

FOR COUNCIL MEETING

April 22, 2008

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 2007-2008**

RECOMMENDATION

Recommendation of the Community Services Director that City Council accept and file the Torrance Rose Float Association’s Annual Report for 2007-2008 (2008 Float).

BACKGROUND/ANALYSIS

The Torrance Rose Float Association’s 2007-2008 Annual Report was accepted at the TRFA Board meeting of April 1, 2008. 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 award winning float entry.

Respectfully submitted,

JOHN JONES
COMMUNITY SERVICES DIRECTOR

By Suzie Wand
Suzie Wand, Acting
Recreation Services Manager

CONCUR:

John Jones
John Jones
Community Services Director

LeRoy J. Jackson
LeRoy J. Jackson
City Manager

Attachments: A) Minutes of TRFA Board meeting of April 1, 2008.
B) 2007-2008 TRFA President’s Report.
C) TRFA Treasurer’s Report (3/1/07 - 2/29/08).

**MINUTES
TORRANCE ROSE FLOAT ASSOCIATION
BOARD OF DIRECTORS**

**TUESDAY, 1 APRIL 2008 - 7:00 P.M.
WEST ANNEX CONFERENCE ROOM (1st FLOOR)**

Refreshments: Mary Jo Kohlmiller

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 & Roy Atherton; Linda Huthmaker, Mary Helen Montgomery; Kathy Thompson; Grant Wells and Melanie White.

3. **FLAG SALUTE**
The Flag Salute was led by Vice President, Cindy Wells.

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

 - 4.2 **CORRESPONDENCE**
General correspondence was circulated.

5. **APPROVAL OF MINUTES**
 - 5.1 **BOARD MEETING (4 March 2008)**
A motion was made and seconded to approve the 4 March 2008 Board minutes.

M/S Sharon Tate/Cindy Wells

 - 5.2 **FLOAT DESIGN MEETING (25 March 2008)**
A motion was made and seconded to approve the minutes of the 25 March 2008 Float Design meeting.

M/S Carolyn Hannas/Bob Habel

6. **TREASURER'S REPORT**
 - 6.1 **TREASURER'S REPORT (March 2008)**
A motion was made and seconded to approve the March 2008 Treasurer's Report.

M/S Sharon Tate/Pam Barrett

 - 6.2 **PAYMENT OF OUTSTANDING BILLS**
No bills were presented for payment.

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 Board of Directors' Meeting, 1 April 2008
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7. **STAFF LIAISON COMMENTS (Suzie Wand)**

Suzie said the design would be presented to the City Council Citizen Development and Enrichment Committee on April 8th at 4:30 p.m. in the 3rd floor meeting room.

8. **OLD BUSINESS**

8.1 **FLOAT DESIGN REPORT**

The Board voted to accept the Float Design Committee's recommendation of using Fiesta Parade Floats as the builder of the 2009 City of Torrance float and the design the Committee chose which features a scene from the Mad Hatter's Tea Party. The float was designed by Raul Rodriguez. The Board will recommend this design to the Citizen Development and Enrichment Committee.

M/S Cindy Wells/Bob Habel

8.2 **SPRING BOUTIQUE REPORT**

Thanks to: Mary Barta, Carolyn Hannas, Mary Jo Kohlmiller, Lori Rayor, Sharon Tate, Kathy Thompson, Jan Staws and Cindy & Grant Wells who staffed the booth for the Spring Boutique. We had sales and donations totaling \$160.00.

9. **NEW BUSINESS**

9.1 **2007-2008 ANNUAL PRESIDENT'S REPORT**

A motion was made and seconded to accept the President's Annual Report as submitted.

M/S Jan Staws/Sharon Tate

9.2 **2007-2008 ANNUAL TREASURER'S REPORT**

A motion was made and seconded to accept the Treasurer's Annual Report as submitted.

