FOR COUNCIL MEETING
April 26, 2011

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

Members of the City Council:

**SUBJECT: Community Services – Accept and File THE *Torrance Rose Float Association 2010-2011* Annual Report**

## RECOMMENDATION

Recommendation of the Community Services Director that City Council accept and file the *Torrance Rose Float Association 2010-2011* Annual Report.

## BACKGROUND/ANALYSIS

At the completion of the year's successful 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.

TRFA President Mary Hoffman's *2010-11 Annual Report* reflects the Association's monthly activities of the past year from February 2010 to February 2011 (Attachment A). TRFA Treasurer Mary Barta's *Annual Treasurer's Report for March 1, 2010 to February 28, 2011* reflects the Association's financial activity (Attachment B). Both reports were approved by the TRFA Board at their April 5, 2011 meeting (Attachment C).

As a Torrance community organization consisting of volunteers, the Torrance Rose Float Association had over 600 volunteers who dedicated over 3,000 hours working on Torrance's 2011 float entry, "Afternoon Tea with Friends." The float won the 122nd Tournament of Roses Parade's Volunteers' Trophy for the best floral design of the Parade's theme for floats 35 feet and under. In addition, it was featured on the cover of several local newspapers, and seen by approximately 700,000 spectators along the parade route as well as an estimated 47 million Americans on television broadcasts and millions of international television viewers.

Respectfully submitted,

JOHN JONES
COMMUNITY SERVICES DIRECTOR

RICHARD BRUNETTE
Recreation Services Manager

CONCUR

JOHN JONES
Community Services Director

LeROY J. JACKSON
City Manager

Attachments:
A) 2010-2011 TRFA President's Annual Report
B) 2010-2011 TRFA Treasurer's Report
C) April 5, 2011 Minutes of TRFA Board meeting

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**ATTACHMENT A**

**2010-2011 TRFA President's Annual Report**

2010-2011 TRFA President's Report

**February 2010**

The 39th annual Torrance Rose Float Association (TRFA) Celebration Dinner was held on February 6, 2010 at the Cultural Arts Center. "Building Dreams, Friendships and Memories" was announced as the theme of the 2011 Parade. Councilman Bill Sutherland installed the following officers and directors for the 2010-2011 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 |
| | Dana Cortez | Logistics: | Bob Habel |
| Historians: | Anne Atherton | | Roy Atherton |
| | Shayna McGee | Transportation: | Grant Wells |

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 2011 Parade.

**March 2010**

At the March Board meeting, Float Decoration Chairperson, Kathy Thompson, announced that Fiesta Parade Floats agreed to show us designs for the 2011 Parade. The Float Design Committee chose to recommend Fiesta's design titled "Afternoon Tea with Friends". We participated in the annual Spring Boutique and had total sales and donations in the amount of $124.50.

**April 2010**

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 Board voted to contribute $10,000.00 toward the cost of the City's 2011 entry in the Rose Parade. The Committee approved the design and recommended to the full City Council that "Afternoon Tea with Friends" be the City's entry in the 2011 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 2011 Rose Parade.

**May 2010**

The Board voted to purchase our traditional t-shirts, patches and pins. The Board voted to again use Lomeli's Italian Restaurant as our caterer for the 2011 Celebration Dinner.

**June 2010**

Many TRFA Board members attended City Council meetings where funding issues for the float were discussed. Due to lack of revenue as a result of the State's budget crisis, the City Council voted to fund the 2012 float with one-time monies. Torrance plans to kick off their Centennial year with the 2012 Rose Parade float. The first test drive on the 2011 float was held. Bob Habel and Mary Hoffman represented TRFA at the test drive.

**July 2010**

The Board voted to raise membership fees by a modest amount. They have not been raised since 1996. Due to extremely slow See's candy sales, the Board voted to no longer sell See's as a way to create revenue for the float. A fund-raiser was held at El Paso Cantina. We received $554.62 from the sales. Pam Barrett and Jim Hill made the arrangements and greeted attendees.

**August 2010**

The float had its second test drive. It was attended by TRFA Board members Anne & Roy Atherton, Bob Habel, Mary Hoffman, and two of our 2011 float riders.

**September 2010**

It was decided to again sell the 2011 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 sold promotional items and received donations totaling $249.00.

**October 2010**

The first Decorator Orientation was held on October 21 with over 100 people in attendance. We sold $247.00 worth of promotional items. We staffed a booth at the annual Halloween Carnival at Wilson Park.

**November 2010**

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. TRFA Board members Anne & Roy Atherton, Mary Barta, Dana Cortez, Bob Habel, Mary Hoffman, Mary Helen Montgomery and Sharon Tate, along with a

number of float riders attended the annual Photo Day at Tournament House. We also sponsored another fund-raiser at El Paso Cantina. Pam Barrett and Jim Hill made all of the arrangements for the event and greeted guests during the dinner hours. We received $518.37 as our share of the day's receipts, along with a $20.00 donation. The second Decorator Orientation was held on November 18, with the 2010-11 TRFA Board being elected. One new member, Roseanne Villalobos, will be joining the returning members. We had over 75 people in attendance and sales of $390.00 in promotional items. We had our first dry cutting day the last Saturday of November with very good attendance.

