

# Hermosa Beach Education Foundation

## Board Meeting Minutes

Tuesday, July 12<sup>th</sup>, 2011

### Attendees:

Barbara Gunning	Beth Rohrer
Brian Ledermann	Dr. Bruce Newlin
Carolyn Petty	Cindy Flynn
Dan Inskeep	Dawn Crawford
Dina Stern	Esperanza Salazar
Gloria Vialpando	Jack Burns
Jenn Auville	Jenny Durand
Karen Buchhagen	Kim Bailey
Kimberly Konis	Krista Burns
Lana Imbagliazzo	Laurie Baker
Maggie Curtis	Michelle Lohuis
Michelle Weissenberg	Patrick Goshtigian
Sam Rudow	Stephanie Beck
Stephanie Bell	Sue Anrobius
Suzy Stouder	

### CALL TO ORDER

Meeting called to order by Stephanie Bell at 7:37pm. Meeting held in Hermosa Valley Multi Purpose Room.

### FLAG SALUTE

### APPROVAL OF MINUTES

Maggie Curtis made a motion to approve the minutes, Jenn Auville seconded. Motion carried by voice vote.

### EXECUTIVE BOARD REPORTS

#### Stephanie Bell, President

Stephanie reported the Executive Board's decision in regards to Jack Burns' proposal at the May HBEF meeting that the HBEF look into the option of facilitating an after school enrichment program. At this time the HBEF is going to hold off on making a decision until the School Board announces their decision in regards to the district's future. Dawn Crawford is researching what after school programs look like in other districts.

#### Susie Fraley, Brian Ledermann, & Jenn Auville Co-V.P.s Policies & Procedures

Susie was not present.

Brian had nothing to report.

Jenn passed out the HBEF Commitments and Expectations form to be signed for the 2011-2012 year.

Jenn reported that Lori Ford from Gumtree has picked HBEF to be the beneficiary of the Santa Photos in December. Last year this event raised about \$3,000 for the HBEF.

Jenn reported that The Hermosa Beach Fire Association Fall Fundraiser will be held on October 15, 2011 at Sangria. 60% of the proceeds will be donated to the HBEF. This event replaces the HBEF fall fundraiser. HBEF will provide volunteers at the event and publicity for the event.

#### Jennifer Forier, Secretary

Jennifer passed out a draft of the 2011-2012 roster to be checked for current contact information.

#### Michelle Weissenberg, Treasurer

Michelle reviewed a draft Balance sheet dated 6/30/11 and a draft Statement of Profit and Loss for 7/1/10 through 6/30/11. There is still no June bank statement for June 2011 so the reports are still in draft form. The current projected outcome of the 2010-2011 HBEF fundraising efforts, not including the Annual Appeal, is \$240,000. Of that approximately \$42,000 will go to the

endowment and \$15,000 to teacher grants. The HBEF will be voting to grant the district \$170,413.

#### Patrick Goshtigian, VP CIO Investments

Brian distributed and reviewed a Portfolio Asset Allocation as of June 30, 2011. Our portfolio showed a 4.6% total return. This is slightly lower than the benchmark (5.7%). Overall, the portfolio is up from this time last year. The current ending market value of the endowment is \$841,000.

Patrick reported that he is working with Brian to make a smooth transition. The investment committee will remain basically the same but they are looking for new members.

#### Maggie Curtis, Co-VP's Annual Appeal

Maggie reported that the 2011-2012 Annual Appeal raised \$786,000. This includes approximately \$58,000 from the HVPTO and \$170,000 from the HBEF. 47% of the families in the district gave to the annual appeal. A discussion ensued on ways to get a higher percentage of participation for the 2012-2013 Annual Appeal. In August and September there will be a push to encourage donors to sign up for monthly reoccurring donations. Erin Condren has agreed to advertise this option. Gloria asked about the possibility of having a board member in charge of looking into corporate matching and making sure that donors are aware of rather or not their employer offers matches. Michelle L. encouraged finding a way to spread the message that we are seeking 100% participation regardless of the amount each donor can make. Dawn Crawford mentioned the 365 program that is done in other districts. This program gives a community discount card to donors that give \$365 or more to the Annual Appeal. Carolyn Petty suggested that it might be time to be more aggressive in the way we market the importance of 100% participation. Personal phone calls made to families that had not donated seemed to produce an increase in donors. A means for tapping into the approximately 80% of the community members that do not have students in the HBCSD as potential donors could be explored.