M/S Jan Staws/Jim Hill

9.3 **PRESENTATION OF FLOAT DESIGN TO CITY COUNCIL CITIZEN DEVELOPMENT AND ENRICHMENT COMMITTEE**

The design will be presented to the Committee on Tuesday, April 8th at 4:30 p.m. in the 3rd floor meeting room. Everyone is invited to attend.

9.4 **PRESENTATION OF FLOAT DESIGN TO CITY COUNCIL**

The design will be presented to the City Council on Tuesday, April 22nd at 7:00 p.m. in the City Council Chambers. Everyone is invited to attend.

9.5 **INVENTORY**

Tabled until the next meeting.

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10. OFFICERS' AND DIRECTORS' REPORTS

10.1 MEMBERSHIP

Mary Jo Kohlmler reported that in March we received memberships from 4 Individuals; 2 couples; and a donation of \$5.50.

10.2 PUBLICITY

General discussion on ways to promote the Association. Mary Hoffman announced that she will be presenting "Floats on Parade" to the Peninsula Seniors on April 9th.

10.3 WAYS AND MEANS

General comments.

11. ONCE AROUND

Joyce Miles told us long-time Association member and former President of the Association, Doris Greene, is very ill. Cindy Wells asked about touring Fiesta's new location. We should have an opportunity when we have a test drive on the float later in the year. Pam Barrett shared that her father passed away in February.

12. ADJOURNMENT

A motion was made and seconded to adjourn at 7:45 p.m.

M/S Cindy Wells/Bob Habel

Respectfully submitted by,
 Joyce Miles, Secretary

NEXT MEETING
Tuesday, 6 MAY 2008 - 7:00 p.m.
WEST ANNEX CONFERENCE ROOM (1st Floor)
Refreshments: Cindy and Grant Wells

2007-2008 TRFA President's Report

February 2007

The 36th annual Torrance Rose Float Association Celebration Dinner was held on February 2nd at the Cultural Arts Center. "Passports to the World's Celebrations" was announced as the theme for the 2008 Parade. Mayor Frank Scotto installed the following officers and directors for the 2007-2008 TRFA Board:

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

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 2008 Parade.

March 2007

At the March Board meeting, Float Decoration Chairperson, Kathy Thompson announced that Fiesta Parade Floats agreed to show us designs for the 2008 Parade. Vice President, Jack Williams and his wife, Ann, who was in charge of scheduling our decorators, submitted their resignations citing health reasons. The Float Design Committee chose to recommend Fiesta's design titled "Festival of Flowers". This entry will salute the 35th anniversary of the Sister City relationship between Kashiwa, Japan and Torrance. The Board voted to contribute \$10,000.00 toward the cost of the City's 2008 entry in the Rose Parade.

April 2007

Prior to the April Board meeting, the Board hosted a reception for Ann & Jack Williams and presented them with a plaque thanking them for all of their many years of dedication to the Torrance Rose Float Association. At the April meeting, the Board voted to appoint Cindy Wells, to fill the Vice President vacancy on the Board. They also voted to recommend the design approved by the Float Design Committee to the Torrance City Council Citizen Development and Enrichment Committee. The Committee approved the design and recommended to the full City Council that "Festival of Flowers" be the City's

**TORRANCE ROSE FLOAT ASSOCIATION
ANNUAL TREASURER'S REPORT
MARCH 1, 2007 - FEBRUARY 29, 2008**

INCOME	
Bus	1,459.00
Candy/Certs/Suckers	2,169.04
Celebration Dinner	3,212.00
Donations	2,626.00
Float Riders	3,000.00
Membership	6,554.00
Promotional Items	5,963.83
Rose Bowl Game Tickets for TRFA Board Members	1,860.00
Rose Vials	5,774.00
Returned Checks	-81.00
TOTAL	32,536.87

