

Hermosa Beach Education Foundation

Board Meeting Minutes Tuesday, September 13, 2011

Attendees:

Barbara Gunning	Kimberly Konis
Brian Ledermann	Laurie Baker
Dr. Bruce Newlin	Maggie Curtis
Carolyn Petty	Mary Delk
Cindy Flynn	Michelle Lohuis
David Hart	Michelle Weissenberg
Dawn Crawford	Patricia Escalante
Dina Stern	Patrick Goshtigian
Gloria Vialpando	RJ Thomas
Jenn Auville	Stephanie Beck
Jenny Durand	Stephanie Bell
Karen Buchhagen	Susie Fraley
Kim Bailey	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

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

EXECUTIVE BOARD REPORTS

Stephanie Bell, President

Stephanie reported that tickets for the HBEF Family picnic on Friday, September 16th are on sale now at HBEF.org. Stephanie greeted special guests, Carly Wallace, Amanda Petty and Caroline Petty, who presented the HBEF with a check for \$277 that they raised for the HBEF with a back sale.

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

Susie and Brian reviewed the 4 policies and 1 procedure of the HBEF. Copies were given to each board member. Each board member signed that they had received a copy of the Policies and Procedures. Copies of the Vendor Check Request form, Request for Reimbursement form and the mission statement were reviewed and distributed. Susie and Brian are working to get the forms online as well. Board Members were also asked to review and sign a Confidentiality Agreement. Committee chairs were reminded to have members of their committees sign Confidentiality Agreements as well.

Jenn reported that she has 3 more board members that need to sign the Commitments and Expectations form for 2011-2012. Jenn reviewed the goals that the Executive Board has set for 2011-12. Goals: 1. Encourage year around responsibility from board members. 2. Increase percentage of participation in the Annual Appeal. 3. Increase community involvement in the HBEF and Annual Appeal. 4. Establish better communication within the board. 5. Rally more community financial support. Jen also shared the Key to success: 1. Increase communication. 2. Become more transparent. 3. Establish an operating budget.

Jennifer Forier, Secretary

Jennifer distributed the 2011-2012 HBEF roster.

Michelle Weissenberg, Treasurer

Michelle reviewed the correct procedure to submit information, checks and paperwork to the treasurer. Michelle reviewed the Vendor Reimbursement Form and the Vendor Check Request Form.

Michelle reviewed the Schedule of Ordinary Income and Expenses for the HBEF Fiscal Year ending June 31, 2011. The outcome of the 2010-2011 HBEF fundraising efforts, not including the Annual Appeal, was \$,232,622.33. Of that \$44, 324.47 went to the

endowment and \$15,000 to teacher grants. The HBEF granted the district \$173,297.86. In addition the Annual Appeal ended at \$542,951.85.

Teacher grants will be introduced at the November 8, 2011 meeting. The teacher grant committee is accepting members. Currently the committee consists of Michelle Weissenberg and Michelle Lohuis.

Patrick Goshtigian, VP CIO Investments

Patrick distributed and reviewed a Portfolio Asset Allocation as of September 9, 2011. The portfolio showed a -2.3% total return. This is slightly lower than the benchmark (-1.6%). The portfolio is down. The current ending market value of the endowment is \$785,675. The \$43,324.47 from 2010-11 fundraising had not posted yet.

Maggie Curtis, Co-VP's Annual Appeal

Maggie reported that her goal this year is to increase the percentage of participation in the Annual Appeal this year. For the 2011/12 Appeal participation was 47%. Maggie and Dawn are working together to create a "Hang 10" program. A program that provides a community rewards card to donors that give at a certain level. The levels of sponsorship, community rewards, possible donor party and other details are being put together.

Kimberly Konis Co-VP's Fundraising

Kimberly reported that the Welcome Back Picnic is at View on Friday, September 16, 2011 5-8pm. Families from both View and Valley are welcome. Tickets are \$14 for food from EL Gringo. Raffle tickets will be \$1 each for the raffle items. There will be a silent auction. King Kone will be selling ice cream. Various organizations within the school and community will have booths with information. There will be a live band. A volunteer sheet was available to sign up to help with the event.

Dawn Crawford, V.P. Sponsorships

Dawn reported that she is working on developing the "Hang 10" program discussed by Maggie. Dawn also reported that she is working on structuring an annual business partnership with local businesses in the community. This partnership would allow the HBEF to approach a business asking for an annual commitment as opposed to being asked to support various events throughout the year. Dawn indicated that there will need to be a solicitation team and she is currently accepting members.

