

FOR COUNCIL MEETING

April 28, 2009

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

Members of the City Council:

**SUBJECT: Community Services – Approval of the 2010 Rose Float design “Springtime Garden” and award agreement for design, construction, entry, display and operation of the float in the 2010 Tournament of Roses Parade.**

**Expenditure: \$142,000 (City contribution \$142,000 with a reimbursement of \$10,000 from the Torrance Rose Float Association)**

### **RECOMMENDATION**

Recommendation of the *City Council Citizen Development and Enrichment Committee* that *City Council*:

1. Approve the design tentatively entitled “Springtime Garden” for the City’s float entry in the *Pasadena Tournament of Roses Parade* on January 1, 2010;
2. Approve an agreement between the City of Torrance and Fiesta Parade Floats for the design, construction, entry, display and operation of the Torrance Float in the 2010 *Pasadena Tournament of Roses Parade*, and
3. Approve the expenditure of \$142,000 for costs related to the float.

### **Funding**

\$142,000 is budgeted within the City Manager’s Community Promotion Program Budget and a \$10,000 contribution from the Torrance Rose Float Association is reimbursed to the City.

### **BACKGROUND**

The City of Torrance has participated in the *Pasadena Tournament of Roses Parade* with 55 floats over a span of 55 years, with an unbroken string of annual floats since 1958.

In preparation for the 2010 parade, on March 24, 2009, the Torrance Rose Float Association’s (TRFA) Float Design Committee met with representatives of Fiesta Parade Floats for a presentation on potential designs for Torrance’s 2010 float entry into the *Pasadena Tournament of Roses Parade*, the theme of which will be *A Cut Above the*

*Rest* (Attachment C). Fiesta Parade Floats has been hired to create the City of Torrance's floats for the past 13 years. The Association and City has a good working relationship with Fiesta resulting in early review and selection from amongst their best designs. Following the presentation of five possible designs, the Float Design Committee selected a design by Raul Rodriguez of Raul Rodriguez Designs Company with the working title of "Springtime Garden".

At their April 7, 2009 meeting, the Torrance Rose Float Association's (TRFA) Board of Directors reviewed and unanimously approved this design as recommended by the Design Committee entitled "Springtime Garden", to be built by Tim Estes and Jim Hynd of Fiesta Parade Floats (Attachment D). Also at this meeting the Board recommended this design be submitted to the *City's Council Citizen Development and Enrichment Committee* for review and a recommendation to the *City Council*

On April 14, 2009, members of the *Torrance Rose Float Association Board of Directors* and *City Community Services Department* met with the *City Council Citizen Development and Enrichment Committee* (Attachment E). The float design "Springtime Garden" was presented and unanimously approved as a recommendation from the Committee to City Council (Attachment F).

## **ANALYSIS**

The *Torrance Rose Float Association* sends bid letters to all professional float builders approved by the Pasadena Tournament of Roses. After reviewing numerous designs from respondents and receiving a presentation from Fiesta Parade Floats, as explained in the background portion of this report, the TRFA Design Committee and Board as well as the City Council Citizen Development and Enrichment Committee have recommended unanimous approval to City Council for the Raul Rodriguez designed "Springtime Garden" and Fiesta Parade Floats as the float builder for the City of Torrance's entry in the 2010 Tournament of Roses Parade.

In order to maintain the quality and sophistication of float design and construction for the City of Torrance's 2010 Rose Parade float, Fiesta Parade Floats has stated though costs to them have increased, they understand current economic issues and in a desire to continue providing a quality float to the City of Torrance they will provide the 2010 float for \$142,000 without a cost increase from last year's float.

Funds in the amount of \$142,000 are budgeted in the City Manager's Community Promotion Program Budget. The Torrance Rose Float Association Board of Directors has committed to contribute \$10,000 to reimburse the City.

With approval from City Council, Fiesta Parade Floats will enter into an agreement with the City of Torrance for the design, construction, entry, display and operation of the City's float entry for an amount of \$142,000 to be paid, upon invoice in three separate installment of \$47,500 due June 1, 2009; \$47,500 due August 1, 2009; and \$47,000 due January 15, 2009.

Since the proposed float design is in keeping with the 2010 Rose Parade theme "A Cut Above the Rest", and considering the City's positive relationship with Fiesta Parade Floats and designer Raul Rodriguez, the *Torrance Rose Float Association* Board of Directors and the *City Council Citizen Development and Enrichment Committee* recommend *City Council* approve the City of Torrance's 2010 Pasadena Tournament of Roses Parade float "Springtime Garden" and the hiring of Fiesta Parade Floats for the amount of \$142,000 (City contribution \$142,000 with a reimbursement of \$10,000 from the Torrance Rose Float Association) for the design, construction, entry, display and operation of the float in the parade.

