



# Hermosa Beach Education Foundation

## Board Meeting Minutes

Tuesday, June 12, 2012

### Attendees:

Barbara Gunning	Beth Rohrer	Brian Ledermann	Courtney Unser
Dawn Crawford	Dina Stern	Donna Gin	Doug Gneiser
Gloria Vialpando	Heather Meugniot	Ilene Levin	Jenn Auville
Jennifer Forier	Jenny Durand	Kathryn Schrabel	Kim Bailey
Kimberly Konis	Laurie Baker	Lili McLean	Maggie Curtis
Michelle Lohuis	Michelle Weissenberg	Monique Vranesh	Nicole Perez
Pat Escalante	Patti Ackerman	Sam Rudow	Shelby Gonosey
Stephanie Beck	Stephanie Bell	Sue Antrobius	Susie Fraley
Suzy Stouder			

### Board Members Not Present:

Carolyn Petty	Cindy Flynn	Dan Inskeep	Karen Buchhagen
Krista Burns	Lisa Schramm	Naomi Immel	Patrick Goshtigian

### Call to Order

Meeting called to order by Stephanie Bell at 7:35pm

### Flag Salute

### Approval of Minutes

Kimberly Konis made a motion to approve the May 8, 2012 minutes. Maggie Curtis seconded the motion. Motion carried by voice vote.

### Executive Board Reports

#### Stephanie Bell, President

Stephanie reported that she attended the Skecher's Kick off meeting for the Pier to Pier Walk. Last year, HBEF received about \$27,000 for their participation in the walk. HBEF would like to promote the walk earlier this year and increase participation from the Hermosa Beach community. Sue Antrobius will be coordinating the effort. The walk will be held on October 28, 2012. After speaking to some 4<sup>th</sup> grade teachers, 4<sup>th</sup> grade students and administration, it is the recommendation of the Executive Board that the HBEF place the \$6,500 it would cost to run the Poetry in Action Program for 2012-13 into the teacher grants fund and let the 4<sup>th</sup> teachers submit a proposal for the program they feel will best educate the students. This will increase the teacher grant budget from \$15,000 to \$21,500 for 2012-13. Club 705 Kids Karaoke Nights are back for the summer, starting Wednesday, June 13, 2012 from 5:00-8:00pm. There will be an all you

can eat pizza bar or you can order from the menu while the kids do karaoke. 10% of all food and 100% of karaoke tips will be donated to the HBEF. Club 705 is located at 705 Pier Avenue and free parking is available under Vons.

#### Susie Fraley and Brian Ledermann, CO-VP Operations - Policy and Procedures

Susie provided the board members with a list of the 2012-13 HBEF board meetings: September 11, 2012\*, November 13, 2012, January 8, 2013\*, March 12, 2013, and June 11, 2013. (\*After the meeting it was discovered that these dates do not match the HBEF 2012-13 calendar, which reads September 18, 2012, January 15, 2013. The HBEF calendar also includes an April 20, 2013 meeting and a July 9, 2013 meeting.) The bylaws will be reviewed and possibly revised over the summer. Per current Bylaws Section 9 Special Meetings, the President, any Vice President, Secretary or any two Board Members may call a special meeting of the board, for any purpose or purposes, at any time.

#### Jenn Auville, CO-VP Operations - Communication

Jenn reported that the 2012-13 board is ready to be voted on. There are 31 members confirmed for the 2012-13 HBEF board.

#### Jennifer Forier, Secretary

Jennifer reported that she has been using the template from the previous HBEF secretary to write up the meeting minutes. The template runs on "compatibility mode" on Jennifer's computer and therefore will not run spell check or grammar check. Jennifer will be using a new format for the minutes for future meetings so that spell check and grammar check will work and typos in the minutes will be minimized.

#### Michelle Weissenberg, VP CFO Treasurer

Michelle reviewed how the money earned during the annual fundraising of the HBEF is allocated. \$15,000 is set aside each year for teacher grants. For all traditional fundraising efforts that occur before April each school year, 80% of profits are ultimately donated to the school district along with the Annual Appeal monies. The other 20% of profits are placed in an endowment fund. For any fundraising activities that occur after April, 100% is put toward the Annual Appeal efforts. Each year a small operating budget is carried over as well. Michelle provides a quarterly financial statement so all board members can follow the fundraisings progress and any HBEF expenditures. Michelle reported that as of end of previous quarter the HBEF had about \$650,000 on hand. Michelle reminded the board that all reimbursement requests for 2011-12 school year need to be submitted no later than June 19, 2012. A proper reimbursement form needs to be submitted with all requests. Two board members and the treasure need to approve the request. Please submit all forms through the proper procedure.