EXPENSES	
Award for services to TRFA (Gene & the Williams')	149.01
Bus for decorating week	5,343.95
Celebration Dinner expenses	474.15
Celebration Dinner Food and Beverage	1,653.72
Chamber of Commerce Dues	150.00
Decorating Week Storage Unit	441.26
08 Tournament of Roses Entry Fee	3,700.00
Decorating Week Food and Beverage	1,471.16
Gift Certificate presented as a thank you for services provided to TRFA	50.00
Parade Pins, Patches, Programs and T-Shirts	3,613.11
Promotional - Kashiwa Promo items	435.17
Rose Bowl Tickets	1,862.00
See's Candy - Candy Bars, Suckers and Gift Certificates	1,728.00
Torrance Expo - TRFA Booth	75.00
09 Float Builder Fee (payable to City of Torrance)	10,000.00
TRFA Operating Supplies	280.71
Refund bus tickets	12.00
Total	31,439.24

**ACCOUNT SUMMARY
Activity March 1, 2007 - February 28, 2008**

Checking Account Balance March 1, 2007	23,685.27
Income Total March 1, 2007 - February 29, 2008	32,536.87
Less Expenses March 1, 2007 - February 29, 2008	31,439.24
Sub-Total - Checking Account Balance February 29, 2008	24,782.90
Savings Balances of February 28, 2008	10,578.25
Total Funds Available	35,361.15

mobile office for Decorating Week. They also voted to serve pizza two days, Subway two days and Kentucky Fried Chicken one day during Decorating Week. The annual Fall Boutique was held at the Cultural Arts Center. Many of our Board members staffed the booth. We sold \$340.00 in promotional and candy sales. A second test was held on the float, with Bob Habel, Mary Hoffman, and Cindy & Grant Wells in attendance. Mary Hoffman presented a Power Point presentation titled, "Floats on Parade" at the Torrance Main Library.

October 2007

The fire drill test was conducted on the float, with Bob Habel and Mary Hoffman attending. Fiesta Parade Floats asked Bob to serve as the observer on the float. The first Decorator Orientation was held on October 18th. We sold \$264.00 in promotional items. We participated in the annual Halloween Carnival at Wilson Park.

November 2007

At the monthly Board meeting, plans were discussed concerning our annual Celebration Dinner. It was decided to have Sully's Restaurant cater the dinner and charge \$15.00 for the dinner. Joyce Miles and Sharon Tate showed sample centerpieces for the dinner which they are creating. The Board voted to hold Officials' Night on December 28th. The following Board members attended the annual Tournament Photo Day with the Queen and Court: Sharon Tate and Cindy & Grant Wells, as well as float rider, Pam Milroy, along with float builder, Tim Estes. On November 15th, our second Decorator Orientation meeting was conducted. We had sales of \$334.50 in promotional items and See's candy.

December 2007

To support the Torrance float's salute to our Sister City, Kashiwa, Japan, Mitsuwa Marketplace decided to donate \$5,000.00 to the cost of the float. We had two dry work days in Duarte. Several Board members represented TRFA at the Christmas Boutique in Wilson Park selling \$232.50 in promotional items and See's candy. Cindy Wells did a fabulous job coordinating approximately 550 volunteers for Decorating Week, as well as loading almost all of the day and night buses and working each night shift. The City provided a tent. 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. Other Board members: Anne Atherton, Pam Barrett, Bob Habel, Carolyn Hannas, Jim Hill, Linda Huthmaker, Mary Jo Kohlmiller, Linda Lescoe, Lori Rayor, Sharon Tate, Kathy Thompson, and Melanie White helped out wherever needed. Former Board members: Barbara Hill and Don Kohlmiller also worked very hard decorating the float. 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. Anne & Roy

the many hours that were dedicated to producing the 54th float, "Festival of Flowers", winner of the Volunteers' Trophy for the City of Torrance.

Respectfully submitted,

A handwritten signature in black ink that reads "Mary K. Hoffman". The signature is written in a cursive style with a large, sweeping initial "M".

Mary K. Hoffman
President, TRFA 2007-2008