

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 2009-10 to City Council

Expenditure: Not applicable

RECOMMENDATION

Recommendation of the Community Services Director that City Council accept and file the Torrance Rose Float Association's Annual Report for 2009-10 for the Association's efforts toward Torrance's 2010 Tournament of Roses Parade float.

Funding: Not applicable

BACKGROUND/ANALYSIS

At the completion of the year's efforts toward the creation of a Tournament of Roses Parade float, the Torrance Rose Float Association (TRFA) provides the City Council with an Annual Report consisting of the TRFA President's and Treasurer's Reports for the past year's float.

The Torrance Rose Float Association is proud to support the City of Torrance in it's endeavors to provide award winning float entrees into the Pasadena Rose Float Parade each and every year. Staff have provided the following reports that accurately reflect the activities of the Rose Float Association as they conducted their business to support the City of Torrance float.

- TRFA President Mary Hoffman's *2009-10 Annual Report* reflects the Association's monthly activities of the past year from February 2009 to February 2010 (Attachment A).
- TRFA Treasurer Mary Barta's *Annual Treasurer's Report for March 1, 2009 to February 28, 2010* reflects the Association's financial activity (Attachment B).
- Both Reports were approved by the TRFA Board at their April 6, 2010 meeting as is reflected in the meeting minutes which are attached (Attachment C).

As a Torrance community organization consisting of volunteers, the Torrance Rose Float Association (TRFA) had over 600 volunteers who dedicated over 3,000 hours working on Torrance's 2010 float entry, "Garden of Dreams." The float won the *121st Tournament of Roses Parade's* "Lathrop K. Leishman Trophy" for the most beautiful entry from a non-commercial sponsor and was featured on the cover of several local newspapers.

According to the Tournament of Roses Parade media summary for 2010, the *Parade* was seen by over 700,000 spectators along the parade route, as well as by another 135,000 people in the days following the parade, and by 51 million people in the United States on numerous television broadcasts as well as in the 220 international countries and territories where the parade is also televised.

Respectfully submitted,



RICHARD BRUNETTE
Recreation Services Manager

CONCUR



JOHN JONES
Community Services Director

NOTED



LeROY J. JACKSON
City Manager

- Attachments:
- A) 2009-10 TRFA President's Annual Report
 - B) 2009-10 TRFA Treasurer's Report (3/1/09 - 2/28/10)
 - C) TRFA Board Meeting Minutes of April 6, 2010

ATTACHMENT A

2009-10 TRFA PRESIDENT'S ANNUAL REPORT

February 2009

The 38th annual Torrance Rose Float Association (TRFA) Celebration Dinner was held on February 7, 2009 at the Cultural Arts Center. "A Cut Above the Rest" was announced as the theme of the 2010 Parade. Mayor Frank Scottto installed the following officers and directors for the 2009-2010 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 Montgomery		Jim Hill
Historian	Anne Atherton	Logistics	Bob Habel
Transportation	Grant Wells		Roy Atherton

At the February 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 2010 Parade.

March 2009

At the March Board meeting, Float Decoration Chairperson, Kathy Thompson, announced that Fiesta Parade Floats agreed to show us designs for the 2010 Parade. The Float Design Committee chose to recommend Fiesta's design titled "Garden of Dreams". The Board voted to contribute \$10,000.00 toward the cost of the City's 2010 entry in the Rose Parade. We participated in the annual Spring Boutique and had total sales and donations in the amount of \$162.50.

April 2009

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 "Garden of Dreams" be the City's entry in the 2010 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 2010 Rose Parade.

May 2009

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

June 2009

The Board voted to again use Lomeli's Italian Restaurant as our caterer for the 2010 Celebration Dinner.

July 2009

The float had its first test drive. Bob Habel and Mary Hoffman represented TRFA at the test drive. Fiesta Parade Floats asked Board member, Bob Habel, to again be the observer for the Torrance float.

August 2009

The float had its second test drive. It was attended by Anne & Roy Atherton, Bob Habel, Carolyn Hannas, Mary Hoffman, and Cindy & Grant Wells.

