



Hermosa Beach Education Foundation

Board Meeting Minutes

Tuesday, May 8, 2012

Attendees:

| | | | |
|-----------------|------------------|--------------------|----------------------|
| Brian Ledermann | Carolyn Petty | Dan Inskeep | Dawn Crawford |
| Dina Stern | Gloria Vialpando | Greg Roth | Ilene Levin |
| Jenn Auville | Jennifer Forier | Jenny Durand | Karen Buchhagen |
| Kim Bailey | Kimberly Konis | Krista Burns | Laurie Baker |
| Lily McLean | Maggie Curtis | Michelle Lohuis | Michelle Weissenberg |
| Pat Escalante | Patti Ackerman | Patrick Goshtigian | Sam Rudow |
| Shelby Gonosey | Stephanie Beck | Stephanie Bell | Sue Antrobius |
| Susie Fraley | Suzy Stouder | | |

CALL TO ORDER

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

FLAG SALUTE

APPROVAL OF MINUTES

Michelle Weissenberg made a motion to approve minutes, Dawn Crawford seconded it. Motion carried by voice vote.

GUESTS

Shelly Berger, the poetry teacher who developed the Poetry in Action program, spoke to the Board about the program curriculum and the benefits to the students. She presented Board members with a handout that described the curriculum in more depth. Two 4th grade students presented their poems.

EXECUTIVE BOARD REPORTS

Stephanie Bell, President

Stephanie reported that Hearts of Hermosa 2012 made \$205,459. This is the most HOH has ever made. H5000 will be sending about \$1,500 to HBEF for their participation in the event. This was the 5th year of the H5000 and it had the smallest participation ever. Skate for the Schools is estimated to have made over \$3,500 to be pledged to the HBEF. This event has raised about \$15,000 since it started by Sebastian Kuhr. The Adventure Plex has put together a program to offer \$100 to HBEF for each party booked during the month of May, person booking just needs to mention the HBEF. The party can be anytime in the next year.

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

Susie and Brian presented Policy #5, #6 and #7 to be discussed and voted on. The new policies are being proposed so the HBEF can be proactive in making sure that HBEF has best practices and policies in place. Discussion focused on best practices in terms of sponsorship, gift acceptance, check handling and refunds.

Proposed Policy #5:

Gift and Sponsorship Acceptance Policy:

1. HBEF solicits and accepts gifts that are consistent with its mission. 2. Donations will generally be accepted from individuals, partnerships, corporations, foundations, government agencies, or other entities, with limitations in accordance with HBEF mission statement and policies and procedures. 3. In the course of its regular fundraising activities, HBEF will accept donations of money, real property, gifts of personal property, and gifts of securities. 4. Certain types of gifts and sponsorship must be reviewed prior to acceptance due to the special liabilities they may pose for HBEF. Examples of gifts which may be subject to review include gifts of real property, gifts of personal property, and gifts of securities. 5. Gifts and sponsorships will be reviewed by the HBEF Executive Board. The HBEF Executive Board will offer reasonable recommendations to the board if a gift or sponsorship should be declined. The HBEF will discuss the recommendations from the Executive Board and will have the final vote if the gift or sponsorship should be declined.

Proposed Policy #6:

Document Retention Policy

1. The purpose of this document retention policy is for the HBEF to enhance compliance with the Sarbanes-Oxley Act and to promote the proper treatment of corporate records of the organization. 2. The HBEF will adopt the following table for document retention:

| Type of Document | Minimum Requirement |
|---|---------------------|
| Accounts payable ledgers and schedules | 7 years |
| Audit reports | Permanently |
| Bank Reconciliations | 2 years |
| Bank Statements | 3 years |
| Checks (for important payments and purchases) | Permanently |
| Contracts, Mortgages, notes and leases (expired) | 7 years |
| Contracts (still in effect) | Permanently |
| Correspondance (general) | 2 years |
| Correspondance (legal and important materials) | Permanently |
| Correspondance (with customers and vendors) | 2 years |
| Deeds, mortgages, and bills of sale | Permanently |
| Depreciation Schedules | Permanently |
| Duplicate deposit slips | 2 years |
| Employment applications | 3 years |
| Expense Analyses/expense distribution schedules | 7 years |
| Year End Financial Statements | Permanently |
| Insurance Policies (expired) | 3 years |
| Insurance records, current accident reports, claims, policies, etc. | Permanently |
| Internal Audit Report | 3 years |
| Inventories of products, materials and supplies | 7 years |
| Invoices (to customers, from vendors) | 7 years |
| Minute books, bylaws and charter | Permanently |
| Patents and related papers | Permanently |
| Payroll records and summaries | 7 years |
| Personnel files (terminated employees) | 7 years |
| Retirement and pension records | Permanently |
| Tax returns and worksheets | Permanently |
| Timesheets | 7 years |
| Trademark registration and copyrights | Permanently |
| Withholding tax statements | 7 years |

