

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

Members of the City Council:

**SUBJECT: Citizen Development and Enrichment Committee – Approve 2012 Rose Float design “Looking Back - Moving Forward” and authorize agreement for design, construction, entry, display and operation of the float in 2012 Tournament of Roses Parade.**

**Expenditure: \$162,000 (with \$30,000 reimbursement from Torrance Rose Float Association)**

### **RECOMMENDATION**

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

1. Approve the design tentatively entitled “Looking Back – Moving Forward” for the City’s float entry in the Pasadena Tournament of Roses Parade on January 2, 2012;
2. Authorize 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 2012 Pasadena Tournament of Roses Parade, and
3. Authorize the expenditure of \$162,000 for costs related to the float with \$30,000 reimbursement from the Torrance Rose Float Association.

### **Funding**

\$162,000 is budgeted within the General Fund Community Promotion Program Budget and a \$30,000 contribution from the Torrance Rose Float Association is reimbursed to the City.

### **BACKGROUND**

The City of Torrance first participated in the Pasadena *Tournament of Roses Parade* in 1914, then again in 1947 and 1948, and has had an unbroken string of floats in the parade since 1958.

In preparation for the upcoming 2012 parade, on March 22, 2011, 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 2012 float entry into the Pasadena *Tournament of Roses Parade* (Attachment C). The theme for this year’s parade is “*Just Imagine*”. Fiesta Parade Floats has been hired to create the City of Torrance’s floats for the past 15 years. The TRFA and City have a good working relationship with Fiesta resulting in early review and selection from amongst their best designs. Following the presentation of three possible designs, the Float Design Committee selected a custom design by Raul Rodriguez with the working title of “Looking Back – Moving Forward”.

At their April 5, 2011 meeting, the Torrance Rose Float Association's (TRFA) Board of Directors reviewed and unanimously approved this design as recommended by the Design Committee entitled "Looking Back – Moving Forward", to be built by Tim Estes and Jim Hynd of Fiesta Parade Floats (Attachment A). Further, because the TRFA Board of Directors is desirous of the float being particularly spectacular since it is commemorating the City's Centennial, they unanimously agreed to contribute \$30,000 toward the float, rather than the \$10,000 they have contributed for the past several years. The Board recommended this design be submitted to the City Council Citizen Development and Enrichment Committee for review and a recommendation to the City Council (Attachment D).

On April 12, 2010, 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 "Looking Back – Moving Forward" was presented and unanimously approved as a recommendation from the Committee to City Council (Attachment F).

## **ANALYSIS**

Excerpts from the Tournament of Roses Parade Media Coverage Summary (Attachment G) provide information pertaining to visibility received by parade participants, both locally and internationally. The summary indicates that the 2011 *Parade* was viewed by approximately 47 million people in the United States and was also aired in 220 international territories and countries. Approximately 700,000 people lined the parade route and another 60,000 visitors attended the *Post Parade Viewing* event which took place over a 1 ½ day period.

The event and creation of the float also provides an opportunity to bring hundreds of Torrance community volunteers together who work all year long toward their goal, especially in the weeks and days immediately preceding the parade.

The TRFA Design Committee and Board as well as the City Council Citizen Development and Enrichment Committee all recommend unanimous approval to City Council for the Raul Rodriguez design "Looking Back – Moving Forward" and Fiesta Parade Floats as the float builder for the City of Torrance's entry in the 2012 Tournament of Roses Parade.

Funds in the amount of \$162,000 are budgeted in the General Fund Community Promotion Program Budget. The Torrance Rose Float Association Board of Directors has committed to contribute \$30,000 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 \$162,000 to be paid, upon invoice in three separate installments of \$54,000 due June 1, 2011; \$54,000 due August 1, 2011; and \$54,000 due January 15, 2012 (Attachment B).

As the proposed float design is in keeping with the 2012 Rose Parade theme "Just Imagine", and considering the City's positive relationship with Fiesta Parade Floats and designer Raul Rodriguez, the *City Council Citizen Development and Enrichment Committee* recommend acceptance of the design, "Looking Back – Moving Forward" and the hiring of Fiesta Parade Floats as the contractor for the design, construction, entry, display and operation of the City's float in the 2012 *Pasadena Tournament of Roses Parade* as suggested by the Torrance Rose Float Association Board of Directors.

