

Hermosa Beach Education Foundation

Board Meeting Minutes Tuesday, January 10, 2012

Attendees:

Alan Rasmussen	Brian Ledermann	Beth Rohrer	Carolyn Petty
Cindy Flynn	David Hart	Dawn Crawford	Dina Stern
Gloria Vialpando	Heather Meugniot	Jenn Auville	Jennifer Forier
Kim Bailey	Kimberly Konis	Laurie Baker	Lili McLean
Lisa Schramm	Maggie Curtis	Mary Delk	Michelle Lohuis
Michelle Weissenberg	Pat Escalante	Patti Ackerman	Patrick Goshtigian
Sam Rudow	Stephanie Bell	Sue Antrobus	Susie Fraley
Suzy Stouder			

CALL TO ORDER

Meeting called to order by Stephanie Bell at 7:36pm

FLAG SALUTE

APPROVAL OF MINUTES

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

EXECUTIVE BOARD REPORTS

Stephanie Bell, President

Stephanie shared thank you notes from the staff that received teacher grants. Stephanie reported that Hearts of Hermosa (HOH) planning is going well. The Counter will be giving 20% back to the HBEF during the week of January 9-13, 2012 for guests that mention the fundraiser.

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

Susie reminded the board of the procedure for collecting cash and checks and ensuring they are turned in for deposit by the next day. Susie is working on updating the current bylaws and policies. Susie reminded the board that board meetings are the ideal time to update the whole board on any meetings that separate committess have had since the last board meeting.

Brian met with the Afterschool Program director in Manhattan Beach to gather information on what is involved in running an after school program. Next step is to meet with Jack Burns to see what the School Board feels is the future of our district and rather after school programs is something the HBEF should move forward with or not.

Jenn Auville, Co-V.P. Operations

Jenn reported that Mom's Night Out is sold out.

Jenn solicited the board to sign up for some of the various open volunteer positions for Hearts of Hermosa. At this time, Carolyn Petty needs help with solciation of auction items and sponsorship. Carolyn provided a handout on samples of events and adventures that could be donated for Hearts of Hermosa. Jenn also mentioned that they will need help with selling drink tickets at HOH.

Jennifer Forier, Secretary

Jennifer had nothing to report at this time.

Michelle Weissenberg, Treasurer

Michelle reviewed a draft of the quarter end financials. The current balance in the HBEF accounts is about \$150,000. The balance reflects this year's fundraising efforts as well as the minimum required operating budget. The December 31, 2011 bank statement was not yet available.

Patrick Goshtigian, CIO Investments

Patrick reviewed the Portfolio Asset Allocation as of December 31, 2011. Year end value was \$862,637 which is a 1.6% return for the year. Benchmark for the year was 4.4%. The portfolio underperformed due to International investments. The International benchmark was at -14.8% for the year. The committee has policies to follow when investing to minimize risk in the HBEF investments.

Maggie Curtis, V.P. Annual Appeal

Maggie stated that the Annual Appeal brochures and printed materials have been mailed out. To date, \$110,000 has been donated to the Annual Appeal. The Hang 10 program is up and running and has brought in some donors that did not donate in past years. Pledge Day is January 19, 2012. Volunteers for Pledge Day are needed at both View and Valley, before and after school. Maggie will be going to the School Board Meeting on January 11, 2012 to inform them about the Hang 10 program, the Annual Appeal and the upcoming Pledge Day.

Dawn Crawford, V.P. Sponsorships

The Hang 10 program has 19 businesses signed up and has raised \$10,000 to date. An email will be sent via constant contact in the upcoming week to announce the Hang 10 deals for January 2012. Dawn updated the board on the new 2012 Community Partnership sponsorship levels and the HOH Family Sponsorship levels. Now that the venue and vision for 2012 HOH has been set she will shift her focus to soliciting sponsors for HOH. The goal for HOH sponsorship is \$73,000 based on last year's sponsorship.

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

The Hearts of Hermosa (HOH) committee members met Friday, January 6, 2012 and planning is going well. The HOH invitation is being designed and printed by Erin Condren using Bo Bridge photography. The set up of the new venue, a tented area adjacent to community center, has been laid out. A DJ has been lined up. Estimates from vendors are being reviewed. The new venue is allowing HOH to own the bar this year and that should result in higher profits, offsetting any increased expenses due to new venue. The auction book this year will be shorter. The auction items will be online to review. Redemption volunteers are needed.

Laurie Baker, V.P. Public Relations

Laurie stated that HBEF's Facebook account has 8 new friends. Laurie is looking into a new contest to increase the number of Facebook contacts. Laurie is ready to assist with HOH.

Beth Rohrer, V.P. Website

Beth reported that the website is up to date.

Activities/Reports Completed

The percentage night at Rockefeller in November raised about \$265
The Photos with Santa at the Gumtree in December raised about \$4000.
Shred for the Schools at the Spyder Snowfest in December raised \$1,336.90.
HBEF finished in 2nd place at the Holiday Shopping Contest at the Redondo Beach Galleria, raising \$750.
Money from Skechers Pier to Pier Walk has not come in yet.

OTHER REPORTS

PTO Liaison

The Father Daughter Dance is being held Friday, January 27, 2012.

Hermosa Valley and View School

Valley principal, Pat Escalante, introduced the new interim superintendent, Alan Rasmussen. Pat informed the board that the Middle School had their recognition assembly for students with a GPA of 3.5 or higher. Over 200 students were recognized. Valley will host a Health Fair on Thursday, January 26, 2012. There will be information about Junior Guards, HB police, lice, the Walking School Bus, Beach Cities Health District, Simple Gourmet, Heal the Bay, the HBEF, the PTO and more at the Health Fair.

Mary Delk reported that the institution of the service points requirement at the Middle School has had positive results on campus. Soccer and basketball season are going strong. The Pasta for Pennies fundraiser for leukemia kicked off at Valley with an assembly on 1/10/11. Last year this fundraiser brought in \$7,600. The classroom that raises the most money will receive an Olive Garden party. This is the only cash fundraising that will happen for the year to minimize competition for resources for the HBEF and PTO.

David Hart thanked the HBEF for the ELMOs. David informed the board that the ELMOs have enhanced instruction in the classrooms. David reported that the 4th grade poetry program is going well and students are enjoying it., 5th grade has the Walk Through the Revolution assembly on February 14 and 16th and 4th grade had their Walk Through California in December and enjoyed it.

School Board

No report at this time.

BOARD ACTION

No action items.

ROUNDTABLE

Stephanie requested that the board review HBEF Policy #1 before the next board meeting for discussion. Policy #1 Hermosa Beach Education Foundation Endorsement:

The Hermosa Beach Education Foundation does not take or support positions on any ballot measures or on any local, state, or federal legislation, nor does it endorse, support, or oppose any political parties or candidates for public office.

Respectfully submitted by Jennifer Forier

HBEF Board Meetings 2011-2012

Tuesday, March 13, 2012

Tuesday, May 8, 2012

Tuesday, June 12, 2012

Tuesday, July 10, 2011

Upcoming Events

1/9 – 1/13/12 – The Counter – percentage week

2/1/12 – Mom’s Night Out (Sold Out)

3/24/12 – Hearts of Hermosa