September 2009

It was decided to again sell the 2010 Tournament of Roses Parade programs and theme pins during Decorating Week. Since there will not be other vendors selling merchandise at our decorating site, the Board voted to also sell decorator pins. The Board decided to rent a mobile office for Decorating Week. The Board voted to again use Torrance Unified School buses to transport our decorators to Irwindale. The annual Fall Bazaar was held and we had promo and candy sales totaling \$219.50.

October 2009

The first Decorator Orientation was held on 15 October with over 100 people in attendance. We sold \$186.00 worth of promo items and See's candy. We also sponsored a fund raiser at the California Pizza Kitchen. Pam Barrett and Jim Hill made all of the arrangement for the event and greeted guests during the dinner hours. We received \$419.45 as our share of the day's receipts. CKP said it was one of their best fund raisers. We staffed a booth at the annual Halloween Carnival at Wilson Park.

November 2009

At the monthly Board meeting, plans were finalized for the Celebration Dinner, which will be held in February. The Board voted to not raise the price of the dinner, which will remain at \$15.00. Barbara Hill sent letters to companies asking for donations for our "Opportunity Drawing". Joyce Miles and Sharon Tate showed sample centerpieces for the dinner. The Board voted to again hold Officials' Night on December 28th. Pam Barrett, Bob Habel, Jim Hill, Mary Hoffman and Sharon Tate attended the annual Photo Day at Tournament House. The second Decorator Orientation was held on 19 November, with the 2010-11 TRFA Board being elected. Two new members, Dana Cortez and Shayna McGee, will be joining the returning members. We had over 75 people in attendance and sales of \$413.00 in promo items and See's candy. We had our first dry cutting day the last Saturday of November with very good attendance.

December 2009

We held our second dry cutting day in Irwindale. 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, as well as working each night shift. Fiesta Parade Floats did an outstanding job of assisting us. The City provided a tent. Jan Staws was in charge of making certain everything we needed for Decorating Week was in place. She was assisted by Mary Barta and Lori Rayor during the days and Sharynn McGee and Grant Wells during the evenings. Roy Atherton had all of the electrical hooked up for the first day of decorating week. Many Board members worked countless hours to help our decorators complete the float by December 31st. In addition to the Board members listed above, we were assisted by: Anne Atherton, Pam Barrett, Dana Cortez, Bob Habel, Barbara Hill, Jim Hill, Linda Huthmaker, Mary Jo Kohlmiller, Linda Lescoe, Shayna McGee, Mary Helen Montgomery, Sharon Tate, Kathy Thompson, and Melanie White who helped out wherever needed. Former Board member, Don Kohlmiller, also helped out. Our float was finished during the evening of the 30th and ready for judging on the morning of December 31st. Board member, Bob Habel, traveled with the float on the trip from Irwindale to Pasadena during the late afternoon and evening of December 31st. Following the float's arrival in Pasadena, Don & Mary Jo Kohlmiller did touch-ups on the float. Anne & Roy Atherton, Carolyn Hannas, Karen Kyte and Jason Walters guarded the float all night on Orange Grove Blvd.

January 2010

At 5:00 a.m. on a chilly New Year's morning, the float riders met in Wilson Park and were driven to Pasadena by TRFA Treasurer, Mary Barta and her husband, Buddy. Riding on the float were Pam Barrett, Andrea Gerber, Lindsey Gerber, Gretchen Harris, Jim Hill, Cookie Sheeley, and Cindy & Grant Wells. The Torrance float won the Lathrop K. Leishman Trophy for the most beautiful entry from a non-commercial sponsor. This is the most prestigious award for a non-commercial float. We were very proud to win this award over other larger floats with much bigger budgets. At the January Board meeting, details were finalized for the annual Celebration Dinner to be held February 6th at the Cultural Arts Toyota Meeting Room. The Board voted to pay the entry fee to the Pasadena Tournament of Roses for the 2011 Rose Parade.

