

AGENDA
MEETING OF THE
TORRANCE ROSE FLOAT ASSOCIATION
BOARD OF DIRECTORS

TUESDAY NOVEMBER 6, 2018 - 7:00PM
WEST ANNEX COMMISSION ROOM (1ST Floor)
REFRESHMENTS BY Debbie Vaca

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|---|---------------------------------|
| 1. CALL MEETING TO ORDER | Beverly Findley, President |
| 2. ROLL CALL | Carol Gilles, Secretary |
| 3. FLAG SALUTE | Mistydawn Jones, Vice President |
| 4. INFORMAL BUSINESS | |
| 4.1 Introduction of guests | |
| 4.2 Correspondence | |
| 5. APPROVAL OF MINUTES | Carol Gilles, Secretary |
| 5.1 October 2nd Board Meeting | |
| 6. TREASURER'S REPORT | Michelle Polcari, Treasurer |
| 6.1 October report | |
| 6.2 Payment of outstanding bills | |
| 7. STAFF LIAISON COMMENTS | Michael Field |
| 7.1.1 Hospitality Tent, Shed, Tables & Chairs | |
| 8. YOUTH COUNCIL | |
| 9. OFFICERS AND DIRECTORS REPORTS | |
| 9.1 President | Beverly Findley |
| 9.1.1 Report on PTOR Photo Day | |
| 9.1.2 2019 Float Design Contest | |
| 9.1.3 VIP Night | |
| 9.2 Vice President | Mistydawn Jones |
| 9.3 Membership | Carol Olney |
| 9.4 Volunteers | Debbie Vaca |
| 9.4.1 Team Leaders at Float Site | |

9.4.2 Bus Monitors

98.5 Publicity Madison Jones
9.5.1 Newsletter
9.5.2 Facebook

9.7 Logistics Fred Kline
9.7.1 Inventory Equipment & Supplies
9.7.2 Buses for Dry Days, Decorating Week
9.7.3 Transportation for the riders (Jan 1 & 2)

9.8 Hospitality Jan Staws
9.9 Marketing Connie Boswell
9.10 Historian Roseanne Villalobos
9.3 Ways and Means Lynn Robinson
9.3.1 Comedy & Magic Club Jan Staws
9.3.2 Promo Booths
9.3.3 Parade Tickets Bev Findley
9.3.4 Pins/ T-shirts Jan Staws
9.3.5 Ride Opportunity Drawing
9.3.6 Restaurants for Roses

10. OLD BUSINESS

9.1.1 Nominating Committee Report Lynn Robinson
9.1.2 Float Riders

11. NEW BUSINESS

10.1.1 Plans for General Membership/ Orientation Meeting Nov.16
10.1.2 Costumes for Riders
10.1.3 Celebration Dinner

12. ONCE AROUND

13. ADJOURNMENT

IF YOU CANNOT ATTEND A MONTHLY MEETING, PLEASE CALL BEV FINDLEY AT (310) 324-4117 OR AT bevfindley@msncom

NEXT MEETING: December 4th at 7:00pm
Refreshments by: Jan Staws

MEETING MINUTES OF THE
TORRANCE ROSE FLOAT ASSOCIATION
BOARD OF DIRECTORS

TUESDAY OCTOBER 2, 2018 - 7:00PM
WEST ANNEX COMMISSION ROOM (1ST Floor)
REFRESHMENTS BY Bev Findley

1. CALL MEETING TO ORDER

The meeting was called to order by President Beverly Findley at 7:00 pm in the West Annex Commission Room

2. ROLL CALL

Present: Beverly Findley, President; Mistydawn Jones, Vice-President; Carol Gilles, Secretary; Jan Staws, Director of Hospitality; Carol Olney, Director of Membership; Connie Boswell, Director of Marketing; Lynn Robinson, Director of Ways & Means; Debbie Vaca, Director of Volunteers; Roseanne Villalobos, Historian; Michael Field, City Liaison; Robin Gee, Member at Large; Ankesh Jhangiani, Youth Council; Robin Gee, member at large

Excused absence: Fred Kline, Michelle Polcari, Madison Jones

Absent:

Introduction of Guests: Youth council

3. FLAG SALUTE

The pledge of allegiance, led by Sean Yamaguchi, was recited by all

4. INFORMAL BUSINESS

4.1 Introduction of guests

4.2 Correspondence – La Canada/Flintridge Newsletter

5. APPROVAL OF MINUTES

5.1 Carol O made a motion to approve the minutes for the September 4th Meeting. As amended. Motion seconded and approved

6. TREASURER'S REPORT

6.1 A copy of the Treasurer's Report for September 2018 was emailed to everyone. Jan made a motion to table the September 2018 Treasurer's report as emailed to the next meeting. Motion seconded and approved

6.2 Payment of outstanding bills - none

7. STAFF LIAISON COMMENTS

- * Michael sent around a copy the Official's night invitation for review
- * Next month's commission meeting will review the new stakeholders.
- * Members of the Torrance Sister City are leaving for Japan on Wed Oct 3

