

Hermosa Beach Education Foundation

Board Meeting Minutes

Tuesday, May 10th, 2011

Attendees:

Brian Ledermann	Dr. Bruce Newlin
Carolyn Petty	Cindy Flynn
Dan Inskeep	David Hart
Dawn Crawford	Dina Stern
Gloria Vialpando	Ilene Levin
Jenn Auville	Jenny Durand
Jill Stamp	Jim Caldwell
Kim Bailey	Kimberly Konis
Laurie Baker	Lili McLean
Maggie Curtis	Michelle Lohuis
Michelle Weissenberg	Sam Rudow
Stephanie Beck	Stephanie Bell
Susie Fraley	Suzy Stouder

CALL TO ORDER

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

FLAG SALUTE

APPROVAL OF MINUTES

Brian made a minor correction. Maggie made a motion to approve the minutes, Jill seconded it. Motion carried by voice vote.

GUESTS

Brittany Buford, Manny Serrano and a third guest from the Hermosa Beach Young Professionals organization came to present a \$250 check from a recent fundraiser they held at Rok Sushi. This was the organization's first fundraising event and they chose to donate a portion of the proceeds to the HBEF.

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. She stated that with the increase in 4th grade classes next year, the cost of the program will increase from \$5,000 to \$6,250.

EXECUTIVE BOARD REPORTS

Stephanie Bell, President

Stephanie thanked the Hearts of Hermosa (HOH) chairs for all their efforts. The event raised \$169,000 this year. Our next Fall Mixer, which focuses on recruiting volunteers for HOH, will take place at Carolyn Petty's house this year. Stephanie reported that the recent skate-a-thon by Sebastian Kuhr, Hermosa Valley student, raised \$4,000.

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

Susie reported that any event chairs who still have financial documents need to turn them in both on disc and in hard copy.

Jenn Auville, Co-V.P. Operations

Jenn is working on filling in any vacant Board positions for the 2011-2012 school year. She is also taking names of any Board members who would like to take on a chair position for HOH.

Gloria Vialpando, Secretary

No report.

Michelle Weissenberg, Treasurer

Michelle reviewed a Balance sheet dated 3/31/11 and a Profit and Loss statement for 7/1/10 through 3/3/11. This statement does not reflect all the proceeds from our recent fundraisers.

Brian Ledermann, CIO Investments

Brian distributed and reviewed a Portfolio Asset Allocation as of April 30,2011. The total return was slightly better than the benchmark. Brian reported that the investment committee met and is focused on getting information about the endowment on our website, specifically what the endowment is and its purpose. Brian stated that this could be a marketing tool directed at anyone who wishes to donate funds towards longer term goals. If any one has input or feedback on effective ways to present this information, please contact Brian.

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

Jill and Maggie reported that to date the Appeal has raised \$378,000. This includes pledges that have not yet been received. We are ahead of last year's total at this point in time, but Jill and Maggie are hesitant to make comparisons. Until the Appeal ends on 6/15, they won't know how we're comparing to last year. The list of donors posted up at both campuses seems to be the strongest incentive for participation. Other efforts include: letters sent to incoming kinders, the coin jar competition at both campuses and calls being made to the Kinder through 2nd grade parents who have not donated. Jenny is re-designing the posters and they should be posted around school in the next couple weeks.

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

Lili and Kimberly held a meeting to discuss fundraising issues and goals for next year. They discussed the need to clarify that the HBEF has a few signature events that it chairs but that the smaller events we're associated with we are solely the beneficiaries. Some tentative dates for the 2011-2012 school year: Fall Picnic – 9/16/11, Fall Fundraiser/Casino Night – 10/15/11, HOH – 3/24/12.

Laurie Baker, V.P. Sponsorships

Laurie stated that HOH raised almost \$73,000 in sponsorships and the Fall Fundraiser raised just over \$15,000. The total sponsorships for the year was \$87,800. Laurie is considering changing our sponsorship model. She is considering a business sponsorship program in which businesses sign on as sponsors for the whole year, instead of per event. The sponsorship money would be directed towards HOH and the sponsors would be promoted at HBEF events throughout the year. She is hoping that this sponsorship program will entice bigger businesses. Also, this would be an easier way for the future sponsorship chair to conduct business.

Barbara Gunning, V.P. Website

Not in attendance – no report.

Jeanine Benjamin, V.P. Public Relations

Not in attendance – no report.

ACTIVITIES COMPLETED

Kids Run

The run had low attendance this year. There were a number of other community events competing for people's attention/time this year.

OTHER REPORTS

PTO Liaison

Ilene Levin reported that the scrip sell-a-thon ended Friday, and at last report, had brought in \$60,000 in sales. The Dollars for Dolphin location for this month, Jamba Juice, is generating approximately \$100 each Wednesday. Total for the month should be around \$400-500. The California Pizza Kitchen percentage night brought in \$300. Farm Fresh is continuing through the summer and to date has raised \$1,040. The mother/son Pirate Party is coming up and has seen brisk ticket sales. Scholastic Book Fairs will be taking place this month at both View and Valley campuses. The proceeds from the Valley book fair will go towards the Accelerated Reader program and the View proceeds will go towards books and supplies for the library. A parking lot fundraiser chair is needed. The community service book drive generated 5,600 books (600 more books than last year). Field and Beach Day are coming up in June.

Rebekka Miller, Hermosa View Teacher Representative

Not present – no report at this time.

David Hart, Hermosa Valley Teacher Representative

Mr. Hart reported that STAR testing is almost complete. Open House is on the 25th of this month. He also spoke of the Safe School program initiated this year to address bullying issues, empower students and train students in conflict resolution.

BOARD ACTION

The Board was to vote on 2 items tonight: 1) raising the teacher grant funds from \$9,000 to \$15,000 and 2) approving the continuing funding of the Poetry in Action program. However, there was not a quorum and the Board was unable to vote. Stephanie Bell will email all Board members for a vote via email.

ROUNDTABLE

Dawn Crawford, the eScrip chair, spoke to the Board about the program and its fundraising potential. She stated that the program made \$40,000 this year with 55% of school families participating. She is hoping to increase the participation rate and is promoting an upcoming contest in which the goal is for each class to strive for 100% participation. Classes that reach this goal will get an award/prize.

Respectfully submitted by Gloria Vialpando, Secretary

Board Meetings 2010-2011:

Tuesday, June 14th, 2011