Respectfully submitted,

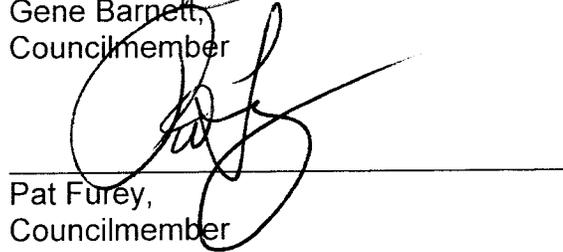
CITY COUNCIL CITIZEN DEVELOPMENT  
AND ENRICHMENT COMMITTEE



Tom Brewer,  
Councilmember, Chairperson

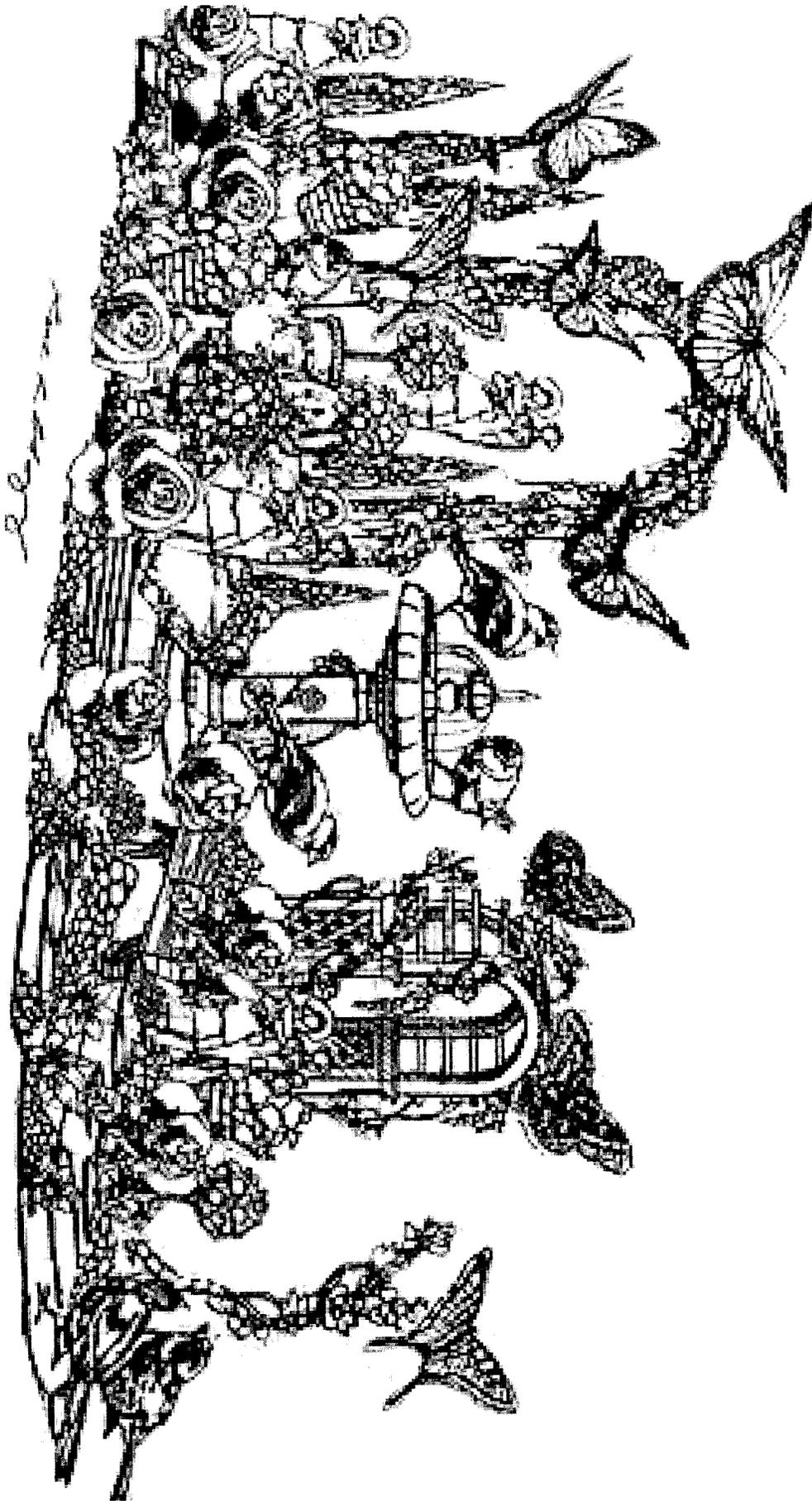


Gene Barnett,  
Councilmember



Pat Furey,  
Councilmember

- Attachments:
- A) Artists rendering of the 2010 Float Design "Springtime Garden"
  - B) 2010 Float Construction Agreement w/ Fiesta Parade Floats
  - C) TRFA Float Design Committee March 24, 2009 Meeting Minutes
  - D) TRFA Board of Directors April 7, 2009 Meeting Minutes
  - E) April 14, 2009 Council Citizen Dvlpmnt. Enrchmnt. Comm. Report
  - F) April 14, 2009 Council Citizen Dvlpmnt. Enrchmnt. Comm. Mtg Notes





# FLOAT CONSTRUCTION AGREEMENT

THIS FLOAT CONSTRUCTION **AGREEMENT**, made this 29th day of April, 2009 between **FIESTA PARADE FLOATS**, a California corporation, hereinafter called **FIESTA**, and the **CITY OF TORRANCE**, hereinafter called **TORRANCE**.

THAT FOR, valuable consideration the receipt of which is hereby acknowledged, IT IS AGREED AS FOLLOWS:

## I. SERVICES TO BE PROVIDED BY FIESTA

A. **FIESTA** shall create, construct and decorate a float for **TORRANCE**.

1. To be entered in the 2010 Tournament of Roses Parade ("**PARADE**") to be held in the City of Pasadena, California on January 1, 2010.

2. In accordance with;

a. The designs, sketches and specifications heretofore submitted to and approved by **TORRANCE** and,

b. The instructions of the Pasadena Tournament of Roses Association for floats to be entered in the **PARADE**.

B. **FIESTA** shall furnish and provide.

1. All equipment, material and labor required to construct said float;

2. A float decoration supervisor to oversee the decoration of the float by a decoration crew supplied by the Torrance Rose Float Association.

