

# CITY OF TORRANCE CITY COUNCIL CITIZEN DEVELOPMENT AND ENRICHMENT COMMITTEE

Tuesday, April 7, 2020

3:00 p.m.

In compliance with Governor Newsom's Executive Order N-29-20, which suspended portions of the Brown Act, members of the Torrance City Council and staff will participate in this meeting via teleconference in our continuing effort to practice social distancing to reduce the spread of COVID-19. To submit a comment in writing, please email [CulturalServicesCOT@gmail.com](mailto:CulturalServicesCOT@gmail.com) and write "Public Comment" in the subject line. In the body of the email include the agenda item number and/or title with your comments. All comments emailed by 1:00 p.m. on Tuesday, April 7, 2020 will be included as a "Supplemental" on the City's website prior to the meeting. During the meeting, the public may participate via telephone by calling 310-618-2404.

## AGENDA

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| I.   | CALL MEETING TO ORDER  | Councilman Tim Goodrich, Chair             |
| II.  | ROLL CALL: Goodrich, Griffiths, Mattucci   |  |
| III. | FLAG SALUTE  |  |
| IV.  | WELCOME AND INTRODUCTIONS  | Councilman Tim Goodrich, Chair             |
| V.   | ITEMS FOR DISCUSSION   |  |
|      | A) APPROVE THE PROPOSED CONCEPTUAL FLOAT DESIGN FOR ENTRY IN THE 2021 TOURNAMENT OF ROSES PARADE | Eve Rappoport<br>Cultural Services Manager |
| VI.  | PUBLIC COMMENT   |  |
| VII. | CONCLUSION AND RECOMMENDATION  | Katie Wand, Management Associate           |

City Council Citizen Development and Enrichment Committee  
West Annex Commission Meeting Room  
Torrance, California

**Members of Committee:**

**SUBJECT: Community Services – Approve conceptual float design for the 2021 Pasadena Tournament of Roses Parade. Expenditure: None**

**RECOMMENDATION**

Recommendation of the Community Services Director that the City Council Citizen Development and Enrichment Committee approve the conceptual float design as the City's float entry in the Pasadena Tournament of Rose Parade on January 1, 2021.

**BACKGROUND/ANALYSIS**

Last fall, the Torrance Rose Float Association (TRFA) opened their Conceptual Float Design competition with the four Torrance Public High Schools and Sherry Continuation School; 24 design concepts were submitted.

The objectives of the "Conceptual Float Design Contest" are;

- To broaden awareness and interest in the City of Torrance Rose Parade Float.
- To engage youth in the parade and our city's float.

This is the fifth time TRFA has held a design contest for Torrance High School students to come up with the conceptual idea underlining our float, and it has been a very successful process to date. This is the first year entries were received from all four Torrance Public High Schools.

The theme for the 2021 Rose Parade is *Dream. Believe. Achieve.*, which celebrates education's ability to open doors, open minds, and change lives. TRFA received many interesting float ideas relating to that concept. The Committee who reviewed the proposals, which included Mr. Tim Estes, President of Fiesta Parade Floats and a representative of Destination Art, unanimously selected a proposal from Melany Perez, a student at Torrance High School. The working title for Ms. Perez's float is *The Embodiment of Nature* and it depicts endangered animals. (Attachment A).

The TRFA Board approved the 2021 conceptual float design at their meeting on Tuesday, February 4, 2020.

The City Council has approved funding for the Torrance Rose Float through the 2020-2021 fiscal year. In a letter dated February 21, 2019, Mr. Estes stated how much he valued his

partnership with the City of Torrance and he agreed to work with the same annual budget of \$150,000 for both 2020 and 2021 floats. (Attachment B)

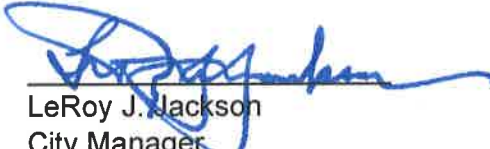
The Community Services Director and the TRFA Board request that the City Council Citizen Development and Enrichment Committee approve the conceptual float design today and recommend it to the City Council for approval. With this approval, staff will bring the conceptual design forward to the full City Council in conjunction with a contract with Fiesta Parade Floats for approval and appropriation.

