

Hermosa Beach Education Foundation

Board Meeting Minutes Tuesday, January 11th, 2011

Attendees:

Aura Ahrens	Beth Rohrer
Brian Ledermann	Cindy Flynn
Diana Allen	Dina Stern
Ellen Epstein	Gloria Vialpando
Ilene Levin	Jack Burns
Janie Hindle	Jenn Auville
Jill Stamp	Jose Bacallao
Katrina Bacallao	Kimberly Konis
Krista Burns	Laurie Baker
Leanore Heagy	Lili McLean
Maggie Curtis	Mandi Leonard
Michelle Lohuis	Michelle Weissenberg
Naomi Immel	Patrick Goshtigian
Patti Ackerman	Sam Rudow
Stephanie Beck	Stephanie Bell
Sue Antrobus	Susie Fraley
Suzy Stouder	Sylvia Gluck

CALL TO ORDER

Meeting called to order by Stephanie Bell at 7:37pm.

FLAG SALUTE

APPROVAL OF MINUTES

Correction on pledge date noted. Jill made a motion to approve the minutes as corrected, Laurie seconded it. Motion carried by voice vote.

EXECUTIVE BOARD REPORTS

Stephanie Bell, President

Any special e-blasts should go to Jenn or Stephanie to send to the School District. Katrina Bacallao offered to write grants for the School District. Received first check from the South Bay Brokers "Commission for Education" program in the amount of \$1250. _

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

Any HBEF volunteers that are not HBEF board members need to sign a "Notice of Confidentiality" form. Also reviewed "Conflict of Interest" policy.

Jenn Auville, Co-V.P. Operations

When submitting special e-blasts to Jenn, please make sure that the content has already been proofread and is written exactly the way it should appear.

Gloria Vialpando, Secretary

Extra copies of the HBEF roster are available.

Michelle Weissenberg, Treasurer

Michelle was not present but provided a balance sheet, dated September 30, 2010, for Board members to review.

Brian Ledermann, CIO Investments

Brian reviewed the portfolio asset allocation as of October 29th 2010. Currently, approximately \$780,000 is in our endowment. By December of this year, we should be fully invested.

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

Maggie and Jill went to the School Board meeting and informed them of our previous meeting's Board Action regarding directed giving and the programs that will be listed. The School Board was very supportive. A handout was distributed listing the directed giving policy, the directed giving categories and the cost of each category or program. Categories include class size reduction, View and Valley libraries, middle school electives, music program, PE program and science labs. Susie and Michelle L. brought up a concern in regards to funding teachers versus programs. The cost of many of the programs consists of the teacher's salary and supplies. It was thought that there could be confusion amongst parents as to the HBEF's mission to fund programs, not salaries. It was stated that the cost of many of these programs mostly consists of the teacher salary. Barbara changed the website to allow directed giving. Jenny D. created a new HBEF annual appeal brochure. Pledge Day will be January 17th, 2011.

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

Kimberly reported on the Bossa Nova fall fundraiser. There is a concern in regards to attendance. Currently, 76 tickets have been sold. Last year's attendance was 160. However, Kimberly stated that a large concentration of tickets routinely gets sold in the last few days before the event. Sangria was to be closed to the public, but due to the current low attendance numbers, half the restaurant may be opened to the public. Kimberly reported a successful turnout of baskets for the silent auction. Other event updates: the fall mixer had a lower turnout this year, Spyder surfboards may have a Christmas time event at which the HBEF can have a booth, Hearts of Hermosa (HOH) has a new co-chair, Cara Blomstrand. An HOH volunteer sign up sheet was passed around to Board members. Cindy will be sending out letters soliciting sponsorships, business ads, etc for HOH.

Laurie Baker, V.P. Sponsorships

Laurie has raised \$15,310 to date in sponsorships for Bossa Nova. She met with the HOH committee and sent a "Save the Date" to some of the bigger HOH sponsors.

Barbara Gunning, V.P. Website

Beth reported for Barbara. The HBEF's facebook account currently has 115 friends.

Jeanine Benjamin, V.P. Public Relations

Not in attendance – no report.

UPCOMING

OTHER REPORTS

PTO Liaison

R.J. Thomas reported on PTO activities. The Halloween carnival raised \$21,953. A video reporting on the carnival can be seen on Hermosa Patch. School directories are coming in next week. Yearbooks are currently on sale. Updates were given on the family portrait and earthquake fundraisers. The Valley Book Fair is coming up and volunteers are needed. The dates of the View Book Fair are December 10th-16th. The Farm Fresh Produce fundraiser brought in 24 orders in its first month. The Father Daughter Dance will take place on January 28th, 2011.

David Hart, Hermosa Valley Teacher Representative

Reported a successful Red Ribbon week. Most classes had strong involvement.

Hermosa View Teacher Representative

No representative at this time.

allocations and the HBEF funded programs. The PTO no longer has the funds for teacher allocations so the teachers no longer have that source of funding for supplies. It was decided that we should vote on the current teacher grants recommended for approval and make a motion to add to our January meeting agenda a discussion on revising the parameters for our teacher grant program, as well as granting additional funds this year for technology.

ROUNDTABLE

Respectfully submitted by Gloria Vialpando, Secretary

Board Meetings 2010-2011:

Tuesday, March 8th, 2011

Tuesday, May 10th, 2011

Tuesday, June 14th, 2011

Upcoming Dates:

Pledge Day -

Hearts of Hermosa – March 19th, 2011

Kid's Run – TBD