3. Two capable and qualified drivers for said float on the day of the **PARADE**.

4. Any personnel required to guide the float to and in the **PARADE**.

C. Materials used in the float.

1. Materials used in the construction of the float shall be supplied by and shall remain the property of **FIESTA**.
2. Any materials and decorations supplied by **TORRANCE** shall remain the property of and shall be returned to **TORRANCE** unless other arrangements are made.

D. Operation of the float during and after the **PARADE**.

1. **FIESTA** shall place the completed float in the **PARADE**, operate it in the **PARADE** and maintain it during the Post Parade exhibition period at the locations set aside for this purpose.
2. **FIESTA** shall abide by all rules, regulations, requirements and instructions of the Pasadena Tournament of Roses Association for floats entered in the **PARADE**.
3. **FIESTA** shall assume full responsibility for and control of the operation of said float during and after **PARADE**.

II. SPECIFICATIONS FOR THE FLOAT

- A. The design, sketches, specifications and the dimensions of the subject float have been submitted to **TORRANCE** by **FIESTA** and same are hereby incorporated herein by this reference as though set forth in full.
- B. The title, "Springtime Garden" shall appear in letters at least six inches high so as to be clearly legible to the viewing audience and television. The name "CITY OF **TORRANCE**" shall appear on the float in letters approximately six inches high so as to be clearly legible to the viewing audience and television.

III. FLOAT DESIGN RELEASE

With respect to the selected design, by virtue of this signed **AGREEMENT**, **TORRANCE** understands that the right to reproduce the selected final float design shall belong to **FIESTA** and that any reproduction of the design has to be cleared by **FIESTA**, except for the following:

- A. For any nonprofit advertisement of the float that promotes **TORRANCE**, **FIESTA** or the **PARADE**.
- B. For any novelty item, in which the novelty item sales are used to promote **TORRANCE** and/or to assist **TORRANCE** in raising monies to pay for the float, related costs for the float, or as a donation to any nonprofit organization.

IV. PERFORMANCE BY SPONSOR

- A. **TORRANCE** shall pay **FIESTA** the total sum of \$142,000.00, which shall be payable as follows:
  - 1. \$47,500.00 on or before June 1, 2009 at which time all major steel work shall be completed;
  - 2. \$47,500.00 on or before August 1, 2009 at which time all art work shall be completed;
  - 3. \$47,000.00 prior to January 15, 2010.
- B. Proper costuming of personnel and/or float riders supplied by **TORRANCE**, shall be the responsibility of **TORRANCE**.

V. FAILURE OF PERFORMANCE

- A. In the event that completion and/or participation of the float is prevented by an act of God, war, fire not attributable to failure to employ reasonable precautions by **FIESTA**, or any other unforeseen cause beyond the control of **FIESTA**, **FIESTA** shall immediately cease work on the float and shall be entitled to reimbursement of ten percent (10%) of the contract price plus actual expense incurred prior to the notice to cease or the cessation of the work.
- B. "Actual Expense" shall include the amount shown on invoices for the cost of materials, sub-contract parts, designer fee and/or labor. In the event that such actual expenses are less than the amount paid to **FIESTA** on the date of cessation of work, **FIESTA** hereby agrees to refund the difference to **TORRANCE**.
- C. Difficulties experienced by **FIESTA** in obtaining material, equipment and labor shall not be considered as valid excuses for non-performance.

VI. WITHDRAWAL BY SPONSOR

In the event that **TORRANCE** should instruct or cause **FIESTA** not to complete the float or not to drive it in the **PARADE**, it is recognized that **FIESTA** can only construct a certain number of floats and in agreeing to construct the float for **TORRANCE**, it must reject the opportunity to construct other floats, and further that it is important to **FIESTA**'s business to have the opportunity to display it's work in the **PARADE**, the exact amount of which would be extremely difficult and impractical to fix. It is therefore agreed that if such instruction or causing be given after July 1, 2009 **FIESTA** is entitled to be paid its full contract price.

VII. TIME OF THE ESSENCE

It is stipulated by the parties hereto that time is of the essence and that the completed float shall be ready to be placed in the **PARADE** and shall participate therein.

VIII. INSURANCE

- A. FIRE; **FIESTA** shall obtain and maintain a policy of insurance covering loss or damage to the float by fire and so-called all risks, in an amount of no less than \$142,000.00, with loss payable to **TORRANCE** or **FIESTA** as their interest may appear.
- B. WORKMEN'S COMPENSATION; **FIESTA** shall carry said insurance in an amount adequate to cover all employees supplied by **FIESTA**, concerned with the construction and the operation of said float. Any personnel, decorators and/or float riders supplied by **TORRANCE** shall be the responsibility of **TORRANCE**.
- C. PUBLIC LIABILITY & PROPERTY DAMAGE; **FIESTA** agrees to carry said insurance during entire period of creation, operation and exhibition of said float as follows:
1. General Liability coverage not less than \$1,000,000.00 combined single limit per occurrence and in the aggregate for bodily injury and property damage.
  2. Excess following form General Liability coverage of \$4,000,000.00 per occurrence and in the aggregate for bodily injury and property damage.

3. **TORRANCE** named as additional insured under said policies along with the Pasadena Tournament of Roses Association and the City of Pasadena

D. **FIESTA:** agrees to have the insurance company writing such insurance's as listed above issue certificates of insurance to **TORRANCE**.

IX. RELATIONSHIPS

The performance of **FIESTA's** service herein under shall be in the capacity of an independent contractor and not as an officer, agent, or employee of **TORRANCE**.

X. EFFECTIVE DATE

The effective date of this **AGREEMENT** shall be the date of execution by **TORRANCE**.

