



Hermosa Beach Education Foundation

Board Meeting Minutes Tuesday, March 13, 2012

Attendees:

Alan Rasmussen	Barbara Gunning	Brian Ledermann	Carolyn Petty
Cindy Flynn	Dan Inskip	Dawn Crawford	Gloria Vialpando
Heather Meugniot	Illene Levin	Jenn Auville	Jennifer Forier
Jennifer Olson	Jenny Durand	Karen Buchhagen	Kim Bailey
Kimberly Konis	Laurie Baker	Maggie Curtis	Michelle Lohuis
Michelle Weissenberg	Naomi Immel	Pat Escalante	Patti Ackerman
Patrick Goshtigian	Sam Rudow	Shelby Gonosey	Stephanie Beck
Stephanie Bell	Sue Antrobius	Susie Fraley	

CALL TO ORDER

Meeting called to order by Stephanie Bell at 7:34pm

FLAG SALUTE

APPROVAL OF MINUTES

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

EXECUTIVE BOARD REPORTS

Stephanie Bell, President

Stephanie reported that Skechers contributed \$27,000 to the HBEF from the Pier to Pier walk that was held October 30, 2011. Two years ago we received about \$5,000 and last year about \$15,000 from the walk. The HBEF would like to continue to participate in and promote this event in 2012. Stephanie reported that Hearts of Hermosa (HOH) is coming up in about two weeks and provided updates on the planning progress. Stephanie reported that the HBEF is working to confirm the 2012-13 HBEF Board members and fill any vacancies. Stephanie also reported that Adventure Plex is going to donate \$100 to the HBEF for each party booked in the month of May that mentions the promotion.

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

Susie reminded the board that all financial and operations paperwork needs to be turned into Susie, Brian or Jenn as a check and balance for the HBEF. Susie suggested that the HBEF could look into creating Margaret Van Norman and Kim O'Brien legacies as part of the annual teacher grants. Research on what type of grant would best represent each teacher's legacy and approval from their families to use their name on the grants will be looked into.

Brian had nothing to report at this time.

Jenn Auville, Co-V.P. Operations

Jenn reported that we can have 33 board members. The board currently has 29 members. Intent to Return forms were passed out and signed.

Jennifer Forier, Secretary

Jennifer had nothing to report at this time.

Michelle Weissenberg, Treasurer

Michelle reviewed the balance sheet dated as of December 31, 2011. After over a year of research, HBEF is switching accounts from Wells Fargo and Citibank to Bank of Manhattan. HBEF will save in banking fees, get free checking, access to online banking, and savings on credit card transaction rates. Bank of Manhattan is giving an increased level of sponsorship for HOH than the previous banks were able to give. Bank of Manhattan has offered to donate marketing tools for various events. Overall, the transition is going very well.

Patrick Goshtigian, CIO Investments

Patrick reviewed the Portfolio Asset Allocation as of February 29, 2012. Current value is \$914,246 which is a 6.0% return. Benchmark was 5.7%. Overall, the portfolio is up from \$862,637 at the close of 2011.

Maggie Curtis, V.P. Annual Appeal

Maggie reported that Pledge Day went well. Overall, pledges were down from the previous year. However, overall, the Annual Appeal is tracking very close to last year. Currently the numbers are about \$247,000 compared to \$251,000 at this time last year. Annual Appeal is ongoing. Fliers and emails will continue to go out until the close of the appeal in June. Overall, 46% of the families participated last year. Currently, the appeal is at 25% participation rate. Phone calls to families that have not donated to date will begin in April. Hang 10 has brought in new donors that had not donated in previous years. HBEF received \$18.17 from a lemonade stand run by first grader Jasmine Albert and a \$300 donation from Eagle Scout, Justin Hoot. Justin directed his donation to Middle School Electives.

Dawn Crawford, V.P. Sponsorships

The Hang 10 program has 23 businesses signed up to date. Currently, sponsorship for HOH is at \$108,210. Local businesses have been very generous with their donations for sponsor swag bags for HOH. A discussion was held on the ease to find sponsorship levels for the Hang 10 program online. Barbara is going to look into making the information easier to find online for potential sponsors.