#### Patrick Goshtigian, VP CIO Investments

Patrick was not present. Brian reported on his behalf. Brian reviewed the Portfolio Asset Allocations as of May 31, 2012. Current value is \$887,003, which is a 2.8% return. Benchmark was 4.0%. Overall, the portfolio is up about \$24,366 year to date. Brian reminded the board that the goal of the endowment fund is \$2,000,000. When the fund

reaches this amount 5% of the endowment would begin to go back to the HBEF annually, about \$100,000 a year. There is an investment committee that analyzes how the money should be invested.

#### Maggie Curtis, CO-VP Annual Appeal

Annual Appeal closes June 15, 2012, however all money collected before 7pm on June 20<sup>th</sup> will be reported in the final Annual Appeal efforts. The HVPTO voted on Monday, June 11, 2012 to allocate \$50,000 to the Annual Appeal. 97% of the board has donated to the Annual Appeal. 43% of the families in the schools have donated to the Annual Appeal. Over \$2,100 was collected from the change jar drive. Reminders of the Annual Appeal deadline are going out via Constant Contact, Blackboard connect, telephone all calls from the principals and via the Surf Report. The total amount to date is \$710,000, the goal is \$800,000 to fund reduced teacher to student ration (K-3), Science Lab (3-5), libraries at View and Valley (K-8), Middle School Electives, and PE (1-5).

#### Kimberly Konis and Suzy Stouder, CO-VP Fundraising

Kimberly reported that she is working on lining up food trucks for the 3<sup>rd</sup> Annual HBEF Back To School Family Picnic on September 21, 2012. The picnic will feature the various groups that are associated with the schools. All HVS families are welcome.

#### Dawn Crawford, VP Sponsorships

Dawn reported that two new local businesses have joined the Hang 10 club. Martha's 22<sup>nd</sup> Street Grill is offering 10% off. Nick Alexander Imports is offering 10% off all parts and service, 10% off all accessories and lifestyle items. Plus, lease a new or used BMW or MINI and Nick will pay your first payment.

#### Laurie Baker, VP PR/Communications

Patch.com ran an ad with Hang 10 Club and Annual Appeal information with a link to the HBEF website. The Hermosa Beach City e-newsletter went out with a Hang 10 flier in it. HBEF now has 258 Facebook friends. Ocean Diner "Check in for Dining" in March earned \$200 for the HBEF. Laurie will be sending out an HBEF newsletter over the summer to report on the HBEF achievements for the year as well as the plans for the upcoming year.

### **Activities Completed**

McTeacher Night: The teachers, staff and administrators earned over \$1,300. The money will be donated to the HBEF. The HBEF thanks the teachers, staff and administrators that made the evening possible.

Change Jar Drive: Change jar drive brought in over \$2,100. Money is still coming in from classes that are donating their change from the math unit.

### **Other Reports**

#### PTO, Ilene Levin

HVPTO voted in Greg Roth as the new HVPTO president. Greg will assume the role on July 1, 2012 and Ilene will officially step down on June 20, 2012. Ilene is also handing over the Surf Report to RJ Thomas. The Parking Lot fundraiser over Memorial Day

weekend earned \$10,199. The Valley book fair in May earned \$4,354. The View book fair in May earned \$3,096. There will be boxes located on campus for placing gently used school supplies, backpacks and lunch boxes. These items will be donated to Lennox school. The eSupporters program earned over \$45,000 to date. Money will continue to be earned over the summer. View and Valley yearbooks are being delivered. 8<sup>th</sup> grade graduation will be Friday, June 15, 2012. Monday, June 18, 2012 is a packed full day with 8<sup>th</sup> grade Disneyland trip, 4<sup>th</sup> grade pond-racer "Regatta", 3<sup>rd</sup>/4<sup>th</sup> grade Field Day, 5<sup>th</sup> grade beach day, and the 6<sup>th</sup>/7<sup>th</sup> grade pizza party. The new 2012-13 HVPTO calendar has been posted at HVPTO.org and is also in the Surf Report.