IN WITNESS THEREOF, the parties hereto have caused this **AGREEMENT** to be executed this 29<sup>th</sup> day of April, 2009.

APPROVED AS TO FORM  
JOHN L. FELLOWS III  
CITY ATTORNEY

**FIESTA PARADE FLOATS**

BY: \_\_\_\_\_

BY: \_\_\_\_\_  
Timothy W. Estes  
President

**CITY OF TORRANCE**

BY: \_\_\_\_\_  
Frank Scotto  
MAYOR

**ATTEST**

By: \_\_\_\_\_  
Sue Herbers  
CITY CLERK

**FIESTA PARADE FLOATS CONSTRUCTION AGREEMENT**  
**CONCEPTUAL MEMO**

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**From:** Jackson, LeRoy  
**Sent:** Wednesday, April 15, 2009 2:40 PM  
**To:** Brunette, Richard  
**Subject:** RE: Conceptual Approval for a Creation of a Contract with Fiesta Parade Floats for the City's Rose Parade Float

concur -- ljj

-----Original Message-----

**From:** Brunette, Richard  
**Sent:** Wednesday, April 15, 2009 12:54 PM  
**To:** Jackson, LeRoy  
**Cc:** Jones, John; Wand, Suzanne  
**Subject:** Conceptual Approval for a Creation of a Contract with Fiesta Parade Floats for the City's Rose Parade Float

LeRoy-

Staff is requesting permission to submit to the City Attorney's office the contract with *Fiesta Parade Floats* for the construction of the City of Torrance's 2010 *Tournament of Roses Parade* float entry. The contract amount with *Fiesta Parade Floats* combines \$132,000 from the City and the \$10,000 contribution from the Torrance Rose Float Association for a total contract amount of \$142,000. *Fiesta Parade Floats* has built the City's float for the past several years and given their understanding of current economic conditions and longstanding relationship with the City of Torrance, they are not requesting for a fee increase for creation of the 2010 float. We anticipate taking the contract to City Council for approval on April 28, 2009.

Sincerely

**Richard Brunette**

Recreation Services Manager, Community Services Department  
City of Torrance | 3031 Torrance Blvd. | Torrance, CA 90503 | 310.618.2945 voice | 310.618.2903 fax |  
[rbrunette@torrnet.com](mailto:rbrunette@torrnet.com) | [www.torrnet.com](http://www.torrnet.com)

**City of Torrance**  
**CONTRACT ROUTING SHEET**

City Attorney Work Request WR No. _____	Council approval date Item Number _____	Contract No. _____
PeopleSoft Requisition Number _____	Released by City Clerk Date: _____	Amendment # _____

**Part 1 Contract General Information (Complete for all contracts)**

Originating Department Community Services Final approval E-Mail swand@torrnet.com  
 Project Manager Suzie Wand Phone 2947  
 Subject 2010 Roxc Float Construction Agreement Bid/RFP # (if applicable) \_\_\_\_\_  
 Contractor Fiesta Parade Floats Contact Name Tim Estes, President  
PO Box 5417 Pasadena CA 91117 626 610-0974  
 Address ZIP Area Code/Phone  
 Contract Dates From 4/29/09 To 2/28/10 Amount \$142,000

**Insurance Requirements:** (Mark all applicable)

<input type="checkbox"/> Auto _____	<input type="checkbox"/> Performance Bond _____	<input type="checkbox"/> Payment Bond _____
<input type="checkbox"/> Gen Liability _____	<input type="checkbox"/> Prof. Liability _____	
<input type="checkbox"/> Wrkrs Comp _____	<input type="checkbox"/> Other (List) _____	

Permits Necessary  No  Yes  
 If yes - List \_\_\_\_\_

Fund # (4 digit code): _____	Business License # _____
ORG # or Department ID # (10 digit code): _____	If exempt, attach Finance Dept. confirmation email.
Project # (7 digit code): _____	Contractor Tax I.D. _____
Account # (4 digit code): _____	

Attach sheet for multi-point charges

**Part 2 Approval Routing for Service Only, Construction or Public Works Contracts**  
 Requires City Manager conceptual approval via email

A	B	C	D
One Time Purchase (Purchase Order) \$10,000 - \$24,999	Frequently Purchased from one Vendor \$10,000 - \$24,999	One Time Purchase (Purchase Order) over \$25,000	Frequently Purchased from one Vendor over \$25,000
<small>See Purchasing Agreements Flow Chart Attachment C</small>	<small>See Purchasing Agreements Flow Chart Attachment E</small>	<small>See Purchasing Agreements Flow Chart Attachment C</small>	<small>See Purchasing Agreements Flow Chart Attachment E</small>
_____ City Manager conceptual email OK _____ Department Create Requisition _____ City Attorney Approve as to form & signature _____ Clerk Assign contract number _____ Contractor Signature _____ Department Signature _____ City Manager Signature	_____ City Manager conceptual email OK _____ Department Create Requisition _____ City Attorney Approve as to form & signature _____ Clerk Assign contract number _____ Contractor Signature _____ Department Signature _____ City Manager Signature	_____ City Manager conceptual email OK _____ Department Create Requisition _____ City Attorney Approve as to form & signature _____ Department Prepare Agenda item <b>Agenda Item Routing</b> _____ City Attorney Final review _____ Finance Funding OK _____ City Manager Signature _____ City Clerk Receive Agenda Transmittal & Contract Routing Sheet - assign contract number	CONTINUED _____ Contractor Signature _____ City Attorney Signature _____ Mayor Signature _____ City Clerk Signature & official record <b>CITY CLERK RELEASE</b> • City Clerk will send Contractor a duplicate original • Department & Finance - Accts Payable will receive copies for their files when released.
_____ Department Route PeopleSoft Requisition referencing Contract Number	_____ Department Route PeopleSoft Requisition referencing Contract Number	_____ Department Route PeopleSoft Requisition referencing Contract Number	_____ Department Route PeopleSoft Requisition referencing Contract Number
_____ Purchasing Creates a Blanket Purchase Order using the Contract Number to facilitate contract payment.	_____ Purchasing Creates either a PeopleSoft Vendor Contract Form or a Blanket Purchase Order using the Contract Number to facilitate contract payment	_____ Purchasing Creates a Blanket Purchase Order using the Contract Number to facilitate contract payment.	_____ Purchasing Creates a PeopleSoft Vendor Contract Form using the Contract Number to facilitate contract payment.



