

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 - Acceptance of the *Torrance Rose Float Association's* Annual Report for 2008-09

RECOMMENDATION

Recommendation of the Community Services Director that City Council accept and file the *Torrance Rose Float Association* Annual Report for 2008-2009.

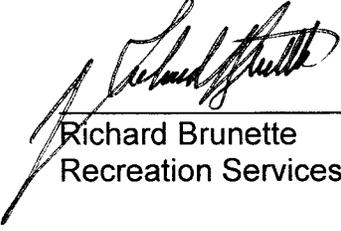
BACKGROUND/ANALYSIS

The Torrance Rose Float Association (TRFA) provides City Council with an annual report after the completion of each year's Tournament of Roses Parade. The Annual Report includes both the TRFA President's Report and the TRFA Treasurer's Report (Attachments A and B). Both Reports were approved by the TRFA Board at their April 7, 2009, meeting (Attachment C).

The Torrance Rose Float Association had nearly 600 volunteers dedicate over 3,000 hours preparing the 2009 float entry "Mad Hatter's Tea Party." The float won the "Volunteers Trophy" for best floral design of theme ("Hats Off To Entertainment") in the 35 feet or under category. Torrance's float was featured on the cover of several local newspapers, and was seen by approximately 1 million spectators along the parade route. It was also viewed by millions of viewers through television and internet broadcast all over the world

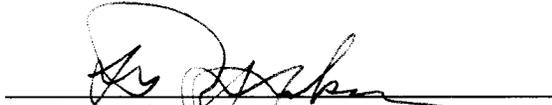
Respectfully submitted,

JOHN JONES
COMMUNITY SERVICES DIRECTOR


Richard Brunette
Recreation Services Manager

CONCUR:


for John Jones
Community Services Director


LeRoy J. Jackson
City Manager

Attachments: A) 2008-2009 TRFA President's Report
B) 2008-2009 TRFA Treasurer's Report (3/1/08 - 2/28/09)
C) April 7, 2009 Minutes of TRFA Board meeting

2008-2009 TRFA President's Report

February 2008

The 37th annual Torrance Rose Float Association Celebration Dinner was held on February 2nd at the Cultural Arts Center. "Hats Off to Entertainment" was announced as the theme for the 2009 Parade. Mayor Frank Scotto installed the following officers and directors for the 2008-2009 TRFA Board:

President	Mary Hoffman	Ways & Means	Jan Staws
Vice President	Cindy Wells		Carolyn Hannas
Secretary	Joyce Miles		Lori Rayor
Treasurer	Mary Barta		Melanie White
Membership	Mary Jo Kohlmiller	Float Decoration	Kathy Thompson
Decorators	Sharon Tate		Linda Lescoe
	Linda Huthmaker	Publicity	Pam Barrett
	Mary Helen		Jim Hill
	Montgomery	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 2009 Parade.

March 2008

At the March Board meeting, Float Decoration Chairperson, Kathy Thompson announced that Fiesta Parade Floats agreed to show us designs for the 2009 Parade. The Float Design Committee chose to recommend Fiesta's design titled "Mad Hatter's Tea Party". The Board voted to contribute \$10,000.00 toward the cost of the City's 2009 entry in the Rose Parade. We participated in the annual Spring Boutique and had total sales and donations of \$160.00.

April 2008

At the April meeting, the Board 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 "Mad Hatter's Tea Party" be the City's entry in the 2009 Pasadena Tournament of Roses Parade. The City Council agreed with the Citizen Development and Enrichment Committee's recommendation for the City's entry for the 2009 Rose Parade. A program was presented by Mary Hoffman and Jim Hill to the Palos Verdes Seniors on float decorating. They ran the program on local cable channels.

May 2008

The Board voted to purchase our traditional t-shirts, patches, and pins.

June 2008

The Board received a stained glass reproduction of "See-More" the Snail that had been given to Doris Greene, when she was President of TRFA in 1990. The piece was hung with the photograph of the 1990 float.

July 2008

Torrance Unified School District buses will again be used for Decorating Week.

August 2008

No meeting. The float had its first test drive. The following people went to Irwindale (the new location for Fiesta Parade Floats) for the event: Roy Atherton, Bob Habel and Mary Hoffman.

September 2008

It was decided to again sell the 2009 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 two days and Subway three days during Decorating Week. The annual Fall Boutique was held at the Cultural Arts Center. Many of our Board members staffed the booth. We sold \$172.50 in promotional and candy sales.

October 2008

The fire drill test was conducted on the float, with Board members: Bob Habel, Carolyn Hannas, Mary Hoffman, and Cindy & Grant Wells attending. In addition, two of our float riders participated in the test drive. Mary reported that all of the riderships have been taken. The first Decorator Orientation was held on October 16th, with over 135 people in attendance. Many of the people who signed up were first-timers. We sold \$257.45 in promotional items. We staffed a booth at the annual Halloween Carnival at Wilson Park.