Respectfully submitted,

CITY COUNCIL CITIZEN DEVELOPMENT  
AND ENRICHMENT COMMITTEE




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Tom Brewer,  
Councilmember, Chairperson




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Gene Barnett,  
Councilmember



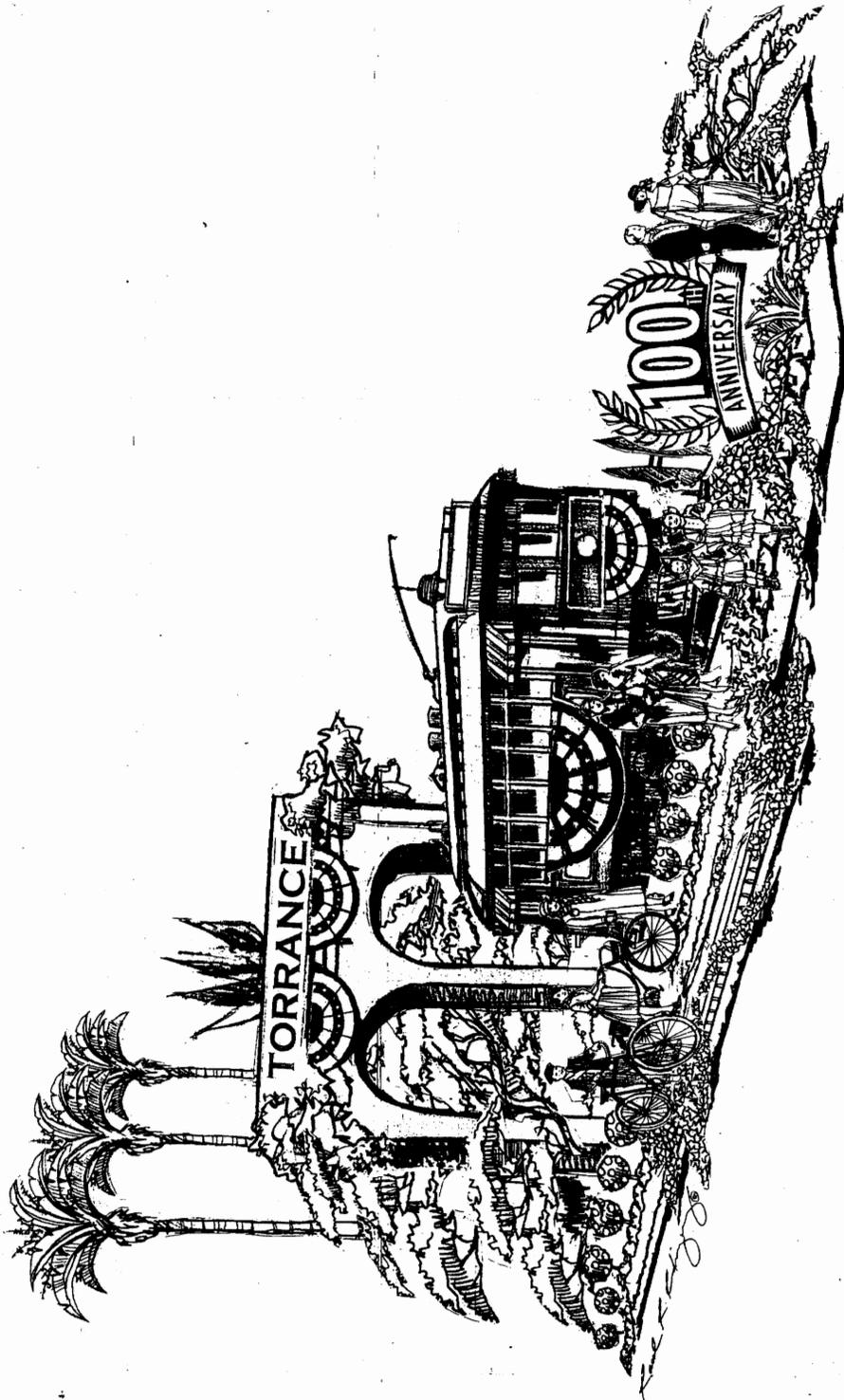

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Pat Furey,  
Councilmember

- Attachments: A) Artist's rendering of the 2012 Float Design "Looking Back – Moving Forward"  
 B) 2012 Float Construction Agreement with Fiesta Parade Floats  
 C) TRFA Float Design Committee March 22, 2011 Meeting Minutes  
 D) TRFA Board of Directors April 5, 2011 Meeting Minutes  
 E) City Council Citizen Development and Enrichment Committee Item dated April 12, 2011 (includes Attachments A, B and C)  
 F) City Council Citizen Development and Enrichment Committee Meeting Minutes dated April 12, 2011  
 G) Excerpts from Pasadena Tournament of Roses Media Coverage Summary



