



**HERMOSA BEACH**  
EDUCATION FOUNDATION

**HVPTO+HBEF Joint General Meeting  
November 16<sup>th</sup> Agenda  
Vista MPR @ 7:30 PM**

**Call to Order - 7:30pm by Erin Smith**

**Approval of Minutes from September 21, 2021 General Meeting**

- Approval of minutes Gema, Second Ellie – APPROVED by board

**HBEF Executive Board**

- President *Erin Smith*
- Annual Giving *Katie Ball*
- Sponsorship *Peter Spragg* **ABSENT**
- CFO/Treasurer *Belinda Oakes* **ABSENT**
- Investment/Endowment *Ryan McDowell*
- Operations *Melinda Green*
- Marketing/Communications *Alison Chavez*
- Event Directors *Gema Miller & Ellie Cronin*
- Secretary *Stephanie Berger*

**HBEF REPORTS**

- Erin Smith discussed:
  - Sketchers Pier to Pier Walk Event
    - Great turnout/registration
    - Will know the results in March 2022
  - Thanked PTO for Halloween Carnival
  - Reviewed Financials
    - 100% goes to our schools
    - NOI \$455,000 currently as of November
    - Up 69% from 2019 (since 2020 was covid school year)

- Katie Ball discussed Annual Giving & Outreach
  - 42% increased from YTD
  - Pushing for donations by Dec 31st – Surf Report, Room Parent emails
  - Trying for 100% participation with each class.
  - Having class competitions for % of class participation
  - Grandparent participation
  - Lawn signs are out, seen around town
  - Ryan McDowell suggested Stock Matching
- Ryan McDowell discussed the Endowment
  - Overall strong performance
  - Up 11% through Halloween
  - Market value \$3.3M
  - No news is good news.
- Melinda Green – No items to discuss
- Ellie and Gema discussed upcoming HBEF Events:
  - Sketchers
    - Big thank you to Carol and ?
    - Sketchers is huge event
    - Makes about \$100K more than Hearts of Hermosa
    - Such a great presence. 1,246 registered. More than the enrollment at the school
    - Get the check in March
      - PY got \$160K check and we also had less walkers so expecting a check in that range +.
  - Santa Photos -GumTree puts it on. Last year we couldn't have in person Santa so we did the virtual. This year doing virtual again but know we won't make as much money. Still pushing for the event for whatever we can raise. Submit photos by Dec 1<sup>st</sup>.
  - Moms Night Out – January 2022.
    - Traditionally been at the Comedy Club. But now that they are closed, searching for new venue.
  - Hearts of Hermosa – Sat March 26, 2022
    - Kick off meeting earlier today. Huge party: food, drinks, music, big ticket auction items,
    - Theme 1920s. Speak Easy, suspenders, glam. Old Hollywood.

### **HVPTO Executive Board**

- President *Becky Scholten*
- Secretary *Laura Harris*
- Treasurer *Lena Hansen*
- Assistant Treasurer *Kristen Neer*
- Deposit Treasurer *Giuliana Fanucchi Boyar*
- VP Operations *Lisa Vargar Gardner*
- VP Community Services *Nicole Ellison*
- VP Volunteers *Suzie Carroll & Diana Charlton*
- VP Communications *Lisa Gibson/Kelly Gutshall/Jennifer Kucera*

## **HVPTO Reports**

- Becky Sholten
  - Moved to approve minutes: approved.
  - Leadership Grant come through
  - Soccer Uniform grants for Middle School
  - Big Idea Grant (skate locker, cover for bike rack) Ideas from the kids.
- Lena Hansen
  - Teach Grants: \$15,000 on budget, \$4K approved
  - Special Project: \$7500
  - Cash flow is strong, want to put it somewhere better than savings. Bonds, funds, etc.
- Lisa Vargar Gardner
  - All things PTO Store, Spiritwear, sweatshirts,
  - middle school class funds used for holiday gifts for teachers.
  - 80% participation in Middle school
  - Moved yearbook sales into PTO sales. New vendor for yearbook. Teachers/staff get discount. View is doing great with yearbooks. Valley is the next push. Price goes up after February.
  - Student Suggestion: On Campus Student Store? Used to do PopUps. Selling pencils, erasers, Maybe have student club to run the store. Maybe once a month. Theme.
  - Student Suggestion: Club Day, have booth at lunchtime to sell things from their clubs
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## **HVPTO Activities Completed**

