

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 2016 Pasadena Tournament of Roses Parade to recommend to City Council for approval

RECOMMENDATION

The Community Services Director recommends that the City Council Citizen Development and Enrichment Committee recommends the approval of the proposed float design 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, 2016.

BACKGROUND/ANALYSIS

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 between \$80,000 - \$132,000, with the Torrance Rose Float Association (TRFA) contributing approximately \$10,000 - \$20,000 for a total float cost of \$150,000. In addition, the TRFA covers all of the costs for decorating week, bus transportation, lunches, etc. in addition to paying the parade entry fee. Fiesta Floats has been contracted with for the past several years to build Torrance's award winning Rose Parade floats.

Due to City budgetary constraints, within the 2012 budget workshops the City Council eliminated funding for the 2013 Rose Float. Fortunately, the 2013 Rose Float was funded by Ace Clearwater Enterprises (Gary and Kelly Johnson) in the amount of \$85,000, the TRFA contributed \$47,500 and the City of Torrance contributed \$17,500 totaling \$150,000.

In celebration of their Torrance birthplace and their 50th anniversary, the American Youth Soccer Organization (AYSO) donated \$100,000 toward the 2014 float. Ace Clearwater donated \$10,000, TRFA contributed \$20,000, and the City of Torrance contributed \$20,000 totaling \$150,000.

In 2015 the City of Torrance contributed a total of \$100,000 for the float honoring Hometown Hero Louis Zamperini and the TRFA contributed \$50,000, for the total amount of \$150,000.

Pending City Council consideration of the TRFA's 2016 funding request, on May 5, 2015, the TRFA at their board meeting approved the final float design that best encompasses the community of Torrance and that best fits within the 2016 Rose Parade theme of "Find Your Adventure". The design process typically involves Fiesta Floats presenting 3 to 5 conceptual designs that meet the Rose Parade theme. Mr. Tim Estes, President of Fiesta Parade Floats, presents these concepts to the TRFA Board and shares the vision behind each concept; the Board then votes and determines the best concept that encompasses the community of Torrance and that best fits within the Rose Parade theme. Staff has provided the Torrance Rose Float Association (TRFA) Board meeting minutes that approves the float design and recommends that it be forwarded to the City Council Citizen Development and Enrichment Committee for their review and recommendation to the City Council. (Attachment A)

On May 19, 2015, the City Council approved one time funding for the Torrance Rose Float in the amount of \$125,000 per year for the 2016 & 2017 Rose Parades, for a total of \$250,000. The Torrance Rose Float Association will fund the difference of \$25,000 per year, and will continue to engage in fund raising activities in order to try and increase their contribution in future years.

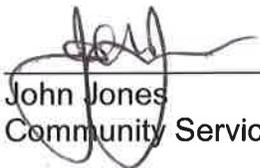
On May 26, 2015, staff received correspondence from Mr. Estes indicating he would not be seeking an increase for Torrance's float, and would maintain the float cost amount at \$150,000. Although the costs to Fiesta Parade Floats have increased, Mr. Estes understands the current economic issues impacting everyone. He wishes to continue supporting Torrance's efforts toward a spectacular float and will therefore not be requesting a Consumer Price Index (CPI) related fee increase as has been the practice in past years. (Attachment B)

The Community Services Director and the TRFA Board request the City Council Citizen Development and Enrichment Committee recommend that the City Council approve the selected float design at their meeting of July 7, 2015. With this approval, staff will develop a contract with Fiesta Floats that will be brought forward with the design approval to the City Council at their July meeting for approval and appropriation.

Respectfully submitted,

By 
Eve Rappoport
Cultural Services Manager

CONCUR:


John Jones
Community Services Director


LeRoy J. Jackson
City Manager

- Attachment: A) Torrance Rose Float Association Board of Directors minutes and approved float design
B) Letter from Tim Estes, President of Fiesta Parade Floats 05-26-15

Unofficial until approved
MINUTES
TORRANCE ROSE FLOAT ASSOCIATION
BOARD OF DIRECTORS MEETING
TUESDAY MAY 5, 2015

1. CALL MEETING TO ORDER

The meeting was called to order by President Georgean Griswold at 7:11 pm in the West Annex Commission Room of the Torrance City Hall

2. ROLL CALL

Present: President Georgean Griswold, Vice President Lynn Robinson, Treasurer Beverly Findley, Secretary Diane Jamieson, Director of Ways and Means Jan Staws, Director of Membership Mary Jo Kohlmiller, Director of Logistics Marty Martindale, Director of Transportation Jeff Miller, Historian Pamela Maran
Carl Kaemerle, City of Torrance
Absent: Director of Publicity Aurelio Mattucci
Excused absence: Director of Volunteers Lisa Brunson
Also attending: Deanna Martindale

3. FLAG SALUTE

The pledge of allegiance, led by Vice President Lynn Robinson was recited by all.

