

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).

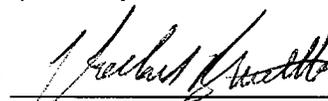
At their April 5, 2011 meeting, the Torrance Rose Float Association Board of Directors unanimously approved the float design selected by the TRFA Float Design Committee and recommended forwarding to the City Council Citizen Development and Enrichment Committee (Attachment B). In addition, because the 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,

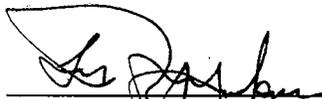
By



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

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 (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.

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

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TORRANCE ROSE FLOAT ASSOCIATION
BOARD OF DIRECTORS
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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 100th 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