

FOR COUNCIL MEETING

April 25, 2006

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

Members of the City Council:

**SUBJECT: ACCEPTANCE OF TORRANCE ROSE FLOAT ASSOCIATION'S
ANNUAL REPORT FOR 2005-2006**

RECOMMENDATION

It is the recommendation of the Community Services Director that your Honorable Body accept and file the Torrance Rose Float Association's Annual Report for 2005-2006 (2006 Float).

BACKGROUND/ANALYSIS

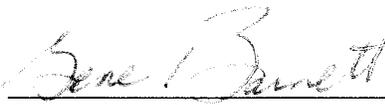
The Torrance Rose Float Association's 2005-2006 Annual Report was accepted at the TRFA Board meeting of April 4, 2006. The Association's contract with the City requires that an annual report be submitted to the City. The narrative report was prepared by TRFA President, Mary Hoffman, and the financial 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.

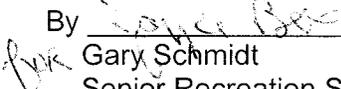
Respectfully submitted,

GENE BARNETT
COMMUNITY SERVICES DIRECTOR

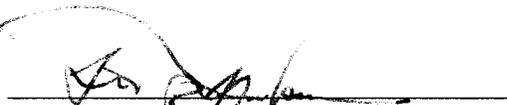
CONCUR:



Gene Barnett
Community Services Director

By 

Gary Schmidt
Senior Recreation Supervisor



LeRoy J. Jackson
City Manager

Attachments: A) Minutes of TRFA Board meeting of April 4, 2006.
B) 2005-2006 TRFA President's Report.
C) TRFA Treasurer's Report (3/1/05 - 2/28/06).

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

**TUESDAY, 4 APRIL 2006 - 7:00 P.M.
WEST ANNEX CONFERENCE ROOM (1st FLOOR)**

Refreshments: Linda Lescoe

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: MaryAnne Vega and Cindy Wells.
3. **FLAG SALUTE**
The Flag Salute was led by Vice President, Jack Williams.
4. **INFORMAL BUSINESS**
 - 4.1 **INTRODUCTION OF GUESTS**
No guests present.
 - 4.2 **CORRESPONDENCE**
Miscellaneous correspondence was circulated for Board review.
5. **APPROVAL OF MINUTES**
 - 5.1 **BOARD MEETING (7 March 2006)**
A motion was made and seconded to approve the 7 March 2006 Board Minutes.

M/S Jan Staws/Roy Atherton
 - 5.2 **FLOAT DESIGN MEETING (21 March 2006)**
A motion was made and seconded to approve the 21 March 2006 Float Design Committee meeting minutes.

M/S Roy Atherton/Jack Williams
6. **TREASURER'S REPORT**
 - 6.1 **TREASURER'S REPORT (March 2006)**
A motion was made and seconded to approve the March 2006 Treasurer's Report.

M/S Jan Staws/Sharon Tate
 - 6.2 **PAYMENT OF OUTSTANDING BILLS**
No bills were presented.
7. **CITY COUNCIL LIAISON COMMENTS (Councilwoman Pat McIntyre)**
Councilwoman, Pat McIntyre was not present due to a conflict with the Torrance City Council meeting.

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8. **STAFF LIAISON COMMENTS** (Gary Schmidt)

General Comments

9. **OLD BUSINESS**

9.1 **FLOAT DESIGN COMMITTEE REPORT**

After further discussion of the design choices, the Board decided to not go with the Committee's initial recommendation. They voted to change the design to the Committee's second choice with modifications. The design will be changed to more of a spring scene and the working title is "Natures' Wonders".

M/S Roy Atherton/Sharon Tate

TRFA's City liaison, Gary Schmidt, will be retiring in the summer of 2007. To recognize his nineteen + years of dedication to the TRFA, Mary Hoffman suggested we give him a float ridership for the last float he will see to completion. A motion was made and seconded to give Gary a ride on the 2007 City of Torrance float on behalf of the TRFA Board of Directors.

M/S Jack Williams/Mary Jo Kohlmiller

10. **NEW BUSINESS**

10.1 **2005-2006 ANNUAL PRESIDENT'S REPORT**

A motion was made and seconded to accept the 2005-2006 annual President's report.