4. INFORMAL BUSINESS

4.1 Introduction of guests: Tim Estes, President and CEO of Fiesta Floats
4.2 Correspondence
Georgean presented the newsletter from the La Canada Flintridge Rose Float Association. Their float will be a bear family rafting.

5. APPROVAL OF MINUTES

5.1 Board Meeting April 7, 2015
Corrections were made to the minutes. The decision was to purchase 3 banners not 1 as written in the minutes.
Pamela Maran moved to accept the minutes as corrected. The motion was seconded and passed.

6. TREASURER'S REPORT

6.1 April Report

A copy of the April report was distributed to each member. Bev reported that we received \$2,735 in donations in the past month. We received \$180.70 from our Restaurants for Roses day at King's Hawaiian.

6.2 Payment of Outstanding Bills

None this month

Diane Jamieson moved that this report be approved as written. The motion was seconded and passed.

7. STAFF LIAISON COMMENTS

Carl reported on the Volunteer Recognition Event held last month.

Tim Estes presented to the board:

a. He recognized the long term relationship between Fiesta Floats and the City of Torrance.

b. This year's theme, selected by PTOA president Mike Matthiessen is "Find your Adventure". While this year's parade has a relationship with the National Parks Department, that need not be a consideration for float design. We have a wide range of options. None that Fiesta is currently working on are national park related.

c. Process: A float design must be approved by the PTOR (Pasadena Tournament of Roses) committee. Fiesta has registered several theme drafts. These concepts will be held until May 15, 2015.

Tim then presented five potential float designs to the board. There are:

1. First Flight/Adventurous Flight which depicts a boy flying on a dragon decorated in fantasy colors.

2. Home Grown Fun

This design incorporated Jack and the Beanstalk.

3. Fun float about fire department. This float depicts a cat stuck in a tree being rescued by firemen in a whimsical firetruck. Comments from members included that Torrance is designated a "Class 1" department and we can recognize this honor on the float. Another suggestion was to use a classic firetruck in the Torrance museum as a model for the float firetruck. It was also mentioned that we could gain support for this float from the Torrance Fire Department

4. Adventures in your own backyard. This float shows a child's imagination with the child driving a cart full of colorful jungle animals on a backyard safari.

5. Madrona Marsh Preserve. The theme of this float would be to discover the beauty of nature and would include some animation of birds and butterflies included on the float. They would create the effect of water using flowers. This of course features a special location in the city of Torrance.

Renderings of each design were posted on a wall for board member review. There was also discussion of how to place riders on each float as Torrance has a tradition of eight riders on our float.

Georgean commented that Discover Torrance talks about the 38 parks in Torrance and they always mention Madrona Marsh. Second the fire engine float would be easier to gain support for in the community.

Lynn Robinson moved to accept the stuck cat/fire department rescue float as our design for the 2016 Rose Parade. The motion was seconded and passed. The next step is to go to the council Development and Enrichment Committee for approval and support. Carl will find out when their next meeting will be or how to get this done before June. The discussion continued to the necessity of a vote from the City Council to fund the float and how to get long term support and describe the benefits of participation. The actual float title will be decided later. A fact sheet for the float needs to be prepared for the parade committee and TV presenters.

8. OFFICERS' AND DIRECTORS REPORTS

8.1 President

Georgean commented that we need to email to the city our bottom line for funding of the float. The amount of \$125,000 was suggested. Jan Staws moved to submit \$125,000 as our bottom line requirement for funding. The motion was seconded and passed.

8.1.1 Approval of the 2014-2015 Annual Report

This report was passed by board members who were on last year's board.

8.1.2 Housekeeping – Badges, Polo Shirts

Polo shirts –the shirts are here and were distributed.

The city printed new membership cards. Jan said she would cancel her request to have an outside printer do it.

Note cards – Georgean said she would handle getting some made

Business license – this has been done for this year.

Business cards for board members – no report

8.1.3 City Council Committee Meeting April 14

It was recommended that the city council develop a long term funding approach.

May 12 and May 19 are key budget hearing dates.

8.1.4 City Volunteer Recognition Event April 15

This was a delightful event enjoyed by all who attended.

8.1.5 Change of date and location

Georgean commented that the previously voted move to the second Monday of the month was too late in the month for handling activities and issues. One recommendation was to return to the current date and send one board member to the city council meeting. After some discussion the consensus was to leave the date as changed the previous meeting.