Artist's rendering of the 2012 Float Design "Looking Back - Moving Forward"





2012 Float Construction Agreement w/ Fiesta Parade Floats**FLOAT CONSTRUCTION AGREEMENT**

THIS FLOAT CONSTRUCTION **AGREEMENT**, made this 26th day of April, 2011 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 2012 Tournament of Roses Parade ("**PARADE**") to be held in the City of Pasadena, California on January 2, 2012.

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, "Looking Back - Moving Forward" 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 \$162,000.00, which shall be payable as follows:
  - 1. \$54,000.00 on or before June 1, 2011 at which time all major steel work shall be completed;
  - 2. \$54,000.00 on or before August 1, 2011 at which time all art work shall be completed;
  - 3. \$54,000.00 prior to January 15, 2012.
- 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, 2011 **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 \$162,000.00, 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 26th day of April, 2011.

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

**TRFA Float Design Committee March 22, 2011 Meeting Minutes**

MINUTES  
TORRANCE ROSE FLOAT ASSOCIATION  
FLOAT DESIGN COMMITTEE

TUESDAY, 22 MARCH 2011  
WEST ANNEX COMMISSION ROOM (1<sup>ST</sup> FLOOR)

REFRESHMENTS: BOB HABEL and MARY HOFFMAN

**1. CALL MEETING TO ORDER**

The meeting was called to order at 7:04 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, Shanya McGee, Joyce Miles, Mary Helen Montgomery, Jan Staws, Kathy Thompson, Roseanne Villalobos, Cindy and Grant Wells and Melanie White. Also attending were TRFA Liaison, Suzie Wand; former Board members Ann & Jack Williams and guest, Vanessa Barragan.

**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 fifteen years. Tim Estes spoke of the organization's good leadership and good work. Fiesta Designer, Raul Rodriguez, was also present.

**5. THEME**

The theme of the 2012 Rose Parade is:

"JUST IMAGINE"

**6. PRESENTATION OF DESIGNS**

1. "100 years -- Who Would Have Thought"  
The design was a take-off of Torry, the dragon from the 2011 float and featured a baby version of Torry celebrating her 100<sup>th</sup> birthday.

Torrance Rose Float Association  
Float Design Committee Meeting, 22 March 2011  
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2. "Fun in Paradise"  
Featured three oversized birds in a tropical setting
3. "Torrance Centennial"  
Design featured the landmark bridge in Old Torrance

## **7. GENERAL DISCUSSION**

The discussion by Board members about the designs presented was very short. Design 3 was recommended by Carolyn Hannas, who made a motion and it was seconded by Cindy Wells and passed by unanimous vote. The TRFA Float Design Committee will recommend design 3 to the Citizen Development and Enrichment Committee. The theme of the Torrance Centennial is "Looking Back – Moving Forward" and the Board recommended that be the title of the float.

## **8. RECOMMENDATION**

It was decided to recommend FIESTA PARADE FLOATS as the float builder and selection of the design, "Looking Back – Moving Forward" designed by Raul Rodriguez.

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

The design will be presented to the Committee tentatively on April 12<sup>th</sup> at 4:30 p.m.

## **10. CITY COUNCIL PRESENTATION**

The choice of the Citizen Development & Enrichment Committee will be presented to the Torrance City Council on Tuesday, April 26.

## **11. ADJOURNMENT**

A motion and made and seconded to adjourn at 7:42 p.m.

M/S Bob Habel/Roy Atherton

Respectfully submitted by,  
Joyce Miles, Secretary

**TRFA Board of Directors April 5, 2011 Meeting Minutes**

TUESDAY, 5 APRIL 2011  
WEST ANNEX COMMISSION ROOM (1<sup>ST</sup> 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, Bob Habel, Carolyn Hannas, Barbara Hill, Shayna McGee, Kathy Thompson and Grant Wells.

**3. FLAG SALUTE**

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

**4. INFORMAL BUSINESS****4.1 INTRODUCTION OF GUESTS**

Pattie Schelest was introduced as a guest.

**4.2 CORRESPONDENCE**

General correspondence was circulated.