M/S Roy Atherton/Sharon Tate

10.2 **2005-2006 ANNUAL TREASURER'S REPORT**

A motion was made and seconded to accept the 2005-2006 annual Treasurer's report.

M/S Jan Staws/Anne Atherton

10.3 **PRESENTATION OF FLOAT DESIGN TO AD-HOC COMMITTEE**

The meeting will be held on Tuesday, April 18th at 4:30 p.m. in the Third Floor Assembly Room. All Board members are encouraged to attend.

Mary reported that John Jones, Andrew Orpe, Michael Smith (from CitiCABLE), Mary Jo Kohlmiller, and herself have been meeting to design a plan to raise funds for the City's floats. Those ideas will be presented at the Ad Hoc meeting. Mary thanked the Committee for their efforts.

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10.4 PRESENTATION OF FLOAT DESIGN TO CITY COUNCIL

The design will be presented to the City Council on Tuesday, April 25th at 7:00 p.m. All Board members are encouraged to attend.

10.5 ANNUAL ARMED FORCES DAY PARADE

There was a general discussion of our participation.

10.6 INVENTORY

Thanks to Bob Habel for all of his efforts preparing the inventory report for 2005-2006.

10.7 AUCTION ITEMS FOR 2007 CELEBRATION DINNER

Mary Hoffman has located a source for items for gift baskets. She purchased a number of items to be used for next year's auction. The Board voted to reimburse her \$122.13 for the items she purchased.

M/S Carolyn Hannas/Roy Atherton

11. OFFICERS' AND DIRECTORS' REPORTS

11.1 MEMBERSHIP

Mary Jo reported memberships of 8 individuals and 3 Couples.

11.2 PUBLICITY

General discussion.

11.3 WAYS AND MEANS

General discussion.

12. ONCE AROUND

Melanie White prepared a display to feature at our events to promote the sale of rose vials for the float. Pam Barrett shared photos of the two floats that the City of Manhattan Beach had had in the 1935 and 1937 Rose Parades.

13. ADJOURNMENT

A motion was made and seconded to adjourn at 8:20 p.m.

M/S Carolyn Hannas/Roy Atherton

Respectfully submitted by,
 Joyce Miles, Secretary

NEXT MEETING
Tuesday, 2 MAY 2006 - 7:00 p.m.
WEST ANNEX CONFERENCE ROOM (1st Floor)

Refreshments: KATHY THOMPSON

2005-2006 TRFA President's Report

February 2005

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 2006 Parade.

The 34th annual Torrance Rose Float Association Celebration Dinner was held on February 4th at the Cultural Arts Center. "It's Magic" was announced as the theme for the 2006 Parade. Mayor, Dan Walker, installed the following officers and directors for the 2005-2006 TRFA Board:

President	Mary Hoffman	Ways & Means	Jan Staws
Vice President	Jack Williams		Pam Barrett
Secretary	Joyce Miles		Jim Hill
Treasurer	Mary Barta		Linda Lescoe
			Carolyn Hannas
Membership	Mary Jo Kohlmiller	Float Decoration	Kathy Thompson
			Dawn Hamilton
Volunteers	Ann Williams		Karl Hamilton
	Sharon Tate	Publicity	Lori Rayor
	Barbara Boren		Melanie White
		Transportation	MaryAnne Vega
Logistics	Bob Habel	Historians	Anne Atherton
	Roy Atherton		Debbie Fernandez

March 2005

At the March Board meeting, Float Decoration Chairperson, Kathy Thompson announced that Fiesta Parade Floats agreed to show us designs for the 2006 Parade. The Float Design Committee chose to recommend Fiesta's design titled "Love Is Magical". The Board voted to contribute \$10,000.00 toward the cost of the City's 2006 entry in the Rose Parade. The Board decided to not purchase seats at the 2006 Parade due to a variety of factors, including not being able to sell all of the tickets for the past two years and the Parade being on Monday, January 2nd. There was concern that some people would not have the day off, since the Parade was to be held on the 2nd. We participated in the annual Spring Boutique and had total sales of \$95.00.