**December 2010**

We held our second dry cutting day in Irwindale. We staffed a booth at the Christmas Boutique and took in $166.00. Cindy Wells did another 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, Carolyn Hannas, Mary Helen Montgomery, 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 31. In addition to the Board members listed above, we were assisted by: Anne Atherton, Pam Barrett, Bob Habel, Barbara Hill, Jim Hill, Linda Huthmaker, Mary Jo Kohlmiller, Shayna McGee, Sharon Tate, Kathy Thompson, and Melanie White who helped out wherever needed. Former Board members, Dawn Hamilton, Don Kohlmiller, Linda Lemley and former TRFA President, Georgean Griswold also helped out. Our float was finished during the evening of December 30 and ready for judging on the morning of December 31. Following the float's arrival in Pasadena, Don & Mary Jo Kohlmiller did touch-ups on the float. Carolyn Hannas, Karen Kyte and Jason Walters guarded the float all night on Orange Grove Boulevard.

**January 2011**

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 Anne & Roy Atherton, Vanessa Barragan, Donna Dunlap, Barbara Hill, Butch Ihde, Jean Manning and Raven Woods. The Torrance float won the Volunteers' Trophy for the best floral design of the Parade's theme for floats 35 feet and under. At the January Board meeting, details were finalized for the annual Celebration Dinner to be held on February 5 in the Cultural Arts Center's Toyota Meeting Hall. The Board voted to pay the entry fee to the Pasadena Tournament of Roses for the 2012 Rose Parade.

**February 2011**

The 40th annual Torrance Rose Float Association Celebration Dinner was held on February 5. There were approximately 185 people attending. Four members of the 2011 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 2011 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. Tournament officials announced the theme of the 2012 Parade, "Just Imagine" and presented everyone in attendance with a 2012 theme pin and poster. Various businesses and individuals were acknowledged for their contributions. The 2011-2012 TRFA Board of Directors was installed by Mayor Frank Scotto. The evening included a time lapse video of one afternoon of decorating created by Bob Diaz, a PowerPoint presentation of the year in review created by Mary Hoffman and a video production produced by CitiCABLE which featured highlights of the programs they presented on CitiCABLE throughout the year. An "Opportunity Drawing" raised $1,667.00. Barbara Hill did another outstanding job securing donations for the drawing, as well as personally donating many items. Other Board members and various businesses also donated items for the 50 baskets that were featured in the drawing to raise funds for the 2012 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 fifteenth 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 in addition to securing donations for the Opportunity Drawing, once again handled all of the rose vial donations. I would also like to publicly recognize my incredibly supportive "other half", Bob Habel, for all of his assistance throughout the past 15 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 57th float, "Afternoon Tea with Friends", which won the Volunteers' Trophy for the best floral design of the Parade theme for floats 35 feet and under in the 122nd Tournament of Roses Parade.

Respectfully submitted,

***Mary K. Hoffman***
**President, TRFA 2010-2011**

**ATTACHMENT B**

## 2010-2011 TRFA Treasurer's Report

### TORRANCE ROSE FLOAT ASSOCIATION
### MARCH 1, 2010 - FEBRUARY 28, 2011

| INCOME | |
|---|---|
| Celebration Dinner | $ 4,683.00 |
| Decorating Week | $ 5,945.00 |
| Donations | $ 3,370.59 |
| Float Ridership | $ 8,000.00 |
| Fundraiser | $ 1,072.99 |
| Membership | $ 7,880.00 |
| Miscellaneous | $ 53.00 |
| Parade & Rose Bowl Game Tickets | $ 635.00 |
| Promotions | $ 4,508.64 |
| See's Candy/Certificates | $ 1,088.17 |
| Total | $ 37,236.39 |

| EXPENSES | |
|---|---|
| Celebration Dinner | $ 2,230.86 |
| Decorating Week | $ 7,337.80 |
| Float Ridership Refund | $ 500.00 |
| Float Ridership | $ 339.00 |
| Parade & Rose Bowl Game Tickets | $ 635.00 |
| Promotions | $ 2,701.55 |
| See's Candy/Certificates | $ 267.60 |
| TRFA Expenses | $ 420.79 |
| TRFA Share of 2011 Tournament of Roses Parade Float | $ 10,000.00 |
| TRFA Entry Fee 2012 Tournament of Roses Parade | $ 5,000.00 |
| Total | $ 29,432.60 |

**ATTACHMENT C**

# April 5, 2011 Minutes of TRFA Board meeting

TORRANCE ROSE FLOAT ASSOCIATION
BOARD OF DIRECTORS

TUESDAY, 5 APRIL 2011
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, 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 3rd 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 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 26th 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 10th.

## 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***

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