**5. APPROVAL OF MINUTES****5.1 BOARD MEETING (1 March 2011)**

A motion was made and seconded to approve the 1 March 2011 Board minutes.

M/S Roy Atherton/Mary Helen Montgomery

**5.2 FLOAT DESIGN MEETING (22 March 2011)**

A motion was made and seconded to approve the 22 March 2011 Float Design Committee meeting minutes, as amended listing Roseanne Villalobos as also attending the meeting.

M/S Jim Hill/Anne Atherton

## **6. TREASURER'S REPORT**

### **6.1 TREASURER'S REPORT (March 2011)**

A motion was made and seconded to approve the March 2011 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 3<sup>rd</sup> floor. She said there are security measures in place and people need to sign in and receive a badge.

## **8. OLD BUSINESS**

### **8.1 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

### **8.2 2012 FLOAT BUDGET**

Following discussion, the Board voted to increase the TRFA contribution to the 2012 Torrance Centennial float from \$10,000.00 to \$30,000.00.

M/S Cindy Wells/Jan Staws

### **8.3 2013 FLOAT**

Roseanne discussed becoming a 501 (c) (3). She is working on getting the paperwork started and forming a Committee to discuss what businesses will receive depending on their level of support.

## **9. NEW BUSINESS**

**9.1 2010-2011 PRESIDENT'S ANNUAL REPORT**

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

M/S Sharon Tate/Pam Barrett

**9.2 2010-2011 TREASURER'S ANNUAL REPORT**

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

M/S Pam Barrett/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 12 at 4:30 p.m. in the 3<sup>rd</sup> 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 26<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 2011 MERCHANDISE**

Following discussion, the Board voted to sell 2011 patches for \$5.00 each and 2011 t-shirts for \$10.00 each.

M/S Jan Staws/Roy Atherton

**10. OFFICERS' AND DIRECTORS' REPORTS****10.1 MEMBERSHIP**

Mary Jo reported we received 5 individual memberships.

**10.2 PUBLICITY**

General comments.

Torrance Rose Float Association  
Board of Directors' Meeting, 5 April 2011  
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**10.3 WAYS AND MEANS**

Reminder – we are staffing a booth at the Spring Boutique on April 10<sup>th</sup>.

**11. ONCE AROUND**

Sharon Tate presented an idea of having food trucks at a location to raise funds for the float. Following discussion, the Board felt staying with a restaurant hosting a fundraiser would better serve our needs.

Pattie Schelest discussed holding car show to raise funds for the float. She will prepare a proposal and present it to the Board at a future date.

**12. ADJOURNMENT**

A motion was made and seconded to adjourn at 7:48 p.m.

M/S Jan Staws/Linda Lescoe

Respectfully submitted by,  
Joyce Miles, Secretary

**City Council Citizen Development and Enrichment Committee Item dated April 12, 2011**

Committee Meeting of  
April 12, 2011

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 2012 Pasadena Tournament of Roses Parade to recommend to City Council for approval**

**RECOMMENDATION**

The Community Services Director recommends the City Council Citizen Development and Enrichment Committee recommend approval to the City Council the proposed float design entitled "Looking Back – Moving Forward" 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, 2012.

**Funding**

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

**BACKGROUND**

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 (TRFA) 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 contribution by the Torrance Rose Float Association, the total cost for the 2009 – 2011 floats was \$142,000.

**ANALYSIS**

For the past several years, the City of Torrance has contracted with Fiesta Parade Floats to build Torrance's award winning Rose Parade floats. The City of Torrance and the Torrance Rose Float Association have both been highly satisfied with the fine work provided by Fiesta Parade Floats throughout our relationship.

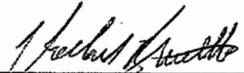
On March 22, 2011, the TRFA Float Design Committee met to review designs presented by Tim Estes of Fiesta Parade Floats and Raul Rodriguez of Raul Rodriguez Designs Company. The committee unanimously selected a custom design, entitled "Looking Back – Moving Forward", which depicts the Historic Torrance Bridge and celebrates the City's Centennial (Attachment A).

At their April 5, 2011 meeting, the Torrance Rose Float Association Board of Directors unanimously approved the float design selected by the TRFA Float Design Committee and recommended forwarding to the City Council Citizen Development and Enrichment Committee (Attachment B). In addition, because the TRFA Board of Directors is desirous of the float being particularly spectacular since it is commemorating the City's Centennial, the TRFA Board of Directors unanimously agreed to contribute an additional \$20,000 toward the float, bringing their total contribution to \$30,000.

