



# Hermosa Beach Education Foundation

## Board Meeting Minutes

Tuesday, September 18, 2012

### **Attendees:**

Amy Nachman	Brian Ledermann	Dan Inskeep	Dawn Crawford
Dina Stern	Donna Gin	Doug Gneiser	Gloria Vialpando
Heather Meugniot	Jenn Auville	Jennifer Forier	Kim Bailey
Kimberly Konis	Laurie Baker	Lili McLean	Maggie Curtis
Michelle Weissenberg	Monique Vranesh	Naomi Immel	Pat Escalante
Patrick Goshtigian	Patti Ackerman	Sam Rudow	Stephanie Bell
Suzy Stouder			

### **Board Members Not Present:**

Barbara Gunning	Courtney Unser	Greg Roth	Jenny Durand
Karen Buchhagen	Michelle Lohuis	Nicole Perez	Shelby Gonosey
Sue Antrobius			

### **Call to Order**

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

### **Flag Salute**

### **Approval of Minutes**

Kimberly Konis made a motion to approve the July 10, 2012 minutes. Laurie Baker seconded the motion. Motion carried by voice vote.

### **Executive Board Reports**

#### Stephanie Bell, President

Stephanie informed the board that Susie Fraley resigned from the HBEF Executive Board as of August 31, 2012. Amy Nachman will be filling her role as CO VP Operations Policies and Procedures, pending a board vote at the end of this meeting.

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

Brian distributed a Preliminary Budget for July 2012-June 30, 2013. The total estimated income, including an estimated \$560,000 from annual appeal, for the year is \$912,250 and the total expenses are estimated at \$105,625. The net income goal for 2012-13 is estimated to be \$246,625.

Jenn Auville, CO-VP Operations – Communication

Jenn has a few more HBEF Commitments and Expectations, HBEF Confidentiality/ Privacy and HBEF Existing Policies and Procedures forms to be signed and returned.

Jennifer Forier, Secretary

Jennifer reported that the updated 2012-13 roster will be emailed out to the board.

Michelle Weissenberg, VP CFO Treasurer

Michelle distributed a reimbursement request form and a vendor request form. She reviewed the procedure for requesting a reimbursement as well as making a vendor request. All vendor invoices should be mailed to the HBEF's PO box with an attention to name on the envelope. Gloria Vialpando collects the mail weekly. If something urgent is expected let her know and she will make a point to go to pick up the mail.

Michelle reviewed the HBEF balance sheet as of June 30, 2012. HBEF presented a check for \$540,501 from the annual appeal to the school district, \$176,610.13 from the HBEF's 2011-12 fundraising events was distributed to the school district, and \$44,152.53 was placed into the Endowment. The HBEF has about \$290,483.41 in the bank.

Teacher grants are budgeted at \$21,250, with \$6,500 already earmarked for a 4<sup>th</sup> grade poetry program, this year. Michelle Lohuis has already started the initial steps for the teacher grant process so that the requests can be funded and put into practice in the classroom as soon as possible.

Patrick Goshtigian, VP CIO Investments

Patrick reviewed the Portfolio Asset Allocations as of August 31, 2012. Current value is \$979,053, which is a 7.8% return. Benchmark was 9.6%. Overall, the portfolio is up \$70,865 year to date. In addition, Patrick presented an update as of September 17, 2012. The current value is \$1,046, 352..

Maggie Curtis and Shelby Gonosey, CO-VP Annual Appeal

Maggie is preparing a constant contact message to inform families and the community of the option to make their Annual Appeal donation a yearlong recurring donation and to promote the Hang 10 program.

Shelby reported that a video has been put together for the HBEF. Stephanie Bell is featured in the video explaining the mission of the HBEF and letting people know how they can get involved and support the HBEF. The video will go out via constant contact and also be featured on the HBEF website.

Kimberly Konis, CO-VP Fundraising

Kimberly reported that the 3<sup>rd</sup> Annual Back To School Picnic went well. \$723 in raffle tickets were sold at the event. The Fall Mixer will be held on October 2, 2012 from 7:00-9:00p.m. at The Goshtigian's House, 570 21<sup>st</sup> Street. Lili, Dina, Sam and Suzy need volunteers to sign up to bring food and beverages.