8.2 Vice President

No items

8.3 Secretary

There is an opening in November for refreshments. Carl Kaemerle volunteered to provide them.

8.4 Treasurer

No additional items.

8.5 Ways and Means

8.5.1 Ongoing fundraisers: Restaurants for Roses, etc.

Comedy Club event June 24: Jan reported that she has the tickets for the Comedy Club event. Ticket buyers must call for a reservation even though they have purchased tickets. There are forms for the board members to use to record address and phone number of ticket purchasers. Tickets are \$20 per person and \$20 goes to TRFA.

Restaurants for Roses: upcoming 5/14 Hof's Hut and 6/11 El Paseo Cantina

8.5.2 Fundraising Committee Report

Feedback was that the committee needs to provide board with cost, projected revenue and what is included in the price.

The Bowling event is scheduled for May 17. There has been no mail or hotline response to date. Need to add to the website. It was decided that walk-ins would be welcome. The cost is \$20 of which \$10 goes to TRFA.

8.6 VOLUNTEERS

No report

8.7 PUBLICITY

No report

Georgan reported on the 3-day event at the Torrance Airport. It was going well. Volunteers are still needed. Tuesday there was a lot of wind when the planes started up which caused some problems with our displays. She mentioned that we have had great cooperation from the volunteers of the Western Museum of Flight.

The display case in the main library has been made available to us to place historical information about TRFA and our participation in the Rose Parade.

MEMBERSHIP

Mary Jo Kohlmiller reported memberships for April were:

Individual - 12

Couple - 11

Family - 2

Sponsor - 0

Business - 0

\$375 dollars in donations were also received.

8.9 LOGISTICS

No report

8.10 TRANSPORTATION

Jeff Miller is getting pricing from bus companies. Main Street Tours, based in Torrance has 6 day/5 night Rose Parade packages. He is pitching to them about becoming a float sponsor while asking for bus pricing. There are great tie-in possibilities. These are experiential tours. 400 people are coming. They could handle our package. Local hotels also have package deals for the Rose Parade and/or game.

Bev Findley reported that she had talked with Supervisor Knabe regarding the use of private coach buses. She has been told that we can get three buses.

Dry day has fewer people and probably no need for one of the buses. The question is which days to use the buses.

Jeff is also working on fundraising for sponsorships. He needs a separate list of small businesses and corporations.

8.11 HISTORIAN

No report

9. **OLD BUSINESS**

9.1 By-laws review

The committee met on April 24 and completed a review of the entire by-laws and proposed several changes. A follow up meeting is planned to review the changes before presenting them to the board for approval.

9.2 Waiver review

This needs to be done with the City Attorney

10. **NEW BUSINESS**

There was a discussion of whether or not to continue to include the membership form in each issue of the newsletter. One suggestion was to put it online along with other information about events. The issue is that not all members want to use online options.

11. **ONCE AROUND**

Georgan thanked Diane for the refreshments.