Following the April 5, 2011 meeting, the TRFA Board of Directors communicated the results with Tim Estes of Fiesta Parade Floats, who in turn, forwarded correspondence to the Community Services Director indicating that he can create a magnificent float for the City of Torrance for \$162,000 (Attachment C).

The Community Services Director requests the City Council Citizen Development and Enrichment Committee approve the selected float design and recommend approval by the full City Council at their meeting of April 26, 2011.

Respectfully submitted,

By   
 RICHARD BRUNETTE  
 Recreation Services Manager

CONCUR:

  
 JOHN JONES  
 Community Services Director

\_\_\_\_\_  
 LeROY J. JACKSON  
 City Manager

- Attachments: A) TRFA Float Design Committee Meeting Minutes dated 3-22-11  
 B) TRFA Board of Directors Meeting Minutes dated 4-05-11  
 C) Correspondence from Tim Estes, President of Fiesta Parade Floats dated 4-06-11

**ATTACHMENT A****Torrance Rose Float Association Float Design Committee Meeting Minutes dated 3-22-11**

MINUTES  
TORRANCE ROSE FLOAT ASSOCIATION  
BOARD OF DIRECTORS

TUESDAY, 5 APRIL 2011  
WEST ANNEX COMMISSION ROOM (1<sup>st</sup> 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, Bob Habel, Carolyn Hannas, Barbara Hill, Shayna McGee, Kathy Thompson and Grant Wells.

**3. FLAG SALUTE**

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

**4. INFORMAL BUSINESS****4.1 INTRODUCTION OF GUESTS**

Pattie Schelest was introduced as a guest.

**4.2 CORRESPONDENCE**

General correspondence was circulated.

**5. APPROVAL OF MINUTES****5.1 BOARD MEETING (1 March 2011)**

A motion was made and seconded to approve the 1 March 2011 Board minutes.

M/S Roy Atherton/Mary Helen Montgomery

**5.2 FLOAT DESIGN MEETING (22 March 2011)**

A motion was made and seconded to approve the 22 March 2011 Float Design Committee meeting minutes, as amended listing Roseanne Villalobos as also attending the meeting.

M/S Jim Hill/Anne Atherton

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Torrance Rose Float Association  
Board of Directors' Meeting, 5 April 2011  
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**6. TREASURER'S REPORT**

**6.1 TREASURER'S REPORT (March 2011)**

A motion was made and seconded to approve the March 2011 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 3<sup>rd</sup> floor. She said there are security measures in place and people need to sign in and receive a badge.

**8. OLD BUSINESS**

**8.1 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

**8.2 2012 FLOAT BUDGET**

Following discussion, the Board voted to increase the TRFA contribution to the 2012 Torrance Centennial float from \$10,000.00 to \$30,000.00.

M/S Cindy Wells/Jan Staws

**8.3 2013 FLOAT**

Roseanne discussed becoming a 501 (c) (3). She is working on getting the paperwork started and forming a Committee to discuss what businesses will receive depending on their level of support.

**9. NEW BUSINESS**

**9.1 2010-2011 PRESIDENT'S ANNUAL REPORT**

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

M/S Sharon Tate/Pam Barrett

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Torrance Rose Float Association  
Board of Directors' Meeting, 5 April 2011  
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**9.2 2010-2011 TREASURER'S ANNUAL REPORT**

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

M/S Pam Barrett/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 12 at 4:30 p.m. in the 3<sup>rd</sup> 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 26<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 2011 MERCHANDISE**

Following discussion, the Board voted to sell 2011 patches for \$5.00 each and 2011 t-shirts for \$10.00 each.

M/S Jan Staws/Roy Atherton

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

**10.1 MEMBERSHIP**

Mary Jo reported we received 5 individual memberships.

**10.2 PUBLICITY**

General comments.

**10.3 WAYS AND MEANS**

Reminder – we are staffing a booth at the Spring Boutique on April 10<sup>th</sup>.

**11. ONCE AROUND**

Sharon Tate presented an idea of having food trucks at a location to raise funds for the float. Following discussion, the Board felt staying with a restaurant hosting a fundraiser would better serve our needs.

Pattie Schelest discussed holding car show to raise funds for the float. She will prepare a proposal and present it to the Board at a future date.