#### Dawn Crawford, VP Sponsorships

HBEF's First Annual Wine Walk will be held on Saturday, September 29, 2012 from 5:30-9:30. 13 local eateries and 5 wineries are currently donating their goods to the event. A flier with details was distributed via constant contact on Sunday, September 16, 2012. Tickets are \$100 per person. Only 250 tickets are available, and 90 have already been sold. It is projected, that this event will raise about \$20,000 for the HBEF. Dawn has been working on new sponsorship levels for the 2012-13 fundraising year. After approval, Dawn will present the new levels to the board. Hang 10 has 4 new vendors. HBEF already has \$7,000 in sponsorship to date.

#### Laurie Baker, VP PR/Communications

Laurie has placed Hang 10 banners up at both campuses. The HBEF newsletter sent out via email in August had a 44% open rate. The newsletter will be sent out again, with some slight changes, in October so new families to HVS can view it. Laurie has worked with Barbara Gunning to update all pages on the HBEF website. They are also working to streamline the donation page on the website. Facebook has 265 friends. A QR code for the HBEF is hanging up at both campuses. There will be a McTeacher Night on October 18, 2012 from 5-8pm. 20% of all sales will be donated back to the HBEF.

### **Activities Completed**

HBEF 3<sup>rd</sup> Annual HBEF Picnic

### **Other Reports**

#### PTO, Greg Roth

Greg was not present.

#### Superintendent, Pat Escalante

Pat reported that the year has started off well. Pat thanked the HBEF for their 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. This added to overall morale that has carried over into a great start for the new school year. Pat also reported that cyber bullying language is being added to the education code for HBCSD.

#### View and Valley Principals, Sylvia Gluck and Kim Taylor

Sylvia was not present.

Kim was not present.

#### Valley Teacher Representatives

No teacher reps were in attendance.

#### School Board Representative, Patti Ackerman

Patti reported that the school board and school administrators held a workshop on August 25, 2012 from 9-3pm to plan and collaborate. At the last school board meeting, the board recognized Ilene Levin and David Carver for their contributions to the district. The next school board meeting will be held Wednesday, October 10, 2012. The school board will be looking into starting a facilities committee and a budget committee. With an 81 student growth and 1,400 students total enrolled the campuses are very full.

## **Board Action**

The board voted on two items: 1) to elect Amy Nachman as CO-VP of Operations Policies and Procedures and 2) approve the Operating Budget for 2012-2013.

### Elect Amy Nachman as CO-VP of Operations Policies and Procedures

Maggie Curtis made a motion to elect Amy Nachman as CO-VP of Operations Policies and Procedures. Brian Lederman seconded the motion. Motion carried by voice vote.

### Approve the Operating Budget for 2012-2013

Jennifer Forier made a motion to approve the operating budget for 2012-2013. Gloria Vialpando seconded the motion. Motion carried by voice vote.

## **Roundtable/Questions/Guests**

Monique Vranesh, the historian, suggested that the HBEF go digital for their archives.

Karli Wallace, a 5<sup>th</sup> grader, presented the HBEF with \$200 from a bake sale she held on the 4<sup>th</sup> of July.

Erin, 2<sup>nd</sup> grade, and Reid Inskeep, 5<sup>th</sup> grade, presented the HBEF with a check for \$550. Erin and Reid collected and recycled cans and bottles over the summer to earn the money.

## **Calendar**

### Upcoming 2012-13 HBEF Events

September 29, 2012 – Wine Walk 5:30-9:30pm

October 2, 2012 – Fall Mixer 7:00-9:00pm

October 13, 2012 – HBFA Poker and Casino Night

October 18, 2012 – McTeacher Night 5:00-8:00pm

October 28, 2012 – Skecher's Pier to Pier

March 23, 2013 – Hearts of Hermosa

Dates to be determined for:

Santa at Gum Tree

HB 5000

### Upcoming 2012-13 HBEF Meetings

November 13, 2012 – 7:30pm in Tech Lab

January 15, 2013 – 7:30pm in Tech Lab

March 12, 2013 – 7:30pm in Tech Lab

April 30, 2013 – 7:30pm in Tech Lab  
June 11, 2013 – 7:30pm in Tech Lab  
July 9, 2013 – 7:30pm in Tech Lab

**Adjournment**

Stephanie Bell adjourned the meeting at 8:42pm.

Respectfully submitted by Jennifer Forier