#### Kimberly Konis Co-VP's Fundraising

Kimberly reported that she had met with Lili McLean and Stephanie to plan the Welcome Back Picnic to be held at View on Friday, September 16, 2011 5-8pm. Families from both View and Valley are welcome. Food options are being explored and the possibility of some auction items.

#### Dawn Crawford, V.P. Sponsorships

Dawn reported that she had met with Laurie Baker to transition and discuss plans for the 2011-12 school year.

#### Laurie Baker, V.P. PR/Communications

Laurie reported that she is working on a HBEF newsletter to go out next month. The newsletter will explain what the HBEF stands for, the events run by the HBEF, who the board members are, and report the fundraising results of the HBEF efforts. This newsletter will be available online and in the back to school packet. Jack Burns mentioned that the city website has a spot to add school information.

#### Beth Rohrer, V.P. Website

Beth had nothing to report. Barbara Gunning reported that she has posted new information on the website.

## **ACTIVITIES/REPORTS COMPLETED**

2011-2012 Annual Appeal is finished.

#### Upcoming Events:

Family Picnic – Friday, September 16, 2011

Fall Mixer – Wednesday, October 5, 2011

Friendship Circle Pier to Pier Walk and Pumpkin Races – October 30, 2011

Hearts of Hermosa – Saturday, March 24, 2012

## **OTHER REPORTS**

Stephanie reported that information to be included in the Back To School Packet needs to be submitted by Friday, July 15, 2011.

#### PTO Liaison

Not present - no report at this time.

#### Hermosa View Teacher Representative

Not present – no report at this time.

David Hart, Hermosa Valley Teacher Representative

Not present – no report at this time.

## **BOARD ACTION**

The Board is voting on one item tonight, to authorize the Treasurer to transfer all available funds, less the \$15,000 teacher grant money, to the District for use as presented by Dr. Bruce Newlin. This represents a grant of \$170,413

Dr. Newlin provided a handout regarding the HBEF Funding for 2011-2012. Total requested is \$170,413 This amount would go towards: \$92,713 for Class Size Reduction Program, \$71,450 for libraries and \$6,250 for 4<sup>th</sup> Grade Poetry Program. Jenn asked for clarification on which grades were considered for the Class Size Reduction Program. Dr. Newlin confirmed it was K-2. Stephanie Bell asked if the libraries were fully funded by this funding. Dr. Newlin stated that it was.

Jenn Auville made a motion to authorize the Treasurer to transfer all available funds less the \$15,000 teacher grant money to the District for use as presented by Dr. Bruce Newlin. This represents a grant of \$170,413. Kimberly Konis seconded the motion. Motioned carried by voice vote.

## **ROUNDTABLE/QUESTIONS/GUESTS**

Carolyn Petty has been putting documents up on Google Docs. The idea is to have one place where all HBEF documents can be shared. This is a work in progress.

Jack Burns reported that the next School Board Meeting is July 13, 2011 at 7pm in the City Council Chambers.

Jack Burns shared a document regarding Beverly Hills's after school enrichment program. A discussion ensued on what an after school enrichment program might look like and how it might be run.

Jack Burns clarified that he was misquoted in the press in regards to his opinion on rather or not the HBCSD should merge with MBCSD.

Dr Newlin had nothing to report.

Ellen Epstein resigned from the Board. She is moving out of the district.

705 in Hermosa Beach is having a Family Karaoke and pizza buffet night on Wednesdays at 5pm throughout the summer. 10% of profits are being donated to the HBEF.

## **ADJOURNMENT**

Stephanie Bell adjourned the meeting at 8:50pm.

Respectfully submitted by Jennifer Forier, Secretary

### Board Meetings 2011-2012:

Tuesday, September 13, 2011

Tuesday, November 8, 2011

Tuesday, January 10, 2012

Tuesday, March 13, 2012

Tuesday, May 8, 2012

Tuesday, June 12, 2012

Tuesday, July 10, 2011