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

Hearts of Hermosa (HOH) has currently sold 316 tickets. Capacity is 600. The auction booklet has been mailed out and all auction items are listed on the HBEF website. An HOH add has run in The Beach Reporter and in Southbay Magazine. Kimberly asked Carolyn Petty to give an update on auction items. Carolyn is finding the online auction catalog much easier to use. There are a lot of auction items this year. Justin Wine in Paso Robles has donated the wine for the sponsor VIP pre-party.

Laurie Baker, V.P. Public Relations

Laurie is promoting HOH in the community. She has secured ads in the Easy Reader and Beach Reporter. She has promoted the event through The Patch, South Bay Magazine and Facebook. The Facebook contest resulted in 245 likes on Facebook. The winner of the HOH tickets from the Facebook contest was Jeff Strauss. Laurie has visited various community clubs and organizations to share HOH information as well as share Hang 10 information. Laurie thanked Colleen Back for making the one sheet handouts with the items of the week listed for the HOH auction items.

Beth Rohrer, V.P. Website

Beth was not present.

Barbara reported that the HBEF website is being kept up to date.

Activities/Reports Completed

Mom's Night Out sold out and made about \$8,400.

OTHER REPORTS

PTO Liaison – Ilene Levin

Ilene reported on upcoming and past PTO events. Staff Appreciation will be held April 21-27th. Middle School Honors Breakfast will be held April 18th. Mother Son event is still being planned for April, date TBD. Father Daughter Dance was a success and made about \$4,700. The Community Service Book Drive collected about 4,800 books for the Children Clinic in Long Beach. The teachers enjoyed the holiday gift allocation of \$100 each to Staples. The eSupporters program is up by about \$7,000 compared to this time last year. The Walking School bus has been a success and has received a \$3,500 micro-enrichment grant from the Beach Cities Health District. Constant Contact now has 1,388 members and averages a 46% open rate. PTO is looking into a Jog-a-thon for spring 2013.

Hermosa Valley and View School

Valley principal, Pat Escalante, reported that she completed a quick sit down with each 3-5 grade teacher to analyze the progress of the students in their classes. A third grade Brownie Troop donated \$900 towards a Wylan Mobile Exploration assembly to be held in April. 6th graders are at camp this week and having a great time. Science Olympiad team competed in a regional competition with 35 schools and came in 4th place overall. Middle School graduation is being planned and requirements to participate in the ceremony have been clearly conveyed. The School District is working with neighbors on Loma in regard to traffic issues at drop off and pick up. A parking meeting will be held on Thursday, March 29th from 9-10am in the Vally MPR to discuss possible solutions to the current traffic issues. Both schools have multiple technology items listed on donorschoose. This week donorschoose will match all donations. The schools are hoping to increase basic instructional technology tools in each classroom.

View principal, Sylvia Gluck, was not present.

Superintendent, Dr. Rasmussen, expressed his admiration for the HBEF and HVPTO and stated that without these two organizations providing funds to the school district there are programs that would absolutely be cut. Dr. Rasmussen complimented Laurie, Maggie and Dawn on their presentation on the Hang 10 program to the Rotary club.

School Board

Patti thanked everyone for their hard work planning the upcoming HOH event.

BOARD ACTION

No action items.

ROUNDTABLE

A discussion on rather or not the HBEF should revise Policy #1 was held.

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.

Patrick suggested we should adjust the policy so that the HBEF could have a voice and position on political issues. Gloria expressed that it might be better for the HBEF to stay non-political and therefore non-controversial. Carolyn pointed out that among a board of almost 30 there would rarely be a consensus of opinion and it would be best to stay non-political. Michelle W. pointed out the importance of all board members being aware of the policy so that if asked about the HBEF's stance on a political issue they are aware that there is a policy in place. Overall, the discussion seemed to suggest it would be best to keep Policy #1 in place as currently written.

Adjournment

Meeting adjourned at 8:52pm.

Respectfully submitted by Jennifer Forier

HBEF Board Meetings 2011-2012

Tuesday, May 8, 2012

Tuesday, June 12, 2012

Tuesday, July 10, 2012

Upcoming Events

3/17/12 – HBEF marching in HB St. Patrick’s Day Parade

3/24/12 – Hearts of Hermosa

4/21/12 – Hermosa 5000