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Torrance Rose Float Association  
Board of Directors' Meeting, 5 April 2011  
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**12. ADJOURNMENT**

A motion was made and seconded to adjourn at 7:48 p.m.

M/S Jan Staws/Linda Lescoe

Respectfully submitted by,  
***Joyce Miles, Secretary***

NEXT MEETING  
TUESDAY, 3 MAY 2011 – 7:00 P.M.  
WEST ANNEX COMMISSION ROOM (1<sup>ST</sup> FLOOR)  
Refreshments: Roseanne Villalobos signed up to bring treats in May.

**ATTACHMENT B****Torrance Rose Float Association Board of Directors Meeting Minutes dated 4-05-11**

MINUTES  
TORRANCE ROSE FLOAT ASSOCIATION  
BOARD OF DIRECTORS  
TUESDAY, 5 APRIL 2011  
WEST ANNEX COMMISSION ROOM (1<sup>ST</sup> FLOOR)  
REFRESHMENTS: ANNE & ROY ATHERTON

**6. CALL MEETING TO ORDER**

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

**7. ROLL CALL**

All Board members were present with the exception of the following excused absences: Dana Cortez, Bob Habel, Carolyn Hannas, Barbara Hill, Shayna McGee, Kathy Thompson and Grant Wells.

**8. FLAG SALUTE**

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

**9. INFORMAL BUSINESS****9.1 INTRODUCTION OF GUESTS**

Pattie Schelest was introduced as a guest.

**9.2 CORRESPONDENCE**

General correspondence was circulated.

**10. APPROVAL OF MINUTES****10.1 BOARD MEETING (1 March 2011)**

A motion was made and seconded to approve the 1 March 2011 Board minutes.

M/S Roy Atherton/Mary Helen Montgomery

**5.2 FLOAT DESIGN MEETING (22 March 2011)**

A motion was made and seconded to approve the 22 March 2011 Float Design Committee meeting minutes, as amended listing Roseanne Villalobos as also attending the meeting.

M/S Jim Hill/Anne Atherton

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Torrance Rose Float Association  
Board of Directors' Meeting, 5 April 2011  
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**6. TREASURER'S REPORT**

**6.1 TREASURER'S REPORT (March 2011)**

A motion was made and seconded to approve the March 2011 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 3<sup>rd</sup> floor. She said there are security measures in place and people need to sign in and receive a badge.

**8. OLD BUSINESS**

**8.1 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

**8.2 2012 FLOAT BUDGET**

Following discussion, the Board voted to increase the TRFA contribution to the 2012 Torrance Centennial float from \$10,000.00 to \$30,000.00.

M/S Cindy Wells/Jan Staws

**8.3 2013 FLOAT**

Roseanne discussed becoming a 501 (c) (3). She is working on getting the paperwork started and forming a Committee to discuss what businesses will receive depending on their level of support.

**9. NEW BUSINESS**

**9.1 2010-2011 PRESIDENT'S ANNUAL REPORT**

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

M/S Sharon Tate/Pam Barrett

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Torrance Rose Float Association  
Board of Directors' Meeting, 5 April 2011  
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**9.2 2010-2011 TREASURER'S ANNUAL REPORT**

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

M/S Pam Barrett/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 12 at 4:30 p.m. in the 3<sup>rd</sup> 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 26<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 2011 MERCHANDISE**

Following discussion, the Board voted to sell 2011 patches for \$5.00 each and 2011 t-shirts for \$10.00 each.

M/S Jan Staws/Roy Atherton

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

**10.1 MEMBERSHIP**

Mary Jo reported we received 5 individual memberships.

**10.2 PUBLICITY**

General comments.

**10.3 WAYS AND MEANS**

Reminder – we are staffing a booth at the Spring Boutique on April 10<sup>th</sup>.

**11. ONCE AROUND**

Sharon Tate presented an idea of having food trucks at a location to raise funds for the float. Following discussion, the Board felt staying with a restaurant hosting a fundraiser would better serve our needs.

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Torrance Rose Float Association  
Board of Directors' Meeting, 5 April 2011  
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Pattie Schelest discussed holding car show to raise funds for the float. She will prepare a proposal and present it to the Board at a future date.

**12. ADJOURNMENT**

A motion was made and seconded to adjourn at 7:48 p.m.

