

# Hermosa Beach Education Foundation

## Board Meeting Minutes Tuesday, November 8, 2011

### Attendees:

Barbara Gunning	Brian Ledermann	Carolyn Petty	Cindy Flynn
Dan Inskip	Dawn Crawford	Dina Stern	Doug Gneiser
Gloria Vialpando	Jack Burns	Jenn Auville	Jenny Durand
Karen Buchhagen	Kim Bailey	Kimberly Konis	Krista Burns
Laurie Baker	Lili McLean	Lisa Schramm	Maggie Curtis
Michelle Lohuis	Michelle Weissenberg	Naomi Immel	Pat Escalante
Patrick Goshtigian	R.J. Thomas	Sam Rudow	Stephanie Beck
Stephanie Bell	Sue Antrobus	Susie Fraley	Suzy Stouder

### CALL TO ORDER

Meeting called to order by Stephanie Bell at 7:38pm

### FLAG SALUTE

### APPROVAL OF MINUTES

Maggie made a motion to approve minutes, Jenn A. seconded it. Motion carried by voice vote.

### EXECUTIVE BOARD REPORTS

#### Stephanie Bell, President

Stephanie reported that the Family Picnic raised \$4,350 and had 350 people in attendance. The Fall Mixer generated a number of volunteers for Hearts of Hermosa (HOH) and Stephanie thanked Carolyn Petty, Lili McLean and Sam Rudow for hosting the mixer. The Hermosa Beach Firefighters will be handing us a \$5,000 check tomorrow from Casino Night. Stephanie thanked Sue Antrobus, Cindy Flynn and Laurie Baker for their involvement with the Skecher's Walk and reported that we had 277 walkers from Hermosa schools this year as compared to 105 last year.

#### Susie Fraley and Brian Ledermann, Co-V.P. Policies & Procedures

Susie stated that she and Brian are working on a document retention and destruction policy. She picked up boxes of financial documents from Gina DeRosa (former treasurer) and they are now in storage with our other financial records. There are 2 other policies that we voted on that need a record of everyone's signatures. One is the Receipt of Policies and Procedures and the other is a Confidentiality Agreement.

#### Jenn Auville, Co-V.P. Operations

Jenn asked that anyone wishing to volunteer for HOH send her an email. She is maintaining a volunteer database.

#### Jennifer Forier, Secretary

Jen was unable to attend due to illness. Gloria Vialpando is recording minutes on her behalf.

Michelle Weissenberg, Treasurer

Michelle reviewed the Profit and Loss statement and Balance Sheet. She pointed out the teacher grant payable which the Board will be discussing later. She reminded Board members to not hand her checks directly and go through the proper check handling procedures.

Patrick Goshfigian, CIO Investments

Patrick reviewed the Portfolio Asset Allocation. He will start investing cash equities to bring the portfolio back on target.

Maggie Curtis, V.P. Annual Appeal

Maggie stated that brochures and printed materials are being updated. A mailing is being targeted for early December. She is attending the next School Board meeting to ask that they fund the same programs as last year. Maggie stated that emails publicizing the Annual Appeal will start going out to parents on Constant Contact. To date, the appeal has raised \$36,000 which is similar to the amount raised last year at this time.

Dawn Crawford, V.P. Sponsorships

Dawn met with Kimberly, Stephanie Bell, Carolyn and Lisa to collaborate on soliciting business ads, auction items and sponsorships from potential donors all at once. She has sponsors already at various levels of sponsorships. To date, there are 10 sponsors at the Neighborhood Community Circle level and 10 sponsors at the Real Estate Community Circle level. She has 8 or 9 potential corporate sponsors. She is working on other benefits that can be provided to the family sponsors besides a table at HOH. Susie requested that she and Brian be copied on any paperwork indicating sponsors having signed up for their sponsorship.

Kimberly Konis, Co-V.P.'s Fundraising

Kimberly stated that Heather Meugniot is the facility director for this year's HOH. The event's new locale is the city parking lot in between the skate park and tennis courts. She also stated that there is a possibility that we may be able to keep the bar proceeds.

Laurie Baker, V.P. Public Relations

Laurie stated that HBEF's Facebook account has 222 friends. Any information that gets included in the school's Surf Report also gets put on the Facebook account. Manny Serrano won the Facebook contest and was awarded tickets to the firefighter's Casino night. Laurie is posting our events on the city's newsletter that gets distributed to 3500 people. She will be representing the HBEF at the Bank of Manhattan's grand opening.

Barbara Gunning, V.P. Website

Barbara stated that tickets for the Mom's Night Out at Comedy and Magic Club are on sale on the website.

## **UPCOMING EVENTS**

Stephanie stated that upcoming events for the school year include a percentage night at Rockefeller, a Christmas fundraiser at Gumtree, Mom's Night Out at Comedy and Magic Club and Hearts of Hermosa.

## **OTHER REPORTS**

PTO Liaison

R.J. Thomas reported for the PTO. He stated that there are no final numbers yet on how much the Halloween carnival profitted. The raffle tickets raised \$21,500. The deadline for Operation Gratitude is November 10<sup>th</sup>. A total of 91 families participated in the Family Portrait fundraiser. The school directory is being finalized. The yearbook deadline is December 1<sup>st</sup>. Constant contact is up and running.

### Hermosa Valley and View School

Valley principal, Pat Escalante, reported for both school campuses. She stated that a State of the District presentation will be made at the School Board meeting tomorrow night. Student's work will be on display. She reported that the Safe School Ambassadors program has been getting a good response from kids and parents. The number of kids participating in it has doubled this year and kids from last year are being re-trained. Valley received 16 iPads for all the middle school teachers and the staff has been discussing how they can use them as a teaching tool. View received 10 iPads to be used by students.

### School Board

School Board member, Jack Burns, had no report at this time.

## **BOARD ACTION**

Approval of Teacher Grants - The teacher grant committee is comprised of Michelle Weissenberg, Michelle Lohuis and Jen Forier. Michelle L. and Michelle W. gave the Board a brief history of teacher grants and stated that the new amount the Board approved towards teacher grants is \$15,000. They are finding a trend towards requests for technology that would either implement new programs or enhance current programs and curriculum. A total of 11 grant requests were received totaling \$25,582.93. The teacher grant committee reviewed all requests and came up with a recommended list of grants for approval totaling \$14,694.25. Handouts were distributed that gave an overview of all the teacher grant requests and indicated which grants were recommended for approval. One member questioned the shipping cost of the ELMO document cameras. Michelle W. explained that in order to approve the grants, they needed to use the shipping estimate indicated. However, if the actual shipping cost was less than the estimate or if free shipping was provided, then we could vote on how to use the extra funds at our next meeting. Pat demonstrated the ELMO document cameras to the Board.

Kimberly made a motion to approve the list of teacher grants recommended for approval by the teacher grant committee. Dawn seconded it. Motion carried by voice vote. Susie distributed a signature page for all Board members to sign indicating their vote.

## **ROUNDTABLE**

No questions or issues raised.

Respectfully submitted by Gloria Vialpando

### HBEF Board Meetings 2011-2012

Tuesday, January 10, 2012

Tuesday, March 13, 2012

Tuesday, May 8, 2012

Tuesday, June 12, 2012

Tuesday, July 10, 2011

### Upcoming Events

11/13-11/19 – Rockefeller Week

12/1 & 12/4 – Santa Photos at Gum Tree

2/1/12 – Mom's Night Out

3/24/12 – Hearts of Hermosa