**TORRANCE ROSE FLOAT ASSOCIATION  
FLOAT DESIGN COMMITTEE**

**TUESDAY, 24 MARCH 2009 7:00 P.M.  
WEST ANNEX CONFERENCE ROOM (1st FLOOR)**

**Refreshments: Bob Habel/Mary Hoffman**

**1. CALL MEETING TO ORDER**

The meeting was called to order at 7:00 p.m. by President, Mary Hoffman.

**2. ROLL CALL**

Anne & Roy Atherton, Pam Barrett, Mary Barta, Bob Habel, Carolyn Hannas, Barbara Hill, Jim Hill, Mary Hoffman, Linda Huthmaker, Mary Jo Kohlmiller, Linda Lescoe, Joyce Miles, Mary Helen Montgomery, Jan Staws, Sharon Tate, Kathy Thompson, and Cindy & Grant Wells. Also attending were TRFA Liaison, Suzie Wand and former Board members, Ann & Jack Williams.

**3. FLAG SALUTE**

The Flag Salute was led by Vice President, Cindy Wells.

**4. FIESTA PARADE FLOATS**

Float Design Chairperson, Kathy Thompson, introduced Tim Estes, President of Fiesta Parade Floats. Fiesta has designed and constructed our floats for the past thirteen years. Tim Estes spoke of our organization's good leadership and good work. Also representing Fiesta was Vice President and Floral Designer, Jim Hynd. Float Designer, Raul Rodriguez was also present.

**5. THEME**

The theme of the 2010 Rose Parade is:

**"A CUT ABOVE THE REST"**

**6. PRESENTATION OF DESIGNS**

- 1. Springtime Garden**  
Floral gardens with butterflies and rose trees
- 2. Gondola**  
Venice/carnival atmosphere

Torrance Rose Float Association  
Float Design Committee Meeting, 24 March 2009  
Page 2

- 3. **Wedding scene**  
Romantic setting with lovebirds
- 4. **Salute to the Rose Parade**  
Old-fashioned carriage similar to early Parade entries
- 5. **Fiesta festival**  
Giant birds/piñata

7. **GENERAL DISCUSSION**

There was a general discussion by Board members of the presentations and recommendations. "Springtime Garden" received the majority of votes and was the design selected to recommend to the Citizen Development and Enrichment Committee. It received 14 votes; design 2 received two votes; design 3 received no votes; and designs 4 and 5 each received one vote.

8. **RECOMMENDATION**

It was decided to recommend FIESTA PARADE FLOATS as the float builder and selection of the design, "Springtime Garden" designed by Raul Rodriguez.

9. **CITIZEN DEVELOPMENT AND ENRICHMENT COMMITTEE DESIGN PRESENTATION**

The design will be presented to the Ad Hoc Committee tentatively on April 14.

10. **CITY COUNCIL PRESENTATION**

No date has been announced.

11. **ADJOURNMENT**

A motion was made and seconded to adjourn at 8:00 p.m.

M/S Bob Habel/Cindy Wells

Respectfully submitted by,

*Joyce Miles, Secretary*

ATTACHMENT D

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

**TUESDAY, 7 APRIL 2009 - 7:00 P.M.  
WEST ANNEX CONFERENCE ROOM (1st FLOOR)**

**Refreshments: Pam Barrett and Jim Hill**

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: Linda Huthmaker, Linda Lescoe, Lori Rayor, and Kathy Thompson. Also absent: Melanie White.
3. **FLAG SALUTE**  
The Flag Salute was led by Vice President, Cindy Wells.
4. **INFORMAL BUSINESS**
  - 4.1 **INTRODUCTION OF GUESTS**  
Mr. Richard Brunette, City of Torrance Recreation Services Manager, was introduced.
  - 4.2 **CORRESPONDENCE**  
General correspondence was circulated.
5. **APPROVAL OF MINUTES**
  - 5.1 **BOARD MEETING (3 March 2009)**  
M/S Carolyn Hannas/Sharon Tate
  - 5.2 **Float Design Meeting (24 March 2009)**  
M/S Grant Wells/Mary Jo Kohlmiller
6. **TREASURER'S REPORT**
  - 6.1 **TREASURER'S REPORT (February 2009)**  
A motion was made and seconded to approve the February 2009 Treasurer's Report as submitted.  
  
M/S Roy Atherton/Sharon Tate
  - 6.1 **TREASURER'S REPORT (March 2009)**  
A motion was made and seconded to approve the March 2009 Treasurer's Report as submitted.  
  
M/S Pam Barrett/Anne Atherton
  - 6.2 **PAYMENT OF OUTSTANDING BILLS**  
No bills were submitted for payment.

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

Cindy Snodgrass filled in for Suzie. She announced that the Citizen Development and Enrichment Committee would be meeting on April 14<sup>th</sup> at 4:30 p.m. in the 3<sup>rd</sup> Float Assembly Room to discuss the 2010 float design.

