FOR COUNCIL MEETING

April 24, 2007

Honorable Mayor and Members
of the City Council
Torrance City Hall
Torrance, California

Members of the City Council:

SUBJECT: Community Services – Acceptance of Torrance Rose Float Association's Annual Report for 2006-2007

RECOMMENDATION

The Community Services Director recommends that Your Honorable Body accept and file the Torrance Rose Float Association's Annual Report for 2006-2007 (2007 Float).

BACKGROUND/ANALYSIS

The Torrance Rose Float Association's 2006-2007 Annual Report was accepted at the TRFA Board meeting of April 3, 2007. The Association's contract with the City requires that an annual report be submitted to the City. The narrative report was prepared by TRFA President, Mary Hoffman, and the financial report was prepared by the Treasurer, Mary Barta.

This community organization can be very proud of the voluntary community service given by the members. Over 3,000 hours were dedicated to working on Torrance's float entry.

Respectfully submitted,

GENE BARNETT
COMMUNITY SERVICES DIRECTOR

By _____
Suzie Wand
Senior Recreation Supervisor

CONCUR:

for _____
Gene Barnett
Community Services Director

_____
LeRoy J. Jackson
City Manager

Attachments: A) Minutes of TRFA Board meeting of April 3, 2007.
B) 2006-2007 TRFA President's Report.
C) TRFA Treasurer's Report (3/1/06 - 2/28/07).

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ATTACHMENT A

MINUTES
TORRANCE ROSE FLOAT ASSOCIATION
BOARD OF DIRECTORS

TUESDAY, 3 APRIL 2007 - 7:00 P.M.
WEST ANNEX CONFERENCE ROOM (1st FLOOR)

Refreshments: Mary Barta

1. **CALL MEETING TO ORDER**
The meeting was called to order at 7:00 p.m. by President, Mary Hoffman.

2. **ROLL CALL**
All board members present with the exception of the following excused absences: Anne and Roy Atherton and Linda Huthmaker.

3. **FLAG SALUTE**
The Flag Salute was led by Secretary, Joyce Miles.

4. **INFORMAL BUSINESS**
4.1 INTRODUCTION OF GUESTS
No guests were present.

4.2 CORRESPONDENCE
No correspondence.

5. **APPROVAL OF MINUTES**
5.1 BOARD MEETING (6 March 2007)
A motion was made and seconded to approve the 6 March 2007 Board minutes.

M/S Jan Staws/Carolyn Hannas

5.2 FLOAT DESIGN MEETING (27 March 2007)
A motion was made and seconded to approve the 27 March 2007 Float Design Meeting minutes.

M/S Jan Staws/Sharon Tate

6. **TREASURER'S REPORT**
6.1 TREASURER'S REPORT (February/March 2007)
Tabled due to computer malfunction.

6.2 PAYMENT OF OUTSTANDING BILLS
$150.00 Jim Hill Membership fee to Torrance Chamber of Commerce.

M/S Carolyn Hannas/Sharon Tate

7. **CITY COUNCIL LIAISON COMMENTS (Councilwoman Pat McIntyre)**
Councilwoman, Pat McIntyre was not present due to a conflict with the Torrance City Council meeting.

8. **STAFF LIAISON COMMENTS (Suzie Wand)**

Mrs. Wand reported that Gene Barnett, Community Services Director for many years, would be retiring on May 10th, with a reception on May 9th in the Toyota Meeting Room from 3:00 p.m. until 5:00 p.m. The Board voted to purchase a plaque to present to him at the reception at a cost not to exceed $100.00.

M/S Lori Rayor/Mary Jo Kohlmiller

9. **OLD BUSINESS**

9.1 FLOAT DESIGN REPORT

Kathy Thompson, Float Design Chairperson, reported that the Float Design Committee was making a recommendation that "Festival of Flowers" be our suggestion for the City's 2008 Rose Parade entry to the Ad Hoc City Council Rose Float Committee. A motion was made and seconded that we recommend "Festival of Flowers" to the Ad Hoc Committee.

M/S Kathy Thompson/Carolyn Hannas

9.2 SPRING BOUTIQUE REPORT

Thanks to Debbie Reed for making the arrangements for us to have a booth, tables and chairs and to Pam Barrett, Carolyn Hannas, Jim Hill, Mary Hoffman, Joyce Miles, Lori Rayor, Jan Staws, Sharon Tate and Cindy & Grant Wells for staffing our booth, with Joyce & Sharon being there all day. We had total sales of $101.00.

9.3 ARMED FORCES DAY PARADE

Jan Staws reported that plans are progressing to have our annual food booth in front of the Plunge.

10.0 NEW BUSINESS

10.1 2006-2007 ANNUAL PRESIDENT'S REPORT

A motion was made and seconded to accept the report.