Proposed Policy #7

Refunding a donation or destroying checks

1. It is not the HBEF's normal course of business to provide refunds. Due to data entry mistakes and human error refunding may be necessary (this sentence was voted to be revised to clarify when a refund would be necessary.) An email requesting the refund must be sent to the President and (one) VP of

Operations for review. The following information must be in the request: Name and address of donor, reason for the refund, dollar amount of refund and if the donation was made by cash, check or credit card. 2. No member or volunteer of the HBEF may refund a cash, check, or credit card donation without the written approval of the President and (one) VP of Operations. 3. No member or volunteer of the HBEF has the authority to dispose a check once it is written to the foundation. 4. If a cash, check or credit card donation is to be refunded a Refund Document must be completed. This Refund Document requires two signatures, one from the President and one from (one) VP of Operations. The Refund Document will be sent back to the donor along with their original check. For a cash donation refund the HBEF will produce a check in the amount of the refund to the donor. For a credit card donation refund the HBEF will process the credit using our online credit card portal. 5. A copy of the Refund Document and supporting paperwork will be given to the Treasurer and Operations. Operations will file the necessary paperwork.

Brian passed out the 2012 Hearts of Hermosa budget. HOH 2012 made \$205,459.

Jenn Auville, Co-V.P. Operations

Jenn reported that we have 25 confirmed 2012-13 board members. Jenn is still working to recruit a CO VP of operations to replace Jenn, a CO VP Annual Appeal to assist Maggie, a CO VP Fundraising to replace Suzy. Jenn reported that CO VP Website is no longer an executive board position.

Jennifer Forier, Secretary

Jennifer had nothing to report at this time.

Michelle Weissenberg, Treasurer

Michelle reviewed the balance sheet dated as of March 31, 2011. As most of the Hearts of Hermosa money has not been reported yet on the current back statement there was not much new information to review.

Patrick Goshtigian, CIO Investments

Patrick reviewed the Portfolio Asset Allocations as of March 31, 2012 and as of April 30, 2012. Current value (as of April 30, 2012) is \$922,576 which is a 6.9% return. Benchmark was 7.7%. Overall, the portfolio is up about \$60,000 year to date.

Maggie Curtis, V.P. Annual Appeal

Maggie was running late and passed information on to Jennifer Forier to report.

The change jar drive at View will run from Monday, May 21st to Thursday, May 31st. Winner will be announced on Friday, June 1 at the View Flag Ceremony. Volunteers are needed before and after school to man the jars. At Valley the change jar competition will run for one week, dates to be determined. The winning class (from 3-5 and 6-8) will get a Jamba Juice party. Volunteers will be needed to assist with the Valley change drive as well. Volunteers are calling and emailing follow-ups to K-2 parents who have not yet donated to the Annual Appeal. Sue, Heather, Kim, Isabie, Matt Schaub, Karynne Thim, and Pam MacDonald are the wonderful volunteers making the calls. The first Annual Appeal donor list came out last week. Several constant contact messages are planned for the next month, with an electronic version of the donor listing. Currently the Annual Appeal has raised \$330,000. Last year at this time, it has raised approximately \$305,000. An additional \$30,000 more in pledges is outstanding. As of now, 73% of the HBEF board has donated to the annual appeal.

Dawn Crawford, V.P. Sponsorships

Dawn reported that the HBEF sponsorship total as of May 8, 2012 is \$122,177 for 2011-12. \$45,000 from Community Partners, \$35,230 from HOH Family Sponsors, \$10,300 from Hang 10 partners and \$21,647 from Real Estate Community Partners. Dawn also acknowledged Abigales, GumTree, Justin Wine and Uncorked for their generous support for the HOH VIP Donor party. It was a very successful event.

Kimberly Konis and Suzy Stouder, Co-V.P.'s Fundraising

Kimberly reported that HOH was a huge success thanks to all the volunteers, sponsors and guests. Suzy has nothing to report.

Laurie Baker, V.P. Public Relations

Laurie reported that HBEF has 257 Facebook friends. Laurie shared some photos from HOH. Laurie reported that she is working on a yearend HBEF newsletter to go out via contact contact to report on the 2011-12 completed HBEF events as well as the upcoming 2012-12 events that are planned.

Beth Rohrer, V.P. Website

Beth was not present.

Activities/Reports Completed

Hearts of Hermosa 2012 made \$205,459.