8. **OLD BUSINESS**

8.1 **CELEBRATION DINNER**

Report tabled due to absence of dinner co-chairs.

8.2 **ITEMS IN SHED**

Jan and Grant will clean the items out of the shed we no longer need.

8.3 **FLOAT DESIGN REPORT**

Due to Kathy's absence, Mary reported that Fiesta Parade Floats presented designs to the Board. Following discussion, the members of the Float Design Committee voted to select a springtime garden scene as their recommendation to the City Council as Torrance's entry in the 2010 Rose Parade.

8.4 **FLOAT DESIGN MEETING**

Following discussion, the Board voted to accept the design selected by the Committee as the recommendation to the Citizen Development and Enrichment Committee.

M/S Roy Atherton/Carolyn Hannas

8.5 **SPRING BOUTIQUE REPORT**

Carolyn Hannas thanked everyone for their help at our booth at the Boutique. Assisting were: Pam Barrett, Barbara Hill, Jim Hill, Mary Jo Kohlmeier, Mary Helen Montgomery, Lori Rayor, Jan Staws, and Sharon Tate. We had sales and donations of \$162.50.

9. **NEW BUSINESS**

9.1 **2008-2009 PRESIDENT'S ANNUAL REPORT**

A motion was made and seconded to accept the President's annual report.

M/S Jim Hill/Mary Barta

9.2 **2008-2009 TREASURER'S ANNUAL REPORT**

A motion was made and seconded to accept the Treasurer's annual report.

M/S Anne Atherton/Mary Helen Montgomery

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

All Board members are invited to attend the meeting on April 14<sup>th</sup> at 4:30 p.m.

Torrance Rose Float Association  
 Board of Directors' Meeting, 7 April 2009  
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**9.4 PRESENTATION OF DESIGN TO CITY COUNCIL**

All Board members are invited to attend the City Council meeting on April 28<sup>th</sup> at 7:00 p.m. where the color rendering will be presented to City Council , assuming the design is approved by the Citizen Development and Enrichment Committee.

**9.5 INVENTORY**

Tabled until next meeting.

**9.6 NEW BOARD ROSTER**

A new Board roster was given to Board members.

**9.7 BY-LAWS**

A copy of the TRFA By-Laws were given to Board members.

**10. OFFICERS' AND DIRECTORS' REPORTS**

**10.1 MEMBERSHIP**

Mary Jo reported she received memberships for March from 2 individuals and 2 couples.

**10.2 PUBLICITY**

Pam and Jim will check with Sammy's Woodfired Pizza and Chicago for Ribs about hosting a fundraiser for TRFA.

**10.3 WAYS AND MEANS**

Mary Helen told that See's Candy will no longer be selling lollypops for fundraising and the cost of the candy bars will increase by 10 cents and be reduced in size by ½ ounce. There was discussion about continuing to handle the candy bars, due to limited exposure. Mary Helen invited all Board members to see if they could locate other venues to sell the candy bars.

**11. ONCE AROUND**

Joyce Miles and Sharon Tate showed some sample centerpieces for next year's Celebration Dinner. There was discussion about having a generic flyer to hand out at boutiques, etc. Bob Habel told about the Tip-A-Cop event on April 16<sup>th</sup> at the Claim Jumper.

Torrance Rose Float Association  
Board of Directors' Meeting, 7 April 2009  
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12. **ADJOURNMENT**

A motion was made and seconded to adjourn at 7:45 p.m.  
M/S Carolyn Hannas/Mary Barta

Respectfully submitted by,

*Joyce Miles, Secretary*

**NEXT MEETING**

**Tuesday, 5 May 2009 - 7:00 p.m.**

**WEST ANNEX CONFERENCE ROOM (1st Floor)**

**Refreshments: Mary Barta signed up to bring treats in May.**

**ATTACHMENT E**

Committee Meeting of  
April 14, 2009

City Council Citizen Development and Enrichment Committee  
City Hall  
Torrance, California

Members of the Committee:

**SUBJECT: Community Services – Selection of the float design for the City of Torrance entry in the 2010 Pasadena Tournament of Roses Parade to recommend to City Council for approval**

**RECOMMENDATION**

The Community Services Director recommends that the City Council Citizen Development and Enrichment Committee recommends the approval of the proposed design entitled “Springtime Garden” as approved by Torrance Rose Float Association Board of Directors as the City’s float entry in the Pasadena Tournament of Roses Parade on January 1, 2010.

**Funding**

Funding for the Rose Float is available within the City Manager’s Community Promotion Program Budget.

**BACKGROUND/ANALYSIS**

Historically, the City has funded Torrance’s float entry in the Pasadena *Tournament of Roses Parade*.

For many years the City’s contribution toward Torrance’s Rose Parade float was \$80,000. The Torrance Rose Float Association has assisted with an additional annual contribution toward the float of \$10,000.

In 2006, to offset increased costs incurred by the float builder, City Council approved an additional \$45,000 toward the float. In 2007, Council approved an additional \$3,000. And in 2008, Council approved an additional \$4,000 toward cost of the 2009 float. This brought the City’s contribution toward the float to \$132,000. Coupled with the \$10,000 Rose Float Association’s contribution, the total cost for the float was \$142,000.

For the past several years, the City of Torrance has contracted with Fiesta Parade Floats to build Torrance’s award winning Rose Parade floats. On February 27, 2009, staff received correspondence from Mr. Tim Estes, President of Fiesta Parade Floats (Attachment A), indicating he would not be seeking an increase for Torrance’s float. Although the costs to Fiesta Parade Floats have increased, Mr. Estes understands the current economic issues impacting everyone. He wishes to continue supporting Torrance’s efforts toward a spectacular float and will therefore not be requesting a Consumer Price Index (CPI) related fee increase as has been the practice in past years.

