-GdQ5gn0HBErUnC2idj5Vb6XriA/view?usp=sharing>
- Recruitment for Board for next year will start this month with Intent to Return letters going out soon

Treasurer Belinda

- Down around 15%

Annual Giving Kate Bruning and Camie McDowell

- Annual Giving will begin in May and continue with push to end of the year

Sponsorship Sarah Matzen

- Sponsorship is looking good; \$138,850 committed so far, more to come

Events Gema Miller & Eli Fernandez

- HoH parties are in work. A book will be presented to the community soon

Marketing Kimberly Murgatroyd/Rob Good

- Currently promoting Vista Bricks and will promote upcoming parties
- Still working on Beach Tower Projects
- Add Vista Bricks link to website

Investments Ryan McDowell

- Endowment is over \$3 million. We are up 19% from last February. We are up 30% from pandemic low

Operations Melinda Green

- Nothing to Report

HBEF Completed Activities

- Wine Tasting - 78 tickets sold; very successful

HBEF Board Action - None

HBEF Upcoming Events

- HoH Auction and Parties

HVPTO Reports

Other Reports

- Superintendent – Dr. Johnson:
 - Layoffs have been determined if enrollment does not go up for Fall 2021
 - Still waiting on federal dollars as well; will likely rescind some layoffs with it
 - 3-5 reopened! Going very well
 - 6-8 reopening March 28th possible date; waiting on Dept of Health protocols
 - Kinder Orientation; about 100 attendees. Announced Full Day Kinder; 40 people registered next day
 - 100% of staff has been offered vaccines
- School Board Representative - Stephen McCall
- View and Valley Principals
 - Ted Scott shared his excitement to have kids come back to school safely Grade 3-5. School pics in May; appointments for distance learning kids. Will give a Virtual Tour to answer questions from parents
 - Sue Casillas interim at Valley. All students can participate in Picture Day. Materials Pickup on May 18th
- View Teacher Representatives - Mrs. Murtha and Mr Harrison

Roundtable/Questions

-

Adjournment

- **Next General Board meeting on May 11th**
- **Meeting Adjourned at 8:38pm**