H5000 will be sending about \$1,500 to HBEF for their participation in the event.

Skate for the Schools is estimated to have made over \$3,500 to be pledged to the HBEF.

OTHER REPORTS

PTO Liaison – Ilene Levin

Ilene introduced the new 2012-13 HVPTO President, Greg Roth. 2012/13 HVPTO allocations were approved at \$135,340. 54,000 books were collected during the book drive. 260 students were invited to the middle school honors breakfast. The breakfast was for students with GPAs of 3.5 or higher. HVPTO received numerous thank yous from staff for all the Staff Appreciation Week activities. The Mother Son Bowling event at Lucky Strike sold out with 230 moms and sons and 14 lanes of bowling. Spirit wear orders have been taken and orders should be in by June. Produce boxes have raised about \$2,000 for the HVPTO this year but the focus for this program was not as a fundraiser but promoting healthy choices. A Scrip Contest will be held May 14-25. The winner of the Scrip Contest will receive 5 tickets to a Dodgers game with parking. The Valley Scholastic book fair will be held May 21-25th. The View Scholastic book fair will be held May 22-30th. There will be another Parking Lot fundraiser at Valley over Memorial Day. Last year this fundraiser made \$6,200. Third and Fourth graders will have Field Day on June 7th. View will have Field Day on June 8th. June 15th is 8th grade graduation. June 18th is the 8th grade trip to Disneyland and 6th and 7th grade will have a pizza party. Yearbooks will be passed out the last week of school.

Hermosa Valley and View School

Valley principal, Pat Escalante, complimented everyone on a fabulous Hearts of Hermosa event. She also thanked everyone for a fantastic Staff Appreciation week. STAR testing is this week and next week. STAR test results will be used for planning teaching strategies for 2012-13. Interviews for a new Valley principal will be held on Monday. Pat reported she will be visiting a charter school to learn more about the charter school model. Pat will continue to work on establishing more relationships between the school and the community at large. Students will be opening upcoming City Council Meetings with a flag ceremony. Pat held a parking meeting with neighbors of the school and parents to discuss drop off and pick up parking and traffic issues. Many suggestions were made. The drop off/pick up lane on Valley is not working so that will go back to parking. Eight minute PE is being reviewed to determine if and how it will work in 2012-13.

View principal, Sylvia Gluck, was not present.

Middle School update, Mary Delk, was not present but had sent an update for Jennifer Forier to present. "Surf Club" had success with two HVS 9th graders, Hayden Landis and Sara Karoghi, surfing for MCHS. STAR testing this week has created "block scheduling" so students get a taste of extended class periods like they will experience in High School. The Science Olympiad is still going strong. Kathy Spurrell continues to amaze the state of CA with HVS's students scientific minds. HVS sports teams are up and improving. Last year the softball team met much defeat in sympathy rule. Not this year. Samantha Pahl and Victoria Hamilton are a great pitching and catching team. Coached by Monica Decker. The volleyball team coached by Corey Glave is also finding small success in growing the boys team. The Student Council

director Sandi Tsosie is doing a great job with flag ceremonies and organizing dances. There is a dance this Friday. Staff is looking forward to Open House. Also, a big thanks to the parents who showed appreciation during Staff Appreciation Week.

School Board

Patti reported that there will be a School Board Meeting on Wednesday, May 9, 2012. The School Board will be reporting on the Parcel Tax survey results.

BOARD ACTION

The Board is voting on three items tonight: 1) Policy #5 2) Policy #6 3) Policy #7.

Policy #5

Brian made a motion to approve Policy #5. Patrick seconded the motion. Motion carried by voice vote.

Policy #6

Michelle L. made a motion to approve Policy #6. Gloria seconded the motion. Motion carried by voice vote.

Policy #7

Patrick made a motion to approve Policy #7. Michelle W. seconded the motion. Motion carried by voice vote.

ROUNDTABLE

Adjournment

Meeting adjourned at 8:58pm.

Respectfully submitted by Jennifer Forier

HBEF Board Meetings 2011-2012

Tuesday, June 12, 2012 – voting on new Board

Tuesday, July 10, 2012 – vote on HBEF donation to HBCSD

HBEF Board Meetings 2012-2013

September 18, 2012 - 7:30pm at Valley MPR

November 13, 2012 - 7:30pm at Valley MPR

January 15, 2013 - 7:30pm at Valley MPR

March 12, 2013 - 7:30pm at Valley MPR

April 30, 2013 - 7:30pm at Valley MPR

June 11, 2013 - 7:30pm at Valley MPR

July 9, 2013 - 7:30pm at Valley MPR

Upcoming Events