#### View and Valley Principals, Sylvia Gluck and Pat Escalante

Pat applauded the HBEF and HVPTO fundraising efforts and reported that thanks to the amount of money raised, the negotiation of furlough days, and the budgeting efforts of the district all pink slips were rescinded and no teachers were laid off. Two murals have been proposed for the View and Valley campuses. A music appreciation themed mural for View and a joy of teaching inspired mural for Valley. Both murals will be proposed for school board approval at the June 20, 2012 School Board Meeting. The middle school service points were due this month. Each student was required to earn 10 points, 1 point for each 20 minutes of service. The program was a success and next year the service points will be part of the citizenship grade for middle school students. The new Valley principal is Mrs. Kimberly Taylor.

#### Valley Teacher Representatives, David Hart (3-5) and Mary Delk (6-8)

David and Mary were not in attendance.

#### School Board Representative, Patti Ackerman

The next School Board Meeting will be held on Wednesday, June 20, 2012 at 7:30pm in the Hermosa Beach City Council Chambers. The new school calendar for 2012-13 has been released and school dates reflect the 6 negotiated furlough days.

### **Board Action**

A board vote is needed on two items: 1) re-electing Board members and electing new board members for a 2 year term and 2) electing Executive Board officers for a 1 year term. The election slate of new members, board members re-elect and Executive Board officers for the 2012-2013 school year was reviewed.

Board Members Re-elect: Laurie Baker, Stephanie Bell, Maggie Curits, Susie Fraley (1/2 vote), Dan Inskip, Kimberly Konis, Sam Rudow, Dina Stern and Suzy Stouder.

New Members Elect: Donna Gin, Doug Gneiser, Shelby Gonosey, Heather Meugniot, Nicole Perez, Courtney Unser, and Monique Vranesh.

Continuing Board Members (no vote needed): Sue Antrobius, Jenn Auville, Kim Bailey, Karen Buchhagen, Dawn Crawford, Jenny Durand, Jen Forier, Patrick Goshtigian, Barbara Gunning, Naomi Immel, Brian Ledermann (1/2 vote), Michelle Lohuis, Lili McLean, Gloria Vialpando, and Michelle Weissenberg.

### Re-elect Board Members and Elect New Members for 2012/2013-2013/2014

Stephanie Bell made a motion to re-elect Board Members and elect new Board Members slated for a 2-year term. Jennifer Forier seconded the motion. Motion carried by voice vote.

### Elect Executive Board Officers for 2012/2013

Maggie Curtis made a motion to elect the slated Executive Board officers for a 1-year term. Lili McLean seconded the motion. Motion carried by voice vote.

### **Roundtable/Questions/Guests**

Stephanie Bell thanked the members that are leaving the board for their past volunteer efforts. Beth Rohrer, Stephanie Beck, Lisa Schramm, Carolyn Petty, Cindy Flynn, and Krista Burns all declined board membership renewal for 2012/13-2013/14.

Beth Rohrer informed the board that the South Park renovation project will hold a public hearing on Monday, June 25, 2012 in the Hermosa Beach City Council Chambers.

### **Calendar**

#### Upcoming 2011-12 HBEF Meetings

July 10, 2012 – 7:30pm in the Valley MPR

#### Upcoming 2012-13 HBEF Events

September 21, 2012 – 3<sup>rd</sup> Annual HBEF Back to School Family Picnic

October 28, 2012 – Skecher's Pier to Pier

March 23, 2013 – Hearts of Hermosa

Dates to be determined for:

Fall fundraiser

HB Firefighter Fundraiser

Santa at Gum Tree

HB 5000

#### Upcoming 2012-13 HBEF Meetings

September 18, 2012 – 7:30pm in the Valley MPR

November 13, 2012 – 7:30pm in the Valley MPR

January 15, 2013 – 7:30pm in the Valley MPR

March 12, 2013 – 7:30pm in the Valley MPR

April 30, 2013 – 7:30pm in the Valley MPR

June 11, 2013 – 7:30pm in the Valley MPR

July 9, 2013 – 7:30pm in the Valley MPR

### **Adjournment**

Stephanie Bell adjourned the meeting at 9:09pm.

Respectfully submitted by Jennifer Forier