Laurie Baker, V.P. PR/Communications

Laurie is working to increase the number of Facebook followers for HBEF. Laurie reported that the fall HBEF newsletter is in the Valley office, the View office, on Facebook, in The Patch, on the HBEF website, in an eblast, in the Surf Report, on HBCSD.org, and will be up on the city's website next month. Laurie reported that The Patch will be at the Family Picnic. Laurie and Jenn will be attending the next School Board meeting and City Council meeting to increase awareness of the HBEF's mission. Laurie is available to visit other organizations as well.

Beth Rohrer, V.P. Website

Beth reported that Family Picnic tickets are available at HBEF.org. Mom's Night Out at the Comedy and Magic Club tickets will up on the website soon.

ACTIVITIES/REPORTS COMPLETED

Upcoming Events:

Family Picnic – Friday, September 16, 2011

Fall Mixer – Wednesday, October 5, 2011 at Carolyn Petty's House

Hermosa Beach Firefighters Association's 3rd Annual Charity Poker/Casino night – Saturday, October 15, 2011- benefiting HBEF

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

Mom's Night Out – February 1, 2012

Hearts of Hermosa – Saturday, March 24, 2012

OTHER REPORTS

PTO Liaison – RJ Thomas

RJ reported that the HVPTO Halloween Carnival will be held Friday, October 28, 2011. Halloween raffle tickets will be available in the beginning of October. RJ also reported that the HVPTO will start to use Constant Contact to better communicate with the parents.

Hermosa View Teacher Representative

Not present – no report at this time.

Hermosa Valley Principal

Mrs. Escalante was welcomed to her first HBEF meeting as the new principal at Hermosa Valley. Mrs. Escalante updated the HBEF on many activities that are taking place in the Valley campus. Valley teachers are currently being trained in Writer's Workshop. Staff is working to move students around campus during transition times in a more effective manor. A safety drill was held on September 13, 2011. The Safe School Ambassador Program will continue this year and an assembly may be incorporated into the program to educate students on the program's expectations. A Discipline Assembly was held at the beginning of the year to convey all school expectations to the students.

David Hart, Hermosa Valley 3-5 Teacher Representative

David reported on the activities of the Valley 3-5 staff. Teachers are currently launching the Writer's Workshop program in their classes. There are a few new teachers on campus this year so staff are welcoming them. 8 Minute PE has been introduced to the students in the morning. This program was made available by the Beach Cities Health District and allows the students to participate in an 8 minute exercise each morning before school. Teachers are hard at work developing individual websites to communicate with parents. Teachers are giving beginning of the year assessments to help coordinate the students for Dolphin Time and planning for Back To School Night on Thursday, September 22, 2011. 4th graders will have Walk Through California December 12th and 13th. 5th graders are learning to Blog about their reading.

Mary Delk, Hermosa Valley 6-8 Teacher Representative

Mary reported on the activities of the Valley 6-8 staff. Middle School students are learning new patterns for movement around the campus to increase efficiency in transition times. PE uniforms are in for the students. Christian Club, Science Olympiad and Math Olympiad are starting up. Surf Club is meeting Tuesday and Thursday morning at 6:20am on the North side of the Pier. Student council has revised its application procedure and is working on electing two representatives from each homeroom.

BOARD ACTION

The Board is voting on one item tonight, to elect Suzy Stouder as CO-VP of Fundraising.

The item was open for discussion. No comments were made.

Maggie Curtis made a motion to elect Suzy Stouder as CO-VP of Fundraising. Dawn Crawford seconded the motion. Motioned carried by voice vote.

ROUNDTABLE/QUESTIONS/GUESTS

Karen Buchhagen made a presentation on the Education Program for Gifted Youths (EPGY). This is an online program developed at Stanford University to enhance student learning. Karen is available to answer more questions regarding the program.

ADJOURNMENT

Stephanie Bell adjourned the meeting at 8:54pm.

Respectfully submitted by Jennifer Forier, Secretary

Board Meetings 2011-2012:

Tuesday, November 8, 2011

Tuesday, January 10, 2012

Tuesday, March 13, 2012

Tuesday, May 8, 2012

Tuesday, June 12, 2012

Tuesday, July 10, 2011