M/S Jan Staws/Linda Lescoe

Respectfully submitted by,  
*Joyce Miles, Secretary*

NEXT MEETING  
TUESDAY, 3 MAY 2011 – 7:00 P.M.  
WEST ANNEX COMMISSION ROOM (1<sup>ST</sup> FLOOR)  
Refreshments: Roseanne Villalobos signed up to bring treats in May.

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**ATTACHMENT C****Correspondence from Tim Estes, President of Fiesta Parade Floats dated 4-06-11**

April 6, 2011

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 2012 Rose Parade float for the City of Torrance. In the past, the total amount is paid by the city, but receives money from the Torrance Rose Float Association ("TRFA"). From my understanding, the TRFA has put in \$10,000 each year. The total float budget amount for the 2009 Rose Parade was \$142,000. Despite Fiesta's cost increases for material, rent, insurance and flowers, I have worked with the same amount as the 2009 Rose Parade for the 2010 and 2011 Rose Parades.

The above being stated, I look forward to creating a float again for the City of Torrance for the 2012 Rose Parade, which also will help salute the 100<sup>th</sup> Anniversary of the City of Torrance. The TRFA is extremely excited of this fact and I have been informed by Mary Hoffman, TRFA President, that they have decided to increase their monetary participation, being a total amount of \$30,000. This would make the float budget to be \$162,000. This additional money would allow Fiesta to create a much more enhanced float, both in artistic detail, especially with the electric train car, as well as a greater amount to enhance the floral budget, that has incurred a jump in market prices over the past three years.

In addition, the theme of the Torrance Centennial is "Looking Back – Moving Forward". This would make an excellent title for the float and would provide a direct connection between the float and the Torrance Centennial. This would not only make a connection with the citizens of Torrance, but would also draw media attention of this historic occasion during the parade telecast as well as to the printed media. 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

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**ATTACHMENT F****City Council Citizen Development and Enrichment Committee Meeting Minutes dated April 12, 2011**

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

CITY STAFF: Aram Chaparyan, Assistant to City Manager  
 Richard Brunette, Recreation Services Manager  
 Suzie Wand, Senior Recreation Supervisor

**CALL MEETING TO ORDER**

The City Council Citizen Development and Enrichment Committee convened in a regular meeting on Tuesday, April 12<sup>th</sup>, 2011 at 4:30 p.m. in the City Manager's Assembly Room.

**INTRODUCTION OF GUESTS**

Committee Chair Brewer asked attendees to introduce themselves.

**SELECTION OF THE FLOAT DESIGN FOR THE CITY OF TORRANCE ENTRY IN THE 2012 PASADENA TOURNAMENT OF ROSES PARADE****Discussion**

The Torrance Rose Float Association President Mary Hoffman provided an overview of the float selection process and explained the funding enhancement for the 2012 Float. Fiesta Floats charged \$142,000 for the 2011 float, with the City contributing \$132,000, the Rose Float Association contribution \$10,000 with an additional entry fee of \$5,000. Since 2012 is the centennial celebration for the City, the Association decided to increase its contribution to \$30,000 to allow Fiesta Floats the opportunity to enhance the float design and floral arrangements. The new cost of the 2012 Rose Parade Float will be \$162,000. Board President Hoffman also stated that the Rose Float Association Board is working to obtain 501C3 status with the assistance of an attorney.

Chair Brewer inquired on the funding goal to raise substantially more money in the future and asked Mary Hoffman to provide a brief overview of the televised value of the float. Mary Hoffman stated that according to the Tournament of Roses, each float receives two and a half to three minutes of air time, but added that many network and cable stations carry the telecast with a worldwide audience. The Tournament of Roses estimates the advertising and exposure value at about \$350,000.

Chair Brewer also inquired on how many other cities are still participating in the parade. Mary Hoffman was unsure, but stated that several cities have participated in the Rose Parade to celebrate special occasions. She cites the City of Beverly Hills and a City in Orange County. Councilman Furey encouraged Mary Hoffman to obtain additional information regarding this

inquiry to share with the City Council when it votes to approve the design and funding of the float in two weeks. Chair Brewer asked what would happen if the City of Torrance stopped funding the parade and would it be difficult to return at a future date. Mary Hoffman stated that according to pending new Tournament of Roses policy, once an entity leaves the parade and wants to return at a future date, they would be required to spend at least \$250,000 to build a float. She said she would verify if this change has been implemented. She did state that any entity participating in the parade at the time of the new policy change would be allowed to retain their existing expenditure level for building of the float.