Respectfully submitted,

  
Eve Rappoport  
Cultural Services Manager

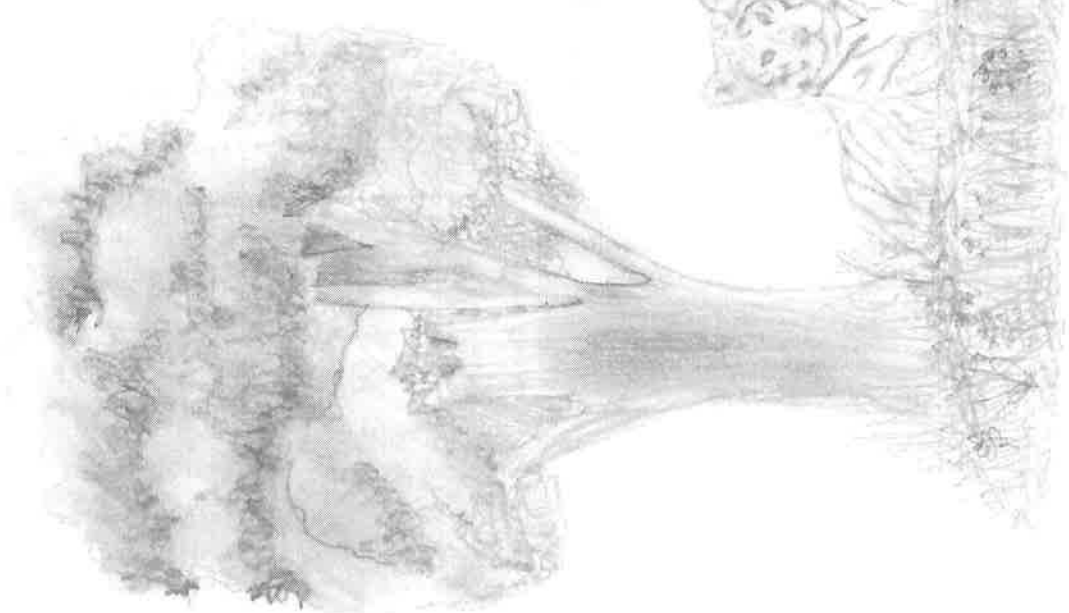
CONCUR:

  
John Jones  
Community Services Director

  
LeRoy J. Jackson  
City Manager

Attachments:

- A) Artist conceptual design
- B) Letter for Tim Estes, President of Fiesta Parade Floats, dated February 21, 2019.



Melany Perez

Rose Parade

24 January 2020

### Embodiment of Nature

I wanted to go with a theme of endangered animals to show the audience species that are at risk of being extinct. I was recently working on a project at school where I had to research an endangered species and create a presentation to show to the class. And as I was researching, there were many animals that I didn't know were going extinct, for example, black-footed ferrets. However, there were some such as the African elephant that majority of students knew were going extinct.

In consideration of choosing which animals to put on my design was to incorporate the well-known and the unknown species of animals that are threatened with extinction. I first thought that those that were unknown should be the main attribute of my float. However, those that are well known, such as the African Elephant is an issue that needs further awareness. And I was considering with the well-known animals that are on the float would help promote awareness of other animals such as black-footed ferrets, pangolins, and the Lear's Macaw.

Within my design, I wanted to convey the warmth and beauty of nature by having a black panther and a leopard snuggling each other and the majesties of the African Elephant. I also incorporated a tree to showcase the endangered bird species. I wanted the tree to extend widely so the audience who are watching can see the birds and other small critters that are in the tree. I wanted the tree to act as a haven for the birds and show how beautiful the home of the animals. I also wanted to express awareness of endangered animals but also to show the habitats that they belong to and their symbolic relationships that create such an amazing abode of the animal kingdom. The incorporation of the body of water that is at the front also adds an effect to the bottom of the cliff and shows the homes of other endangered species. I also wanted to incorporate pieces of plants such as grasses, mosses and ferns to show a natural effect. Within my design are some flowers such as baby's breath that I saw as a magical component that blends in with nature.



# FIESTA

## PARADE FLOATS

February 21, 2019

To Evé Rappoport, Cultural Services Manager, City of Torrance  
From Tim Estes, President, Fiesta Parade Floats  
Re City of Torrance 2020 and 2021 Rose Parade Float

Ms. Rappoport,

The 2019 Rose Parade is now complete and the City of Torrance float came out beautiful & dramatic, earning the *Tournament Volunteers' Trophy*, which is awarded to a float for — "Best floral design of parade theme for floats 35-feet and under in length". I am sure that everyone with the city and the Torrance Rose Float Association is extremely proud of their prize-winning float.

Fiesta Parade Floats is extremely honored to create the City of Torrance floats every year since the 1997 Rose Parade. Over this 22-year span the City of Torrance float has been awarded a trophy 17 of those 22-years for an overall prize-winning rate of 77% - An incredible achievement.

The partnership Fiesta has with the City of Torrance is Fiesta's longest running client and is a partnership that Fiesta values greatly. Fiesta strongly desires to continue this partnership by creating the 2020 and 2021 Rose Parade floats for the City of Torrance, working with the same budget of \$150,000 that has been the float budget for the previous 7-Rose Parades.

Thank you for your time in this matter.

Respectfully,

Tim Estes  
President  
Fiesta Parade Floats

Cc John Jones, Community Services Director, City of Torrance  
Bev Findley, President, TRFA

P.O. BOX 5417 PASADENA, CA 91117-0417 PHONE 626-610-0974 FAX 626-610-0973

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