M/S Cindy Wells/Melanie White

10.2 2006-2007 ANNUAL TREASURER'S REPORT

A motion was made and seconded to accept the report.

M/S Pam Barrett/Grant Wells

10.3 PRESENTATION OF FLOAT DESIGN TO AD HOC COMMITTEE

We will be presenting our recommendation to the Ad Hoc City Council Rose Float Committee on Tuesday, April 10th at 4:30 p.m. All members are invited to attend.

10.4 PRESENTATION OF FLOAT DESIGN TO CITY COUNCIL
We will be presenting the Ad Hoc's recommendation to City Council on Tuesday, April 24th at 7:00 p.m. All members are invited to attend.

10.5 INVENTORY
Tabled until the next meeting.

10.6 RESIGNATION OF VICE PRESIDENT
Mary reported that she had received an email from Jack Williams saying that he and Ann were resigning effective immediately due to health concerns. Mary suggested we have a reception for them before our next Board meeting and that we present them with a plaque to honor their many years of service to the Board. A motion was made and seconded to purchase a plaque to present to them at a cost not to exceed $50.00.

M/S Carolyn Hannas/Grant Wells

Jan Staws placed Cindy Wells' name in nomination to replace Jack as Vice President. Carolyn Hannas seconded the motion and the Board voted unanimously to elect Cindy to replace Jack as Vice President of TRFA.

11. OFFICERS' AND DIRECTORS' REPORTS

11.1 MEMBERSHIP
Mary Jo Kohlmiller reported we received memberships from 5 Individuals and 1 Couple.

11.2 PUBLICITY
Jim Hill asked to have 100 extra copies of the newsletter printed to be given out at the Chamber meetings.

11.3 WAYS AND MEANS
Jan discussed getting a holder for our various flyers at events we attend. She'll check into securing a holder.

12. ONCE AROUND
No discussion.

13. ADJOURNMENT

A motion was made and seconded to adjourn at 8:10 p.m.

M/S Jan Staws/Mary Barta

NEXT MEETING
Tuesday, 1 May 2007 - 7:00 p.m.
WEST ANNEX CONFERENCE ROOM (1st Floor)
Refreshments: Linda Lescoe

Respectfully submitted by,
Joyce Miles, Secretary

ATTACHMENT B

2006-2007 TRFA President's Report

February 2006

The 35th annual Torrance Rose Float Association Celebration Dinner was held on February 4th at the Cultural Arts Center. "Our Good Nature" was announced as the theme for the 2007 Parade. Mayor, Dan Walker, installed the following officers and directors for the 2006-2007 TRFA Board:

President	Mary Hoffman	Ways & Means	Jan Staws
Vice President	Jack Williams		Pam Barrett
Secretary	Joyce Miles		Jim Hill
Treasurer	Mary Barta		Carolyn Hannas
Membership	Mary Jo Kohlmiller	Float Decoration	Kathy Thompson
Decorators	Ann Williams		Linda Lescoe
	Cindy Wells	Publicity	Lori Rayor
Logistics	Bob Habel		Melanie White
	Roy Atherton	Transportation	MaryAnne Vega
		Historian	Anne Atherton

At the February Torrance Rose Float Association (TRFA) Board meeting, Float Design Chairperson, Kathy Thompson, announced that letters would be going out to the various float builders to see designs for the 2007 Parade.

March 2006

At the March Board meeting, Float Decoration Chairperson, Kathy Thompson announced that Fiesta Parade Floats agreed to show us designs for the 2007 Parade. The Float Design Committee chose to recommend Fiesta's design titled "Fancy Garden". The Board voted to contribute $10,000.00 toward the cost of the City's 2007 entry in the Rose Parade. The Board decided to not purchase seats at the 2007 Parade because we were not able to sell all of the tickets in previous years.

April 2006

At the April meeting, there was a discussion of the design chosen by the Float Design Committee and the Board voted to change the design to "Nature's Wonders" as the design and voted to recommend this design to the Torrance City Council Ad Hoc Rose Float Committee. The Committee approved the design and recommended to the full City Council that "Nature's Wonders" be the City's entry in the 2007 Pasadena Tournament of Roses Parade. The City Council agreed with the Ad Hoc Committee's recommendation for the City's entry for the 2007 Rose Parade. The Ad Hoc Committee asked the TRFA Board to explore ways to involve businesses to contribute to the cost of the float. The Board decided to participate in the City's annual Armed Forces Day Parade selling refreshments in front of the Plunge. Our long-time City liaison, Gary Schmidt, announced his retirement from the City, effective July, 2007. To recognize his 19+ years

of dedication to the TRFA, the Board voted to give him a float ridership for the 2007 Parade. We participated in the annual Spring Boutique and had total sales of $85.50.