Chair Brewer asked what the distribution requirement was between private funding of a City float. According to Fiesta Floats, a sponsor who pays for half the cost of the float, would be allowed to display a logo. An example of the Ronald Regan tribute float was shared, since the Jelly Belly company sponsored the float and was allowed to display their logo on the float. Mary Hoffman added that the telecast announcers decide what to share regarding the float and was unsure if the Ronald Regan tribute float sponsor was mentioned on air during the parade.

### **DESIGN UNVEILING**

The new design was unveiled with the title of "Looking Back - Moving Forward". Mary Hoffman shared with the Committee that a few minor changes were made to the design to remove an automobile from the design as well as to change the word "Centennial" from the top of the Torrance Bridge to "Torrance". She also added that interested individuals who pay \$1,000 per person are allowed to ride on the float (number of float riders to be determined by Fiesta Floats.) Committee members were encouraged by the inclusion of a Red Car (rail) in the design. Councilman Furey suggested that the Rose Float Board consider working with the designer at Fiesta Floats to incorporate either the initial City logo or the "Old Downtown Torrance" sign in the design.

### **MOTION**

Councilman Gene Barnett moved to approve the design of the City of Torrance's float as "Looking Back - Moving Forward" for the 2012 Pasadena Tournament of Roses Parade. Councilman Furey seconded the motion for approval.

### **ORALS**

Chair Brewer, Councilman Barnett and Councilman Furey thanked Mary Hoffman and the members of the Torrance Rose Flat Association for their dedication and for raising additional funds for the enhancement in the funding. Mary Hoffman stated that this would be her last year as President of the Rose Float Association and that changes may be made depending on the future funding of the Torrance Rose Float.

### **ADJOURNMENT**

At 4:50 p.m. the meeting was adjourned.



## **MEDIA COVERAGE SUMMARY**

122<sup>nd</sup> Rose Parade<sup>®</sup> presented by Honda  
 "Building Dreams, Friendships & Memories"  
 Saturday, January 1, 2011

### **AUDIENCE**

The 2011 Rose Parade presented by Honda had a total television reach of approximately 47 million television viewers in the U.S. In addition, the Rose Parade was televised in 120 international territories and countries. It is estimated that the 2011 Rose Parade will be seen by approximately 28 million viewers internationally.

It is estimated that more than 700,000 individuals are present along the parade route on January 1 for the festivities. Approximately 60,000 visitors attended the Post Parade Float Viewing Area where the floats were on display for 1 1/2 days following the 2011 Rose Parade.

### **NETWORK TELEVISION COVERAGE**

The 122<sup>nd</sup> Rose Parade presented by Honda was broadcast live by eight networks/stations in the U.S.: ABC, NBC, Hallmark Channel, HGTV (Home and Garden Channel), KTLA (Tribune), Sky Link TV, RFD-TV and Univision.

### **PARADE RATINGS**

The average household rating points total reported for the 2011 Rose Parade for the live broadcasts by ABC, NBC, Hallmark Channel (cable), HGTV (cable), Tribune (KTLA-Los Angeles), RFD-TV (cable) and Univision (Spanish language) amounted to 12.3 U.S. national Nielsen rating points, or approximately 14.3 million households.

### **WEBSITE**

The official Tournament of Roses website, [www.tournamentofroses.com](http://www.tournamentofroses.com), had approximately 3.6 million page views between October 2010 and January 2011. Between December 31, 2010 and January 1, 2011, there were approximately 900,000 page views.

### **VIEWERS' CHOICE AWARD**

The Tournament of Roses offered Rose Parade fans the opportunity to vote for their favorite float. Votes were cast via online poll and text message. Cal Poly Universities took the title with 10,861 votes out of 44,736 total votes.

### **POST PARADE FLOAT AUDIO TOUR**

For the fourth year, the Tournament of Roses produced and distributed a podcast providing detailed of all floats in the 2011 Rose Parade. Fans were able to download the podcast via iTunes or to call in to service from a personal phone and select a designated audio track to listen to the information on the floats. 13,371 total listeners tuned in to listen to a portion of the audio tour. 2,103 listeners opted to download the tour via iTunes and 11,268 called in via personal phones.

### **ROSE PARADE MEDIA COVERAGE**

Approximately 83 media organizations received credentials to cover the Rose Parade as a news event. This list does not include pre-parade coverage, coverage produced by media not officially credentialed for the event, or coverage using content from press releases and/or wire services.