

Council Meeting  
March 3, 2009

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

**Members of the Council:**

**SUBJECT: Armed Forces Day Standing Committee - Appropriate \$40,000 from the General Fund Reserve for Program Contingencies for the Armed Forces Day Parade. Expenditure: Not to exceed \$40,000.**

**RECOMMENDATION**

Recommendation of the Armed Forces Day Standing Committee that the City Council approve the appropriation of \$40,000 from the General Fund Reserve for Program Contingencies to purchase new banners that will advertise the Armed Forces Day Parade, rent tents to provide shade during the VIP Luncheon in the Torino Plaza, and for a laser light show during the Friday matinee and evening concerts in the James Armstrong Theatre.

**FUNDING**

Funding is available from the General Fund Reserve for Program Contingencies.

**BACKGROUND / ANALYSIS**

For many years, the City of Torrance has advertised the Armed Forces Day Parade by suspending patriotic banners from light poles on Torrance Boulevard between Crenshaw and Hawthorne. The banners can be updated each year to reflect the year of the parade. The existing banners are over ten years old and are in need of replacement. The Armed Forces Day Standing Committee held a public meeting on January 27, 2009 (agenda, Attachment A), and discussed the replacement of the banners. The committee recommended the purchase of a four-color digitally printed banner purchased from Sign O Rama of Harbor City (photo image, Attachment B). Similar to the current banners, these banners will be updated each year to reflect the correct date of the parade. Estimated cost: \$26,000.

A VIP luncheon is held on the morning of the Armed Forces Day Parade in the Toyota Meeting Hall. For the last two years, the number of attendees has exceeded the room's capacity, and guests had to be seated outdoors, away from the National Anthem, speeches, and other activities inside the Meeting Hall. Attendance is expected to increase for this year's 50th Anniversary of the Armed Forces Day Parade and

Celebration, so the VIP Luncheon will be held in the Torino Plaza. Tents will be needed to provide shade. Estimated cost: \$4,000.

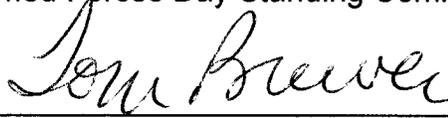
The Armed Forces Day Standing Committee tasked staff with adding something new to this 50th Anniversary event. A decision was made to host a laser light show in conjunction with the military concerts inside the James Armstrong Theatre. YLS Entertainment will provide two laser light shows inside the James Armstrong Theatre; one during the Friday matinee concert and the second during the Friday evening concert. YLS Entertainment specializes in indoor laser light shows and has vast experience with conducting shows at military-themed events such as this. Estimated cost: \$10,000.

Respectfully submitted,

**Armed Forces Day Standing Committee**



Councilman Bill Sutherland  
Armed Forces Day Standing Committee Chair



Councilman Tom Brewer  
Armed Forces Day Standing Committee



Councilman Gene Barnett  
Armed Forces Day Standing Committee

**AGENDA****CITY COUNCIL ARMED FORCES DAY COMMITTEE MEETING**

DATE: Tuesday, February 24, 2009  
 TIME: 4:00 p.m.

PLACE: West Annex  
 City Hall

COMMITTEE MEMBERS: Councilman Bill Sutherland, Chair  
 Councilman Tom Brewer, Member  
 Councilman Gene Barnett, Member

STAFF: Captain David Smith  
 Lieutenant Thomas Stark  
 Lieutenant Jon Megeff  
 Brenda Felt

SUBJECT: AFDC Banner Replacement  
 Fireworks Show  
 Luncheon Venue Options

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|------|---------------------------|---|
| I.   | Welcome and Introductions | Councilman Sutherland                                 |
| II.  | Opening Remarks           | Councilman Sutherland &<br>Standing Committee Members |
| III. | Public Comments           |   |
| IV.  | Adjournment               | Councilman Sutherland                                 |



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