May 2006

The Board voted to purchase our traditional t-shirts, patches, and pins. They also voted to sell pizza at the 4th of July festivities at Wilson Park. We made a profit of $720.95 at the Armed Forces Day Parade. Jan Staws and her committee did an outstanding job at this event.

June 2006

Mary Hoffman reported that the fund-raising campaign was about ready and asked for volunteers to call the targeted businesses (the largest 100 companies in Torrance) after they received the letter. Pam Barrett, Carolyn Hannas, Jim Hill and Linda Lescoe volunteered to call the various businesses. The float had its first test drive. The following people went to Duarte for the event: Bob Habel, Mary Hoffman, and Ann & Jack Williams.

July 2006

The Board voted to use Cardinal Transportation for Decorating Week. They will charge a higher fee, due to the increase cost of fuel. The Board voted to continue to charge $5.00 per day to ride the bus.

August 2006

No meeting. The fire drill test was held on the float, with Bob Habel, Carolyn Hannas, Mary Hoffman, and Ann & Jack Williams in attendance.

September 2006

It was decided to again sell the 2007 Tournament of Roses Parade programs and theme pins during Decorating Week. The Board decided to rent a mobile office for Decorating Week. They also voted to serve pizza three days and Subway two days during Decorating Week to save costs. The annual Fall Boutique was held at the Cultural Arts Center. Many of our Board members staffed the booth. We sold $256.50 in promotional and candy sales. Due to the birth of triplet grandchildren in August, Gary Schmidt decided to move up his retirement date. Many current Board members, as well as former members, Dutch & Betty Holland, attended Gary's retirement party. The City decided to have Joyce Bell take over Gary's responsibilities with TRFA until the end of the year.

October 2006

City Council members asked TRFA to look into having "Officials' Night" return. The Board members, who called the target businesses to secure funds for the float, reported that the targeted businesses didn't have $5,000.00 to $20,000.00 to contribute to the City's float. As a result, we had 5 float riderships available. The first Decorator Orientation was held on October 26th. We sold $57.00 in promotional items and See's candy bars. We participated in the annual Halloween Carnival at Wilson Park. Our Liaison, Joyce Bell, made all of the arrangements. Sharon Tate staffed the booth the entire evening and she was joined by Carolyn Hannas and Lori Rayor. They collected 148 tickets.

November 2006

At the monthly Board meeting, plans were discussed concerning our annual Celebration Dinner. Due to a scheduling error, the date had to be changed to Friday, February 2nd. It was decided to have Billy's Deli cater the dinner and charge $15.00 for the dinner. The Board voted to hold Officials' Night on December 28th. Gary Schmidt sent a letter saying he would not be able to return to California to ride on the float. This left an additional 2 riderships available (Gary had been going to have his wife ride with him.) An announcement of the available float riderships was placed in the November newsletter. The following people attended the annual Tournament Photo Day with the Queen and Court: Anne & Roy Atherton, Pam Barrett, Bob Habel, Jim Hill, Mary Hoffman, Sharon Tate, float riders, Margaret Colby and Cheryl Stogsdill, along with float builder, Tim Estes. On November 16th, our second Decorator Orientation meeting was conducted. We had sales of $92.50 in promotional items and See's candy.

December 2006

At the December meeting, Mary reported that all of the float riderships had been sold. MaryAnne Vega announced that she would not be able to return to the Board due to health and family concerns. We had two dry work days in Duarte. Several Board members represented TRFA at the Christmas Boutique in Wilson Park selling $211.00 in promotional items and See's candy. Jack and Ann Williams did a great job coordinating approximately 550 volunteers for Decorating Week and were there for every day shift. The City provided a tent and Jan Staws made arrangements for us to use a mobile storage unit during Decorating Week. Bob Habel, Carolyn Hannas, and Jan Staws were in charge of making sure everything we needed for Decorating Week was in place for December 26th. Roy Atherton had all of the electrical hooked up on the first day of decorating. Many Board members worked countless hours in the tent overseen by Jan Staws. Cindy Wells loaded each night bus and various Board members returned on the evening bus and then made certain everyone received a ride home. Other Board members: Anne Atherton, Pam Barrett, Mary Barta, Carolyn Hannas, Jim Hill, Mary Jo Kohlmiller, Linda Lescoe, Lori Rayor, Sharon Tate, Kathy Thompson, and Melanie White helped out wherever needed. Former Board members: Kathy Dubois, Barbara Hill, and Don Kohlmiller also worked very hard decorating the float. The DAILY BREEZE did a very

nice article about a daughter, Erica Hoffman, (no relation) donating 100 roses for the float in honor of her mother's 100th birthday in 2008. The float was finished early in the evening of December 30th, ready for judging on the morning of December 31st! Doing touch-ups on the float in Pasadena were Don and Mary Jo Kohlmiller. Carolyn Hannas, Karen Kyte and Jason Walters guarded the float all night on Orange Grove Boulevard.