February 2010

The 39th annual Torrance Rose Float Association Celebration Dinner was held on February 6th. There were approximately 185 people attending. Five members of the 2010 Royal Court were in attendance, as well as number City of Torrance and Tournament of Roses officials. Bob Habel served as our 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 2010 Parade. Our float builder, Tim Estes; float designer, Raul Rodriguez and float supervisor, June O'Neill attended the dinner and thanked our dedicated and hard-working decorators. Various businesses and individuals were acknowledged for their contributions. The 2010-2011 TRFA

Board of Directors was installed by Councilman Bill Sutherland. 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 \$1,615.00. Board members and various businesses donated items for the 50 baskets that were featured in the drawing to raise funds for the 2011 float. Dinner Co-Chairs Kathy Thompson and Linda Lescoe and their committee did a great job coordinating everything for the dinner.

Post Script:

As my fourteenth 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. I would also like to thank the Central Services Department of the City for all of the support they continue to provide to TRFA. I would also like to thank and recognize TRFA Board member, Barbara Hill, who rejoined our Board this year. As many of you know, I had said I was stepping down as President, at the conclusion of this year. Barbara said she would come back and take any jobs I didn't want to continue to do, if I would stay. She took over everything with the rose vial donations and securing items for our "Opportunity Drawing", two jobs which require an incredible amount of time and I am very grateful to Barbara for taking over these projects. I would also like to publicly recognize my incredibly supportive "other half", Bob Habel, for all of his assistance throughout the past 14 years! I would have never been able to continue in this position without his never-ending help. All of the 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 56th float, "Garden of Dreams", which won the Lathrop K. Leishman Trophy for the most beautiful entry from a non-commercial sponsor in the 121st Tournament of Roses Parade. I am very proud that our small budget float won the highest award for a non-commercial sponsor!

Respectfully submitted,

Mary K. Hoffman

Mary K. Hoffman
President, TRFA 2009-2010

10. OFFICERS' AND DIRECTORS' REPORTS

10.1 MEMBERSHIP

Mary Jo reported no new members due to our dues structure.

10.2 PUBLICITY

Pam Barrett and Jim Hill shared that El Paso Cantina will host a fund raiser for us. They will see if Wednesday, July 21st is available. They will also check to see if the California Pizza Kitchen will host another fund raiser in October.

10.3 WAYS AND MEANS

General comments.

11. ONCE AROUND

TRFA member, Janet Johnson, shared some ideas concerning the upcoming float for the Torrance Centennial.

12. ADJOURNMENT

A motion was made and seconded to adjourn at 7:54 p.m.

M/S Bob Habel/Roy Atherton

Respectfully submitted by,
Mary Hoffman, Acting Secretary

NEXT MEETING
TUESDAY, 4 MAY 2010 – 7:00 P.M.
WEST ANNEX COMMISSION ROOM (1st FLOOR)
Refreshments: Mary Jo Kohlmeier signed up to bring treats in May.

ATTACHMENT B

2009-10 TRFA Treasurer's Report (3/1/09 - 2/28/10)

TORRANCE ROSE FLOAT ASSOCIATION

ANNUAL TREASURER'S REPORT
MARCH 1, 2009 - FEBRUARY 28, 2010

<i>INCOME</i>	
Celebration Dinner	\$3,806.00
Decorating Week	\$6,771.27
Donations	\$2,485.00
Float Ridership	\$7,000.00
Membership	\$6,516.53
Parade & Rose Bowl Game Tickets	\$5,120.00
Promotions	\$3,922.35
See's Candy/Certificates	\$2,715.09
Total	\$38,336.24

<i>EXPENSES</i>	
Celebration Dinner	\$1,505.69
Decorating Week	\$7,779.63
Parade Expenses	\$4,208.00
Parade & Rose Bowl Game Tickets	\$5,120.00
Promotions	\$2,489.76
See's Candy/Certificates	\$2,046.50
TRFA Expenses	\$179.28
TRFA Share of 2009 & 2010 Tournament of Roses Parade Float	\$20,000.00
Total	\$43,328.86