8. YOUTH COUNCIL

- * Senior Talent show at the Bartlett Center – Tues Oct 9
- * Turkey Trot they will have oranges for the runners - Thanksgiving
- * Christmas boutique at Wilson Park – Dec 9

9. OFFICERS AND DIRECTORS REPORTS

9.1 President

- 9.1.1 Float Participant Kickoff - Mistydawn & Bev attended
Judging was changed to include more points for Floral
Potential theme for 2020 is HOPE
- 9.1.2 Parade and Rose Bowl Tickets – Sell, Sell, Sell!
- 9.1.3 Band update – the Band will have a dry run on Oct 27
- 9.1.4 Nominating Committee – please respond to Lynn if you want
- 9.1.5 Picture Day October 20th – 8:15 am Photo time –contact Bev to join
- 9.1.6 Float design contest – starting Nov 1 thru Jan 18, 2019

9.2 Vice President

- *Mistydawn needs 10 more tickets for Comedy & Magic
- *A discussion was held about how to announce the major donors to the public and encouraging the donors to donate because of the advertising
- *Can we do a sponsored link on our website? Talk to webmaster

9.3 Ways and Means

- 9.3.1 Comedy & Magic – sold 100 tickets and need 10 more tickets

9.3.2 **Promo Booths**

Oct 13/14 – Torrance Historical Tour - table with TRFA info

Oct 31 - Halloween Booth - sign up in October

Nov 17 &18 – Craftsman's Guild Craft Fair

Dec 9 – Christmas Boutique at Wilson Park – 10 to 4

9.3.3 Parade Tickets - \$115 – Sell Tickets! 10 tickets sold so far

9.3.4 Pins – are available to sell – Lynn keeps an inventory

Jan will get Rose earrings to sell

Bev suggested will have 10 pins to give away as promo during decorating week

9.3.5 Ride Opportunity Drawing

9.3.6 **Restaurants for Roses**

California Pizza Kitchen \$276.33

Chili's – TBD

Red Car Brewery - \$218.63

Luna Grill - \$42.82

Truxton's - \$67.65

Rascal's - \$150.00

Black Bear Diner - \$136.47

Luna Grill – \$18.19

Marie Callender's - \$96.20

The Habit - \$52.60

Stacked - \$41.85

Hof's Hut - \$88.98

King's Hawaiian - \$138.47

Chicago Ribs - \$238.58

Mimi's –

BJ's-

Total – \$1,566.77

UPCOMING:

Oct 9 – Lazy Dog

Oct 13/14 – Torrance Historical Tour

Oct 17 – Comedy & Magic Club

Oct 18 - Decorators meeting

Oct 31 – Halloween at Wilson Park

Nov 15 – Decorators/ General Meeting

Nov 15 – California Pizza Kitchen
Nov 17 & 18 – Craftsman's Guild Craft Fair
Nov 24 – Dry Decorating Days
Dec 1 – Dry Decorating Days
Dec 26-30 – Decorating Week

- 9.3.7 Parade Tickets - \$115 – Sell, Sell!
- 9.3.8 Patches – to be here by Oct 18 meeting

9.4 Volunteers

Decorator meeting at 7pm at Library – be there by 6:30pm
74 total sign ups
Dry days – 11/24 = 17 signups 12/1 = 14 signups; 8-4 pm
one girl scout troop has 20 scouts; another troop is signing up
Lunch and bus ride is provided on dry days
Need shift leaders for day/night shift

9.5 Publicity

- 8.5.1 Newsletter Articles due 10-18 for November newsletter
- 8.5.2 Website update – up to date for the calendar items
Robin will work on getting more responses to the newsletter
We can send out emails for all decorator meetings & fundraiser items
- 8.5.3 Social Media update

9.6 Membership

Carol Olney submitted the following membership info as of 10/1/18:

New Members: 3	Renew: 12
Membership \$ Received: \$0	Donations: \$0
Total Membership as of 9-30-2018: 129	Total: \$0

BREAKDOWN:

	New:	Renew:
Youth	0	1
Individuals:	3	7
Couples:	0	2
Family:	0	2
Business:	<u>0</u>	<u>0</u>
Total:	3	12

9.7 Logistics – no report

9.8 Hospitality – no report

9.9 Marketing

Connie will be meeting with the Torrance Car Dealers

She will be going Thurs to Santa Anita racetrack for a possible fundraiser – Run for the Roses/Kentucky Derby event

9.10 Historian – no report

10. OLD BUSINESS

Torrance Rose is officially in stock – ForLoveofRoses.com

Restaurant for Roses flyers need to get on the City of Calendar – you can put the link to our page where the flyer is. Robin will add these for now

11. NEW BUSINESS

11.1.1 October Decorators Meeting

Need volunteers for membership & decorator sign-ups

12. ONCE AROUND

Lynn did the library display. Last day is Wed

Mistydawn linked Alinea announcement on FB to TRFA FB page

Dress code for the band – suggested black jeans and different shirt colors

13. ADJOURNMENT

Carol G made a motion to adjourn at 8:33 pm. Motion seconded and approved

NEXT MEETING: November 6th at 7:00pm; Refreshments by: Debbie Vaca

*Respectfully Submitted by:
Carol Gilles, Secretary*