April 2005

At the April meeting, the Float Design Committee presented the design and the Board voted to recommend the design to the Torrance City Council Ad Hoc Rose Float Committee. The Committee approved the design and recommended to the full City Council that "Love Is Magical" be the City's entry in the 2006 Pasadena Tournament of Roses Parade. The City Council agreed with the Ad Hoc Committee's recommendation

for the City's entry for the 2006 Rose Parade. The Board decided to participate in the City's annual Armed Forces Day Parade selling refreshments in front of the Plunge.

May 2005

The Board voted to purchase our traditional t-shirts, patches, and pins. We made a profit of \$594.04 at the Armed Forces Day Parade. Jan Staws and her committee did an outstanding job at this event.

June 2005

Carolyn Hannas has graciously agreed to chair our efforts to secure donations for the 2006 Celebration Dinner Opportunity Drawing. She and other Board members will begin working to have more items available for the dinner. The float had its first test drive. The following people went to Duarte for the event: Bob Habel and Mary Hoffman.

July 2005

The Board voted to use Cardinal Transportation for Decorating Week. They will charge a slightly 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 2005

No meeting. The fire drill test was held on the float.

September 2005

It was decided to again sell the 2006 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 \$458.50 in promotional and candy sales. In an effort to create more interest and awareness in the City's floats, the Board voted to purchase signs for car windows saying "Float Decorator on Board". It will feature a red rose above the lettering and will be similar to "Baby on Board" signs. There were still three float riderships left.

October 2005

The first Volunteer Orientation was held on October 20th. We had a great turnout due to excellent coverage of the event in the DAILY BREEZE, and sold \$385.00 in promotional items and See's candy bars. 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, Mary Jo Kohlmiller, Sharon Tate, and Ann

Williams, along with float builder, Tim Estes and float designer, Raul Rodriguez. We participated in the annual Halloween Carnival at Wilson Park. Our Liaison, Gary Schmidt, made all of the arrangements. We received \$48.00 for the tickets that we collected.

November 2005

At the monthly Board meeting, plans were discussed concerning our annual Celebration Dinner. It was decided to again have Creative Cuisine cater the dinner and charge \$15.00 for the dinner. On November 17th, our second Volunteer Orientation meeting was conducted and Officers and Directors for the year 2006-2007 were elected. We had sales of \$118.50 in promotional items and See's candy. Mary Hoffman presented a program on the City's float to the Palos Verdes Rotary Club. All of the float rider positions have been sold.

December 2005

In another effort to increase awareness for the City's floats, we had magnetic decals created with a similar message to the car signs, showing a red rose and the wording "float decorator" on the sign. We had two dry work days in Duarte. Several Board members represented TRFA at the Christmas Boutique in Wilson Park selling \$364.00 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. Gary Schmidt loaned us a tent from the City 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. Bob Habel loaded each night bus and various Board members returned on the evening bus and then made certain everyone received a ride home. Dawn and Karl Hamilton worked long hours as supervisors. Other Board members: Anne Atherton, Pam Barrett, Mary Barta, Barbara Boren, Debbie Fernandez, 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: Barbara Hill, Anita Johnson, and Don Kohlmiller also worked very hard decorating the float. We received outstanding coverage of the float with an entertaining, behind-the-scene look at our float driver and a full 2 page spread on the various materials used in decorating the float. We received many wonderful comments about the articles.

January 2006

Due to the Parade being on Monday, January 2nd, the judging was held in the morning of New Year's Day. Doing touch-ups on the float in Pasadena were Buddy & Mary Barta and Don and Mary Jo Kohlmiller. Anne & Roy Atherton, Carolyn Hannas, and Jason Walters guarded the float all night on Orange Grove Boulevard.

Unfortunately, it rained during the night and made the all-night guarding duty even more challenging than normally.