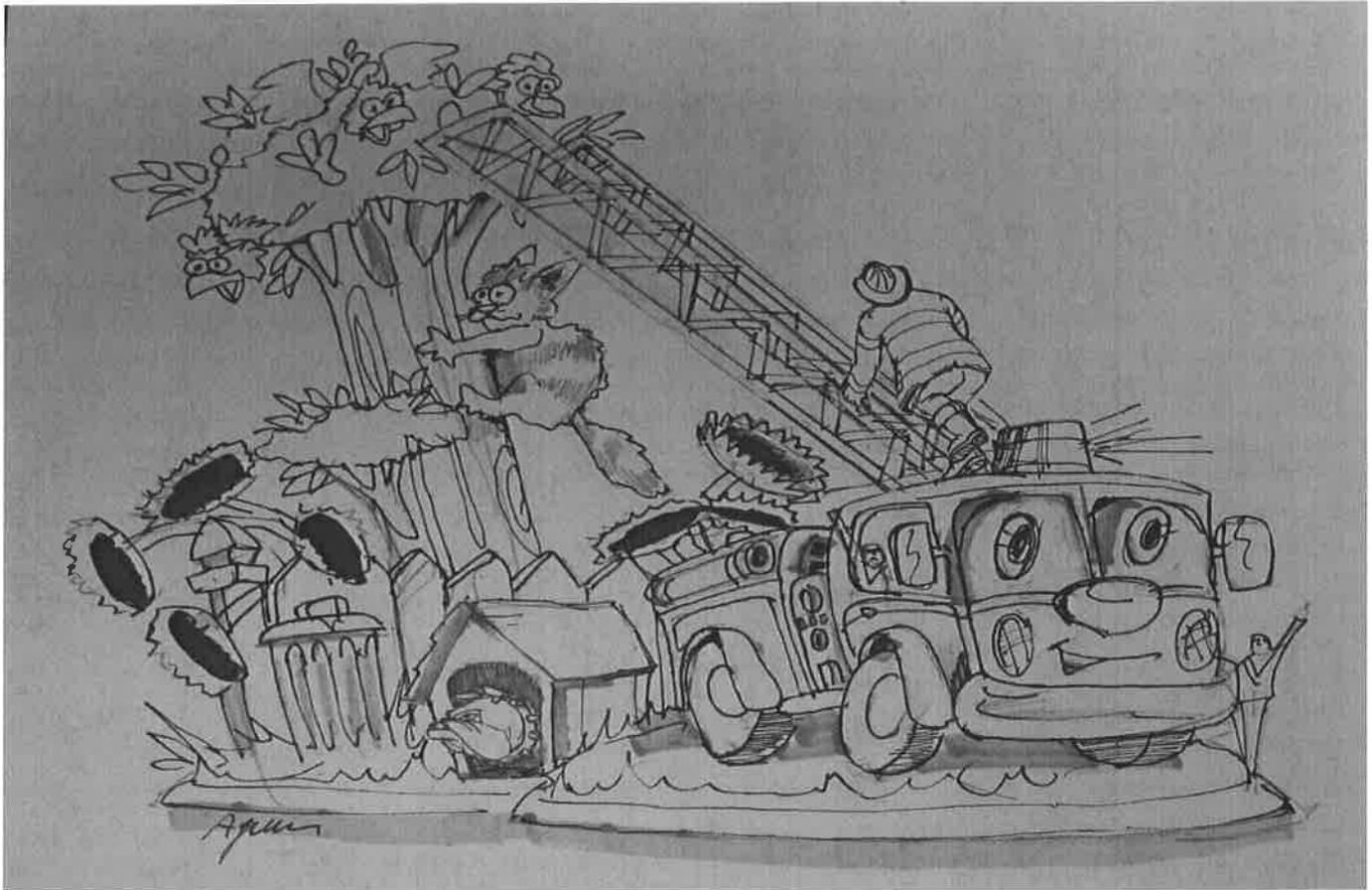
Board members were asked to sign-up for tickets to the Comedy Club event.

12. **Adjournment**

Diane Jamieson moved to adjourn the meeting. The motion was seconded and passed.

The meeting was adjourned at 9:36pm.

Fun float about fire department



35 tall by 18 wide and 17 tall
An Adventurous Rescue
To the Rescue . . . What an Adventure

This whimsical scene depicts the heroic values of the brave men & women of the City of Torrance Fire Department and that no rescue is too small for their undertaking, including a mischievous cat stuck in a tree. With flashing lights along with blaring siren and horn, the brave members of the Torrance Fire Department arrive for this rescue with moving “eyes” on the front of the fire truck. A passive dog peers out of his dog house in wonderment of all the activity. A very fun float that at the same time salutes the incredible men & women of the Torrance Fire Department.



FIESTA
PARADE FLOATS

May 26, 2015

To Carl Kaemerle, City of Torrance
From Tim Estes, Fiesta Parade Floats
Re City of Torrance 2016 Rose Parade Float

Mr. Kaemerle,

Regarding the float budget for the 2016 Rose Parade Float for the City of Torrance. Each year I strive to work within the budget of each float created by Fiesta Parade Floats. The designated float budget for the 2012 City of Torrance Float was \$162,000. For the 2013 float, it was reduced down to \$150,000 and it has remained at that same budget for the 2014 & 2015 Rose Parades. Certainly my desire is to strive and create a similar caliber float from year to year. The established budget has been stated to me to remain at \$150,000 for the 2016 Rose Parade.

Each year, I work with the assigned budget designated by the client and at times the budget does not take into account the annual CPI increase for the Los Angeles area. On an annual basis, Fiesta has a rent increase as well as increases in materials, flowers, insurance and labor costs. Some of the materials used in the parade business are very unique, such as flowers, special formulated glues and a variety of like materials. That being stated, I also reflect to the very long partnership that Fiesta has with the City of Torrance and the Torrance Rose Float Association.

Fiesta desires to again create another spectacular float for the City of Torrance and will adhere to the designated budget for the float, being \$150,000.

Thank you for your time in this matter.

Respectfully,

Tim Estes
President
Fiesta Parade Floats

Cc Georgean Griswold, President, TRFA