January 2007

At 5:15 a.m., on a chilly New Year's morning, the float riders met in Wilson Park and drove to Pasadena. Riding on the float were: Board members, Anne & Roy Atherton; Board member, Pam Barrett; Amy Bichlmeier; Margaret Colby; Peggy Diaz; Board member, Jim Hill; and Cheryl Stogsdill. At 6:00 a.m. we learned the Torrance float had won the Volunteers' Trophy for the best depiction of the floral design of the Parade theme for a float 35 feet and under. At the January Board meeting, the details were finalized for the annual Celebration Dinner to be held on February 2nd at the Cultural Arts Toyota Meeting Room. The Board voted to pay the entry fee to the Pasadena Tournament of Roses for the 2008 Parade. Due to losing money the last two years that we sold Parade tickets, the Board voted to not sell Parade tickets for the 2008 Parade.

February 2007

At the February Board meeting, Float Decorator Chairperson, Kathy Thompson, announced that letters will be going out to all prospective float builders asking them to present designs for the City's 2008 float. The 36th annual Torrance Rose Float Association Celebration Dinner was held on February 2nd at the Cultural Arts Toyota Meeting Room. We had approximately 170 people attending. Five members of the 2007 Royal Court were in attendance, as well as numerous City of Torrance and Tournament of Roses officials, along with seven float riders, many of whom attended wearing the costumes they wore in the Parade. Bob Habel served as our Master of Ceremonies. The dinner was catered by Billy's Deli. Certificates were presented to the members of the Royal Count, who each commented on their experiences connected with the 2007 Rose Parade. Our float builder, Tim Estes, and float designer, Raul Rodriguez, attended the dinner and thanked our dedicated, hard-working volunteers. Various businesses were acknowledged for their contributions. The 2007-2008 Board was elected and installed by Mayor Frank Scotto. "Passport to the World's Celebrations" was announced as the theme for the 2008 Parade. The evening included a video production, showing the year in review and an Opportunity Drawing which took in $1082.00. Kathy Thompson and her Committee did a great job coordinating everything for the Dinner.

Post Script:

As my eleventh year as President ends, I would like to once again thank my incredibly dedicated, hard working Board, all of the businesses in the South Bay who

supported us, everyone connected with the City of Torrance who has been so helpful, each of our volunteer decorators, the marvelous staff at Fiesta Parade Floats, and Raul Rodriguez, who are so supportive of the TRFA. I wanted to especially recognize our City Liaison, Joyce Bell, who stepped in when Gary Schmidt retired and did an outstanding job assisting me through our busiest time of the year. All of people involved made my job easier and a tremendous amount of fun, to go along with the many hours that were dedicated to producing the 53rd float, "Nature's Wonders", winner of the Volunteers' Trophy for the City of Torrance.

Respectfully submitted,

Mary K. Hoffman
President, TRFA 2006-2007

ATTACHMENT C

TORRANCE ROSE FLOAT ASSOCIATION
ANNUAL TREASURER'S REPORT
MARCH 1, 2006 - FEBRUARY 28, 2007

INCOME	
Bus	940.00
Candy/Certs/Suckers	3,394.64
Celebration Dinner	4,690.00
Donations	2,439.00
Events (4th, boutiques, etc)	2,394.33
Float Riders	6,000.00
Membership	5,650.00
Promotional Items	3,775.45
Rose Bowl Game Tickets for TRFA Board Members	1,635.00
Rose Vials	3,089.00
Share Dividends	14.85
TOTAL	**34,022.27**

EXPENSES	
New TRFA Board Badges	117.38
Bus Transporation - Decorating Week and Officials Night	4,804.28
Candy	2,187.00
Celebration Dinner	3,765.58
Decorating Week	2,072.02
Parade Expenses	15,741.64
Promotional Materials	2,984.00
Rose Bowl Game Tickets for TRFA Board Memebers	1,635.00
Gary Schmidt's Parting Gift from TRFA	112.58
Total	**33,419.48**

Account Summary Information
February 2006 Statement

Checking Account Balance	**21,262.40**
Saving Balance	**10,319.03**
Total	**31,681.43**

Activity March 1, 2006 - February 28, 2007

Checking Account Balance March 1, 2006	21,262.40
Income Total	34,022.27
Less Expenses	33,419.48
Sub-Total	**21,865.19**
Savings Balance February 28, 2007	10,473.12
Total Funds Available	**32,338.31**