



HERMOSA BEACH
EDUCATION FOUNDATION

HBEF JOINT GENERAL BOARD MEETING MINUTES

May 11, 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 7:02pm

Approval of March 9, 2021 Minutes

HBEF Executive Board Reports

President Carol Kluthe

- [HoH Auction](#): May 10th - May 15th, 9pm
- [HoH Parties](#): Bunco (sold out), Suerte & Palmilla evening (sold out), Daou Wine - May 15th, 7-8pm (last day to purchase tickets is Thursday)
- Recruitment for 2021-22; looking for President, Social Media and Secretary
- Hammitt Event benefiting HBEF (IN-PERSON sales only): Starts tomorrow! May 12-16th
- Annual Giving: <https://www.hbef.org/>
- Vista Bricks 1st Batch has been stamped (after the Art Show). The 2nd Batch is TBD. More bricks will fit and sell some more in the action.
- Pull Patch 20% back: May 17- June 20th

Treasurer Belinda

- Annual Giving down around 8%
- Total profit for year after expenses we are down 14% (same time last year). Hermosa Home Heroes has gone down.

Annual Giving Camie McDowell

- Annual Giving is gearing up next week for the Spring Annual Giving Campaign. Incentives are geared towards participation. It will run from May 17th to May 28th.
- There will be a classroom competition up to 5th grade and Grade competition for middle school. Winning classroom will receive a Kinecta Ice Cream truck. Gift Basket for the winning teacher.
- Matching donation from Baloolal (\$10K)

Sponsorship

- Banners are going up this week on school sites.

Events Eli Fernandez

- HoH parties are almost done, there were 12 total. We've raised ~\$20K. Uncorked is giving 20% back for Daou purchases
- Palmilla is donating all dinners

Marketing Kimberly Murgatroyd/Rob Good

- Would like more stories on why families give to HBEF to show throughout Annual Giving Campaign

Investments Ryan McDowell

- Endowment is up, about %5.5. Balance is \$3.15 million

Operations Melinda Green

- Minor changes in bylaws to be sent out

HBEF Completed Activities

HBEF Board Action - None

HBEF Upcoming Events

- HoH Auction and Parties

HVPTO Reports

Other Reports

- Superintendent – Dr. Johnson:
 - HBEA and Board thank you for Appreciation Week
 - Thank you to the staff for Vista moving in 1 week
 - HBCSD only school doing full day in LA County
 - Thank you to Sue Casillas for pushing getting all kids back in the same classroom and keeping us safe.
 - Arts of Hermosa/Ribbon cutting ceremony of Vista
 - Christine Diaz has been promoted to Head Exec Assistant. View/Vista positions open
 - 8th grade in-person graduation w COVID restrictions; still working parking issues
 - Propel Sub-Summer academy will invite at risk students held at Vista. The president is Overbeck (4th grade teacher)
 - Enrollment is up, 1135 so far. Most permits have come from North Redondo
 - Layoffs continue to be reduced. STEAM/SPARKS and IDEA lab is back on the curriculum and Ms Patrick's layoff has been rescinded. Ms Lee has also been rescinded

- Tomorrow the Board will reassure their goals for next year
- Yellow Tier didn't change much for Education Guidances. Distance learning will most likely be offered next year
- School Board Representative - Stephen McCall
 - NPS survey coming out to students, staff and parents to grade Hermosa Schools
- View and Valley Principals
 - Ted Scott: Staff was so grateful for Teacher Appreciation Week. Looking forward to Arts of Hermosa. Promoting Teacher Experiences in the Dolphin Daily. School pictures went out today! Field Day is coming up. Vista has the 2nd virtual tour tomorrow.
 - Sue Casillas: Teacher Appreciation was great, very well handled. All students can participate in Picture Day. Materials Pickup on May 18th
- Teacher Representatives - Mr Harrison
- Tessa Gardner from BCHD. The final Speaker series is on May 27th
- Vaccinations are available - 2nd Dose
- Vaccinations for +12 year olds will start soon - bring proof of ID

Roundtable/Questions

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Adjournment

- **Next General Board meeting on June 15th**
- **Meeting Adjourned at 8:18pm**