Therefore the proposed cost for the 2010 float would continue to be \$132,000 from the City and \$10,000 from the Torrance Rose Float Association, bringing the total cost for the float to \$142,000.

Staff has provided the Torrance Rose Float Association (TRFA) Board meeting minutes of April 7, 2009 (Attachment B) that approves the proposed "Springtime Garden" design and recommends that it be forwarded to the City Council Citizen Development and Enrichment Committee for their review and recommendation to the City Council.

The Community Services Director and the TRFA Board request the City Council Citizen Development and Enrichment Committee recommend that the City Council approve the selected float design at their meeting of April 28, 2009.

Respectfully submitted,

By \_\_\_\_\_  
Richard Brunette  
Recreation Services Manager

CONCUR:

\_\_\_\_\_  
John Jones  
Community Services Director

\_\_\_\_\_  
LeRoy J. Jackson  
City Manager

Attachment: A) Letter from Tim Estes, President of Fiesta Parade Floats 02-27-09  
B) Torrance Rose Float Association Board of Directors minutes dated 04-07-09

February 27, 2009

To John Jones , City of Torrance  
From Tim Estes, Fiesta Parade Floats  
Re City of Torrance Rose Parade Float

John,

Regarding the float budget for the 2010 Rose parade float for the City of Torrance. Each year I strive to work within the budget of each float. Certainly my desire is to continue to strive and create a similar caliber float from year to year. The overall float budget for the 2009 float was \$142,000.

Each year, I work with the assigned budget for each client, but I need to take into account the increases that all business incurs each year. On an annual basis, Fiesta has a rent increase and the Tournament of Roses has informed me that the CPI increase is 4.2%. Fiesta also incurs increases in material, flowers, insurance and labor. Some of the materials used in the parade business are very unique, such as flowers, special formulated glues and a variety of like materials.

The above being stated, I greatly recognize the economic status that is impacting all of us in today's time and Fiesta strongly desires to create another spectacular float for the City of Torrance, thus I will not request any CPI increase and work with the same budget from the recent parade.

The City of Torrance is a long term client of Fiesta's and Fiesta is proud to be the selected builder for the float over so many award winning years. All of us at Fiesta Parade Floats appreciate all the support from the City Council, the Torrance Rose Float Association and the citizens of Torrance. Fiesta is looking forward to creating another spectacular float for the City of Torrance.

Thank you for your time in this matter.  
Respectfully,

Tim Estes  
President  
Fiesta Parade Floats

Cc Mary Hoffman

Unofficial until approved

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

**TUESDAY, 7 APRIL 2009 - 7:00 P.M.  
WEST ANNEX CONFERENCE ROOM (1st FLOOR)**

**Refreshments: Pam Barrett and Jim Hill**

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: Linda Huthmaker, Linda Lescoe, Lori Rayor, and Kathy Thompson. Also absent: Melanie White.
  
3. **FLAG SALUTE**  
The Flag Salute was led by Vice President, Cindy Wells.
  
4. **INFORMAL BUSINESS**
  - 4.1 **INTRODUCTION OF GUESTS**  
Mr. Richard Brunette, City of Torrance Recreation Services Manager, was introduced.
  
  - 4.2 **CORRESPONDENCE**  
General correspondence was circulated.
  
5. **APPROVAL OF MINUTES**
  - 5.1 **BOARD MEETING (3 March 2009)**  
M/S Carolyn Hannas/Sharon Tate
  
  - 5.2 **Float Design Meeting (24 March 2009)**  
M/S Grant Wells/Mary Jo Kohlmler
  
6. **TREASURER'S REPORT**
  - 6.1 **TREASURER'S REPORT (February 2009)**  
A motion was made and seconded to approve the February 2009 Treasurer's Report as submitted.  
  
M/S Roy Atherton/Sharon Tate
  
  - 6.1 **TREASURER'S REPORT (March 2009)**  
A motion was made and seconded to approve the March 2009 Treasurer's Report as submitted.  
  
M/S Pam Barrett/Anne Atherton
  
  - 6.2 **PAYMENT OF OUTSTANDING BILLS**  
No bills were submitted for payment.

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

Cindy Snodgrass filled in for Suzie. She announced that the Citizen Development and Enrichment Committee would be meeting on April 14<sup>th</sup> at 4:30 p.m. in the 3<sup>rd</sup> Float Assembly Room to discuss the 2010 float design.

**8. OLD BUSINESS**

**8.1 CELEBRATION DINNER**

Report tabled due to absence of dinner co-chairs.

**8.2 ITEMS IN SHED**

Jan and Grant will clean the items out of the shed we no longer need.

**8.3 FLOAT DESIGN REPORT**

Due to Kathy's absence, Mary reported that Fiesta Parade Floats presented designs to the Board. Following discussion, the members of the Float Design Committee voted to select a springtime garden scene as their recommendation to the City Council as Torrance's entry in the 2010 Rose Parade.

**8.4 FLOAT DESIGN MEETING**

Following discussion, the Board voted to accept the design selected by the Committee as the recommendation to the Citizen Development and Enrichment Committee.

M/S Roy Atherton/Carolyn Hannas

**8.5 SPRING BOUTIQUE REPORT**

Carolyn Hannas thanked everyone for their help at our booth at the Boutique. Assisting were: Pam Barrett, Barbara Hill, Jim Hill, Mary Jo Kohlmiller, Mary Helen Montgomery, Lori Rayor, Jan Staws, and Sharon Tate. We had sales and donations of \$162.50.