Account Summary Information
March 1, 2009 - February 28, 2010

<i>Checking Account Balance as of March 1, 2009</i>	\$37,642.53
<i>Income Total</i>	\$38,336.24
<i>Less Expenses</i>	\$43,328.86
<i>Sub-total</i>	\$32,649.91
<i>Savings Balance February 28, 2010</i>	\$10,647.86
<i>Total Funds Available</i>	\$43,297.77

ATTACHMENT C

**TORRANCE ROSE FLOAT ASSOCIATION
BOARD MEETING MINUTES DATED APRIL 6, 2010**

MINUTES
TORRANCE ROSE FLOAT ASSOCIATION
BOARD OF DIRECTORS

TUESDAY, 6 APRIL 2010
WEST ANNEX COMMISSION ROOM (1st FLOOR)

REFRESHMENTS: ANNE & ROY ATHERTON

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 were present with the exception of the following excused absences: Dana Cortez, Carolyn Hannas, Shayna McGee, Joyce Miles, Kathy Thompson and Melanie White.

3. FLAG SALUTE

The flag salute was led by Vice President, Cindy Wells.

4. INFORMAL BUSINESS

4.1 INTRODUCTION OF GUESTS

Janet Johnson was introduced.

4.2 CORRESPONDENCE

General correspondence was circulated.

5. APPROVAL OF MINUTES

5.1 BOARD MEETING (2 March 2010)

A motion was made and seconded to approve the 2 March 2010 Board minutes.

M/S Roy Atherton/Grant Wells

5.2 FLOAT DESIGN MEETING (23 March 2010)

A motion was made and seconded to approve the 23 March 2010 Float Design Committee meeting minutes.

M/S Roy Atherton/Cindy Wells

6. TREASURER'S REPORT

6.1 TREASURER'S REPORT (March 2010)

A motion was made and seconded to approve the March 2010 Treasurer's report as submitted.

M/S Sharon Tate/Lori Rayor

6.2 PAYMENT OF OUTSTANDING BILLS

No bills were presented for payment.

7. STAFF LIAISON COMMENTS (Suzie Wand)

Suzie advised everyone of next Tuesday's meeting with the City Council Citizen Development and Enrichment Committee at 4:30 p.m. on the 3rd floor. She said there are new security measures in place and people need to sign in and receive a badge.

8. OLD BUSINESS

8.1 CELEBRATION DINNER REPORT

Thanks to Mary Barta for the report on the dinner. We had a total profit of \$2,038.65.

8.2 FLOAT DESIGN COMMITTEE REPORT

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

M/S Roy Atherton/Sharon Tate

8.3 SPRING BOUTIQUE REPORT

Thanks to: Carolyn Hannas, Barbara Hill, Mary Jo Kohlmiller, Mary Helen Montgomery, Jan Staws, Kathy Thompson, and Cindy Wells for staffing our booth at the Spring Boutique. We sold \$124.50 in promo items and See's candy.

8.4 BOARD MEMBER EMAIL ADDRESSES

Thanks to Jan Staws for providing the Board with updated email addresses.

9. NEW BUSINESS

9.1 2009-2010 PRESIDENT'S ANNUAL REPORT

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

M/S Grant Wells/Sharon Tate

9.2 2009-2010 TREASURER'S ANNUAL REPORT

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

M/S Anne Atherton/Roy Atherton

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

All Board members are invited to attend the meeting on Tuesday, April 13 at 4:30 p.m. in the 3rd floor Assembly Room.

9.4 PRESENTATION OF FLOAT DESIGN TO CITY COUNCIL

All Board members are invited to attend the City Council meeting on April 27th 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 TRFA CONTRIBUTION TO 2011 FLOAT

The Board voted to contribute \$10,000.00 to the cost of the 2011 City of Torrance float.

M/S Roy Atherton/Mary Barta

9.7 TABLES IN STORAGE SHED

Mary Hoffman asked if TRFA had any need for the three tables we had in the storage shed. She shared that the Torrance Education Foundation (TEF) could use them. The Board agreed to donate the 3 tables to TEF.

M/S Jan Staws/Roy Atherton