- New Family Welcome Mixer - Oct 14
  - Event with HBEF. Huge turnout. Lots of new families.
- Family Portraits - Oct 16/17, 23/24
  - Pictures come out anyday now. \$5500 from event.
- Halloween Carnival - Oct 29
  - wonderful event, success. Made over \$57K. in past most made was \$45K. thanks you to whole team.
- Pumpkin Carving - Oct 29
  - Event took place at Valley. Kids dressed up.
- Operation Gratitude - Nov 1-5
  - Collected 910 pound of candy. Students turned in 818 letters for troops/veterans. Double from the past
- Book Fair - Nov. 8-12
  - Event at Pages. They were so grateful for the Hermosa families. Goal to sell \$2,000 and sold over \$5,700. Supported local bookstore.
- Specialty Sweatshirts
  - Sold over 145 custom sweatshirts.

## **HVPTO Current/Upcoming Events**

- Gum Tree selling hot chocolate at Hermosa Holidays

- SuperKids Super Sharing through NFL (host city) Donor Schools Recipient School. Both Hermosa schools selected for donor. Collect school supplies, used sport equipment, and deliver to YMCA end of January. Community Service opportunity.
  - Suggested to facilitate through HomeRooms
- RAA - Feb. 28 - March 4
  - Early stages. Nothing to report.
- Community Service Book Drive - Feb 28 - March 4
  - In conjunction with RAA. Benefit children's clinic with Long Beach. If they don't need it, then we'll pivot to giving kids to SuperKids.
- Family Fun Night - ??? Still working out, nothing to report
- Dolphin Dash - April 22? Nothing to report yet

## **OTHER REPORTS**

- Dr. Johnson
  - Vaccine Clinic on Veterans Day. 350 students vaccinated. Next Clinic this Thursday. Within an hour of registration opens, fills out.
  - MOU Health District – Optional testing for all students and staff. Link sent out after Thanksgiving. Can make appointment for testing Mon-Fin 2-5.
  - Halloween Carnival Great success, happy vendors
  - Props to community for fund raising.
  - iReady data for your children: performance overall comparable from prior years. Not huge loss from covid time out. Subsets for special ed, ESL however did fall behind. Higher more teachers for those groups. Need to establish baseline to monitor growth.
  - Wellness Resource for Staff. Fitness, yoga, mindfulness.
  - ClassPass: Subsidized access for South Bay facilities for teachers/staff
  - Holiday Party for Staff Dec 16<sup>th</sup> 3:30. Gifts, cash prizes.
- Maggie
  - Board Workshops for Q1, Budget workshop happening, forecasting. Date TBD. February 2022.
- Jessica Bledsoe
  - Red Ribbon Week
  - National Native American Month: Had tribe speak virtually
  - Safety Drill, all 3 where precited
  - iReady scores as of now, and test again in February
  - Intervention staffed crew ready to repair learning loss from past year
  - 6<sup>th</sup> Grade Support System
  - Expectation Assembly
  - Bike Safety Video
  - Attendance Meetings
- Mrs. Heath- Valley Middle School Rep
  - 8<sup>th</sup> Grade Project restoration Sand Dune

- 8<sup>th</sup> Grade learning Preamble
- High School for the Road Show introducing the choice to MB or RB. Pep rally, get them excited for high school.
- Flag Ceremony
- Looks for ways to improve student life on campus
- Science Camps planning/prep
- Safety Drills
- End of Trimester
- Spirit Week: Want to coordinate so it's the same week for all schools.

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

**Adjournment** Meeting adjourned at 8:41pm.

### **Upcoming General Board Meeting Calendar (Tuesdays 7:30-9:00pm)**

- Tuesday, January 18, 2022
- Tuesday, March 15, 2022
- Tuesday, May 17, 2022
- Tuesday, June 14, 2022