**9. NEW BUSINESS**

**9.1 2008-2009 PRESIDENT'S ANNUAL REPORT**

A motion was made and seconded to accept the President's annual report.

M/S Jim Hill/Mary Barta

**9.2 2008-2009 TREASURER'S ANNUAL REPORT**

A motion was made and seconded to accept the Treasurer's annual report.

M/S Anne Atherton/Mary Helen Montgomery

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

All Board members are invited to attend the meeting on April 14<sup>th</sup> at 4:30 p.m.

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**9.4 PRESENTATION OF DESIGN TO CITY COUNCIL**

All Board members are invited to attend the City Council meeting on April 28<sup>th</sup> at 7:00 p.m. where the color rendering will be presented to City Council, assuming the design is approved by the Citizen Development and Enrichment Committee.

**9.5 INVENTORY**

Tabled until next meeting.

**9.6 NEW BOARD ROSTER**

A new Board roster was given to Board members.

**9.7 BY-LAWS**

A copy of the TRFA By-Laws were given to Board members.

**10. OFFICERS' AND DIRECTORS' REPORTS**

**10.1 MEMBERSHIP**

Mary Jo reported she received memberships for March from 2 individuals and 2 couples.

**10.2 PUBLICITY**

Pam and Jim will check with Sammy's Woodfired Pizza and Chicago for Ribs about hosting a fundraiser for TRFA.

**10.3 WAYS AND MEANS**

Mary Helen told that See's Candy will no longer be selling lollypops for fundraising and the cost of the candy bars will increase by 10 cents and be reduced in size by ½ ounce. There was discussion about continuing to handle the candy bars, due to limited exposure. Mary Helen invited all Board members to see if they could locate other venues to sell the candy bars.

**11. ONCE AROUND**

Joyce Miles and Sharon Tate showed some sample centerpieces for next year's Celebration Dinner. There was discussion about having a generic flyer to hand out at boutiques, etc. Bob Habel told about the Tip-A-Cop event on April 16<sup>th</sup> at the Claim Jumper.

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12. **ADJOURNMENT**

A motion was made and seconded to adjourn at 7:45 p.m.  
M/S Carolyn Hannas/Mary Barta

Respectfully submitted by,

*Joyce Miles, Secretary*

**NEXT MEETING**  
**Tuesday, 5 May 2009 - 7:00 p.m.**  
**WEST ANNEX CONFERENCE ROOM (1st Floor)**  
**Refreshments: Mary Barta signed up to bring treats in May.**



**ATTACHMENT F****CITY COUNCIL CITIZEN DEVELOPMENT AND ENRICHMENT  
COMMITTEE  
Tuesday, April 14<sup>th</sup>, 2009**

COMMITTEE MEMBERS: Councilman Tom Brewer, Chair  
Councilman Gene Barnett  
Councilman Pat Furey

STAFF: Jay Scharfman, Sr. Management Associate  
Fran Fulton, Management Associate  
John Jones, Community Services Director  
Richard Brunette, Recreation Services Manager  
Suzie Wand, Senior Recreation Supervisor

**CALL MEETING TO ORDER**

The City Council Development and Enrichment Committee convened in a regular meeting on Tuesday, April 14<sup>th</sup>, 2009 at 4:30 p.m. in the City Manager's Assembly Room.

**MOTION**

Councilman Gene Brewer moved to accept and file report of the City Clerk on posting of the agenda. Councilman Gene Barnett seconded the motion for approval.

**INTRODUCTION OF GUESTS**

Committee and Staff introduce the Torrance Rose Float Association including Mary Hoffman, President of the Association and members of the Board of Directors in attendance.

**SELECTION OF THE FLOAT DESIGN FOR THE CITY'S FLOAT ENTRY IN THE 2010 PASADENA TOURNAMENT OF ROSES PARADE****Discussion**

Association members introduce "A Cut Above the Rest" as the theme of the 2010 parade.

Mary Hoffman explains there were five initial designs to choose from. The design that the Rose Float Association chose was the "Springtime Garden" theme. The overall design is a large garden scene with butterflies.

The Association feels that this particular design will be great for their decorators who love adding detail to the float.

Committee members inquire about the height of the float. Association members answer that the proposed float is 35ft long X 18 ft wide X 21 ft high.

There will be six to eight riders on the float on the day of the Parade.

### **DISCUSSION REGARDING THE POSSIBILITY OF ELIMINATING THE FLOAT IN 2010 AND ARGUMENT IN FAVOR OF KEEPING THE FLOAT IN 2010**

The Torrance Rose Float Association members state that the beautiful and unique float designs that the City of Torrance have displayed over the years at the Rose Parade has increased recognition and visibility of the City.

Members state that there are numerous volunteers (approximately six hundred volunteers each year) who assist with the creation of the float. This type of engagement increases civic pride and the volunteers truly care about the City of Torrance and the success of the float.

Members state that the presence of a Torrance float at the Rose Parade is good publicity for the City and is much cheaper than airing a commercial on television during the main event. The float is an investment and a huge benefit for the City.

Members state that if the City decides to have a float one year and not the next, the City's credibility will be weakened and it is uncertain if there will be available spots, should the City wish to re-join, in the years to come. It is also uncertain whether the same Association members will be able to volunteer.

### **MOTION**

Councilman Gene Barnett moved to approve the design of the City of Torrance's float as "A Springtime Garden" for the 2010 Pasadena Tournament of Roses Parade. Councilman Pat Furey seconded the motion for approval.

### **ADJOURNMENT**

At 5p.m. the meeting was adjourned.