November 2008

At the monthly Board meeting, plans were discussed concerning our annual Celebration Dinner. It was decided to have the event catered by Lomeli's Restaurant and charge \$15.00 per person for the dinner. Joyce Miles and Sharon Tate showed sample centerpieces, which they are creating for the dinner. 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: Anne & Roy Atherton, Mary Hoffman, Sharon Tate and Cindy Wells, as well as float rider, Emily Pryor, along with float builder, Tim Estes and float designer, Raul Rodriguez. On November 13th, our second Decorator Orientation meeting was conducted. We had sales of \$470.00 in promotional items and See's candy. Mary Hoffman made a presentation on float decorating to the members of the Assistance League of San Pedro/South Bay. We had our first dry cutting day on Thanksgiving weekend and had a very good turn-out.

December 2008

We held our second dry cutting day in Irwindale. Several Board members represented TRFA at the Christmas Boutique in Wilson Park selling \$421.50 in promotional items and See's candy. Cindy Wells did a fabulous job coordinating approximately 600 volunteers for Decorating Week, as well as loading almost all of the day and night buses and working each night shift. Fiesta Parade Floats did an outstanding job of working out the logistic issues with the new location. 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, Mary Helen Montgomery, Lori Rayor, Sharon Tate, Kathy Thompson, Grant Wells and Melanie White helped out wherever needed. Former Board members: Barbara Hill and Don Kohlmiller also worked very hard decorating the float. Former TRFA President, Bob De Armond provided berries for decorating the vest of the white rabbit. He was a supervisor for a Fiesta float that was located near our float. Our float was finished early in the evening of December 30th, ready for judging on the morning of December 31st! It was a new experience to have judging with all of the other Fiesta floats. There were large crowds to watch all of Fiesta's floats being judged. Doing touch-ups on the float following its arrival in Pasadena were Don and Mary Jo Kohlmiller. Anne & Roy Atherton, Carolyn Hannas, Karen Kyte and Jason Walters guarded the float all night on Orange Grove Boulevard.

January 2009

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: Rosa Campos, Laurie Love, Skipper McGee, Emily Pryor, Callie Rodela, and Veronica Scanlon. The Torrance float 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 7th at the Cultural Arts Toyota Meeting Room. The Board voted to pay the entry fee to the Pasadena Tournament of Roses for the 2010 Parade.

February 2009

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 2010 float. The 38th annual Torrance Rose Float Association Celebration Dinner was held on February 7th at the Cultural Arts Toyota Meeting Room. There were approximately 200 people attending. Five members of the 2009 Royal Court were in attendance, as well as numerous City of Torrance and Tournament of Roses officials. Bob Habel served as the Master of Ceremonies. The dinner was catered by Lomeli's Restaurant. Certificates were presented to the members of the Royal Court, who each commented on their experiences connected with the 2009 Rose Parade. Our float builder, Tim Estes, and float designer, Raul Rodriguez, attended the dinner and thanked our dedicated, hard-working volunteers. Various businesses and Board members were acknowledged for their contributions. The 2009-2010 Board was installed by Mayor Frank Scotto. "A Cut Above the Rest" was announced as the theme for the 2010 Parade. The evening included a PowerPoint presentation of the year in review created by Mary Hoffman, and a video production produced by CitiCABLE and featured highlights of the programs they presented on CitiCABLE during the year. An Opportunity Drawing took in \$1,623.80 and was very popular with the guests. Dinner Co-Chairs Kathy Thompson and Linda Lescoe and their Committee did a great job coordinating everything for the Dinner.

Post Script:

As my thirteenth 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 want to especially recognize our City Liaison, Suzie Wand, who did another outstanding job guiding me through 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 Torrance's 55th float, "Mad Hatter's Tea Party", which won the Volunteers' Trophy in the Pasadena Tournament of Roses Parade.

Respectfully submitted,

Mary K. Hoffman
President, TRFA 2008-2009

ATTACHMENT B

**TORRANCE ROSE FLOAT ASSOCIATION
ANNUAL TREASURER'S REPORT
MARCH 1, 2008 - FEBRUARY 28, 2009**

INCOME	
Bus fares for Decorating Week	\$2,095.00
Candy	\$3,256.82
Celebration Dinner	\$4,113.80
Donations	\$2,859.50
Float Riders	\$5,000.00
Rose Bowl Football Tickets	\$1,505.00
Membership	\$6,778.00
Promotions (includes boutique income)	\$4,029.66
Rose Vials	\$4,653.00
Total	\$34,290.78

EXPENSES	
Bus for Decorating Week	\$5,730.00
Candy	\$2,416.00
Celebration Dinner	\$2,290.89
Decorating Week Expenses	\$1,841.52
Rose Bowl Football Tickets	\$1,505.00
TRFA Board Expenses (2 badges & imprinting Historian photo album)	\$143.19
Rose Parade Expenses (entry fee, costumes, photos, etc.)	\$3,994.14
Promotions (t-shirts, pins, patches, etc)	\$3,425.41
Total	\$21,346.15

**Account Summary Information
March 1, 2008 - February 28, 2009**

Checking Account Balance as of March 1, 2008	\$24,782.90
Income Total	\$34,290.78
Less Expenses	\$21,346.15
Returned Checks	\$85.00
Sub-total	\$37,642.53
Savings Balance February 29, 2008	\$10,607.95
Total Funds Available	\$48,250.48

**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 14th at 4:30 p.m. in the 3rd 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 14th 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 28th 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 16th 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.