At 5:15 a.m., on a chilly and wet January 2nd, the float riders met in Wilson Park and drove to Pasadena. Riding on the float were: Board member, Pam Barrett; former Board member, Barbara Hill; Board member, Jim Hill; Terri Nishimura; DAILY BREEZE editor, Sue Schmitt; Virginia VanHoutte; Mary Varieur; and a 16 year old South High School student, Matthew Medlock, serving as Romeo. 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. The DAILY BREEZE editor, Sue Schmitt, who rode on the float, did a fantastic first-person account of her experiences riding on the City's float in the first Parade in over 50 years to have the day dampened by an enormous rainstorm. Float rider, Barbara Hill, likened the experience to getting all dressed up and going and standing under the shower for three hours! All of the float riders did an admirable job of representing the City under very trying circumstances. At the January Board meeting, the details were finalized for the annual Celebration Dinner to be held on February 4th at the Cultural Arts Toyota Meeting Room. The Board voted to pay the entry fee to the Pasadena Tournament of Roses for the 2007 Parade, if the City Council decided to fund the 2007 entry. Due to losing money the past two years on selling Parade tickets, the Board voted to not purchase Parade tickets for the 2007 Parade. Members of the Board met with the City Council Rose Float Ad Hoc Committee to discuss additional funding for the 2007 float. The Committee will recommend to the full City Council that they contribute an additional \$45,000.00 for the City's 2007 entry. A fund-raising plan will be created to target businesses in the City to help fund the cost of the float.

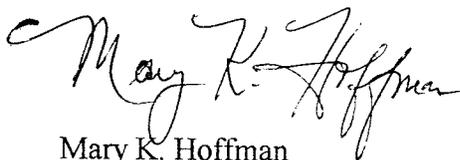
February 2006

At the February Board meeting, the Board took a brief recess to attend the City Council meeting where the Council voted to fund an additional \$45,000.00 for the 2007 float. The 35th annual Torrance Rose Float Association Celebration Dinner was held on February 4th at the Cultural Arts Toyota Meeting Room. We had approximately 170 people attending. All seven members of the 2006 Royal Court were in attendance, as well as numerous City of Torrance and Tournament of Roses officials, along with all seven float riders, who attended in the costumes they wore in the Parade. Bob Habel served as our Master of Ceremonies. The dinner was catered by Lomeli's Italian Restaurant. Certificates were presented to the members of the Royal Court, who each commented on their experiences connected with the 2006 Rose Parade. Our float builder, Tim Estes, attended the dinner and thanked our dedicated, hard-working volunteers. Various businesses were acknowledged for their contributions. The 2006-2007 Board was installed by Mayor Dan Walker. "Our Good Nature" was announced as the theme for the 2007 Parade. The evening included a video production, showing the year in review and an Opportunity Drawing which took in \$470.97. Kathy Thompson and her Committee did a great job coordinating everything for the Dinner.

Post Script:

As my tenth 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, Gary Schmidt, who did another fantastic job assisting me throughout 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 52nd float, "Love is Magical", winner of the Volunteers' Trophy for the City of Torrance.

Respectfully submitted,

A handwritten signature in cursive script that reads "Mary K. Hoffman". The signature is written in black ink and is positioned above the printed name.

Mary K. Hoffman
President, TRFA 2005-2006

TORRANCE ROSE FLOAT ASSOCIATION
ANNUAL TREASURER'S REPORT
MARCH 1, 2005 - FEBRUARY 28, 2006

Income	
Celebration Dinner	\$2,915.00
Decorating Week Income	\$1,275.00
Donations	\$1,949.00
Event Income/Promotional Items	\$13,808.85
Membership	\$6,440.00
Parade Income	\$19,815.10
Rose Bowl Tickets	\$4,565.00
Total	\$50,767.95

Expenses	
Celebration Dinner	\$1,598.19
Decorating Week Expenses	\$5,564.44
Event Expenses	\$1,118.01
Misc. Supplies	\$184.16
Parade Expenses	\$19,871.73
Promotional Items	\$3,912.24
Refund of Membership	\$40.00
Rose Bowl Tickets	\$4,565.00
Total	\$36,853.77

**Account Summary Information
February 2005 Statement**

Checking Account Balance	\$7,348.22
Savings Balance	\$10,291.30
Total Cash	\$17,639.52

Activity 3/01/2005 - 2/28/06

Checking Account Balance February 2005	\$7,348.22
Income Total	\$50,767.95
Less Expenses	\$36,853.77
Sub-total	\$21,262.40
Savings Balance February 2006	\$10,319.03
Total Funds Available	\$31,581.43

Respectfully Submitted,

Mary Barta

Mary Barta
Treasurer