

Hermosa Beach Education Foundation

Board Meeting Minutes

Tuesday, June 14th, 2011

Attendees:

Barbara Gunning	Beth Rohrer
Brian Ledermann	Dr. Bruce Newlin
Carolyn Petty	Cindy Flynn
Claudia deFries	Dan Inskeep
Dawn Crawford	Dina Stern
Gloria Vialpando	Ilene Levin
Jack Burns	Jen Forier
Jenn Auville	Jenny Durand
Jill Stamp	Kim Bailey
Kimberly Konis	Krista Burns
Leanore Heagy	Maggie Curtis
Michelle Weissenberg	Naomi Immel
Patrick Goshtigian	Patti Ackerman
Sam Rudow	Stephanie Beck
Stephanie Bell	Sue Antrobius
Susie Fraley	

GUESTS

Mrs. Van Norman brought some of the students from her 3rd grade class to present the books they created as a result of the teacher grant we awarded her. She thanked the Board for the grant.

CALL TO ORDER

Meeting called to order by Stephanie Bell at 7:50pm.

FLAG SALUTE

APPROVAL OF MINUTES

Michelle W. made a minor correction. Jill made a motion to approve the minutes as corrected, Kimberly seconded it. Motion carried by voice vote.

EXECUTIVE BOARD REPORTS

Stephanie Bell, President

Stephanie discussed the Skechers Friendship Walk's potential for raising more funds for the Foundation than in previous years by increasing our participation rate. People can also walk "in spirit" by making a donation. This year's walk is scheduled for 10/30. A local Girl Scout troop raised \$550 towards the annual appeal in a recent lemonade stand. Stephanie also spoke of a program called "S.A.M. on eBay" in which used electronics are collected and sold on eBay with a portion of the proceeds going towards the HBEF. Stephanie thanked the outgoing Board members and presented them with gifts.

Susie Fraley, Co-V.P. Policies & Procedures

Susie reported that the deadline to turn in any paperwork, financial data, reimbursement requests, etc. is June 20th.

Jenn Auville, Co-V.P. Operations

Jenn distributed a handout to all the Board members listing: members up for re-election, new members up for election and the continuing Board members who are mid-term. She also distributed a handout listing the election slate of Executive Board officers for 2011-2012, all General Board members and their positions, non-Board members who hold positions on the HBEF and outgoing

Board members. There are still 3 open Executive Board positions.

Gloria Vialpando, Secretary

No report. Gloria made a statement about the importance of attending meetings so that the Foundation can function efficiently.

Michelle Weissenberg, Treasurer

Michelle stated that any reimbursement requests turned in past June 20th most likely will not get reimbursed until September. Michelle asked Board members to spread the word about corporate matching donations. Most people don't realize this program exists or that their company matches donations.

Brian Ledermann, CIO Investments

Brian distributed and reviewed a Portfolio Asset Allocation as of June 2, 2011. Although the funds are slightly down, he reported that the total return was still at benchmark. He also reminded everyone that we have adopted a long term approach to our investment as opposed to making frequent changes and constant monitoring.

Jill Stamp/Maggie Curtis, Co-VP's Annual Appeal

Jill and Maggie reported that our total raised to date is \$680,000. This amount includes the funds that the HBEF is donating. The Annual Appeal by itself raised \$530,000. Maggie stated that Kiwanis donated \$4500. Carolyn asked about the participation rate and asked about a survey. Dawn suggested distributing a list of both PTO and HBEF fundraisers to parents at the beginning of the school year. This would help parents familiarize themselves with the various fundraisers. She stated that currently new parents are very confused.

Kimberly Konis/Lili McLean, Co-VP's Fundraising

Kimberly gave kudos to Dina for coordinating the Hearts of Hermosa thank you letters. She reported that the date for the Fall picnic had been set for 9/16/11.

Laurie Baker, V.P. Sponsorships

Not in attendance - no report.

Barbara Gunning, V.P. Website

No report.

Jeanine Benjamin, V.P. Public Relations

Not in attendance – no report.

OTHER REPORTS

PTO Liaison

Ilene Levin distributed handouts explaining PTO allocations and how the PTO funds are used. The handouts also indicated the amount that the PTO was pledging to the Annual Appeal. She stated that the PTO decided to fund the accelerated reader program for 1st through 8th grade indefinitely. Ilene also reported on recent PTO activity. The parking lot fundraiser raised \$6200 (\$1100 more than last year). The PTO charged \$10 for parking this year but will charge \$20 next year which would be the competitive rate for nearby parking lots. Yearbooks came out this week. Field Days, Beach Days and Spirit Days are all upcoming. Farm Fresh orders will be taken over the summer.

Rebekka Miller, Hermosa View Teacher Representative

Not in attendance – no report.

David Hart, Hermosa Valley Teacher Representative

Not in attendance – no report.

BOARD ACTION

The Board is voting on two items tonight: 1) re-electing Board members and electing new Board members for a 2 year term and 2) electing Executive Board officers for a 1 year term. The election slate of new members, board members re-elect and Executive Board officers for the 2011-2012 school year was reviewed.

Re-elect Board Members and Elect New Members for 2011/2012 –2012/2013

Kimberly made a motion to re-elect Board members and elect new Board members slated for a 2 year term. Patti seconded the motion. Motion carried by voice vote.

Elect Executive Board Officers for 2011/2012

Jenn A. made a motion to elect the slated Executive Board officers for a 1 year term. Maggie seconded the motion. Motion carried by voice vote.

Jenn asked Susie and Brian to explain to the Board why they are sharing a vote.

ROUNDTABLE

Jack presented a proposal for a fee-based after school program that came about from a subcommittee under the School Board. The primary focus of the program would be enrichment and include academic classes, music, homework help, etc. Jack clarified that this program was discussed with school administration and teachers and they are in support of the program. However, the district does not have the manpower to administer the program. He stated that these types of programs are typically administered by a non-profit which is why the proposal is being brought to the HBEF. The proposal elicited much discussion amongst Board members. Some Board members questioned whether we would have the manpower ourselves to administer the program and wanted to see a fleshed out proposal before committing to the program. However, Jack stated that there isn't enough manpower to do the research and put together the proposal. A number of members thought the program sounded worthwhile and that it might be possible to gather enough interested parties to pursue this proposal. The Executive Board will discuss at their next meeting.

Respectfully submitted by Gloria Vialpando, Secretary

Board Meetings 2010-2011:

Tuesday, July 12th, 2011