



**CITY OF SOUTH PASADENA
SOUTH PASADENA TOURNAMENT OF ROSES – REGULAR MEETING**

**MINUTES
TUESDAY, FEBRUARY 6, 2024, AT 7:00 P.M.**

CALL TO ORDER:

The Regular Meeting of the South Pasadena Tournament of Roses Committee was called to order by Chair Donnelly on Tuesday, February 6th, 2024, at 7:02 p.m. The City Council Chambers are located at 1424 Mission Street, South Pasadena, California.

PRESENT

Chair	Ed Donnelly
Secretary	Courtney Quinn
Treasurer/Souvenir Chair	Sandy Fielding
Decoration Chair	Janet Benjamin
Decoration Assistant	Leland Glauz
Construction Chair	Rob Benjamin
Direct Mail and Marketing Chair	Wende Lee
Design Chair	James Jontz
Publicity Chair	Sally Kilby
Digital Media Chair	Chris Metcalf
Golf Tournament & Nominations Chair	Alan Vlacich
Mayor	Evelyn Zneimer

ABSENT

Non-Voting Member	Lary Chiles
Non-Voting Member	Sara Cibak
Non-Voting Member	Bill Cullinane
Non-Voting Member	Sharon Mitchel
Non-Voting Member	Bill Glazier
Non-Voting Member	Steve Inzunza

Courtney Quinn, Secretary, announced a quorum.

CITY STAFF PRESENT:

Sheila Pautsch, Community Services Director, was present at Roll Call.

PLEDGE OF ALLEGIANCE

The Flag Salute was led by Committee Chair Donnelly.

PUBLIC COMMENTS

1. PUBLIC COMMENTS -GENERAL (NON-AGENDA ITEMS)

None.

ACTION / DISCUSSION

2. MINUTES OF THE SOUTH PASADENA TOURNAMENT OF ROSES COMMITTEE MEETING OF DECEMBER 5th, 2023

Recommendation

It is recommended that the Committee review and approve the December 5th,2023, minutes.

A motion with the minutes as presented was made by J. Benjamin, seconded by Lee, and approved by roll call vote to approve the December 5, 2023, meeting minutes. The motion 11-0-0, by the following vote:

AYES: Chair Donnelly, Quinn, Fielding, J. Benjamin, Glauz, R. Benjamin, Lee, Jontz, Kilby, Metcalf, Vlacich

NOES: [00] None.

ABSENT: None.

ABSTAINED: None.

3. 2023 END OF YEAR FINANCIALS OF THE SOUTH PASADENA TOURNAMENT OF ROSES COMMITTEE

2023 End of Year financials were presented by Fielding. All amounts have been inputted with the exception of a few receipts from Construction and a Raffle Ticket from Citizens Bank.

Recommendation

It is recommended that the Committee review and approve the 2023 end of year financials as presented by Fielding.

A motion with the financials as presented was made by Jontz, seconded by J. Benjamin, and approved by roll call vote to approve the 2023 end of year financials. The motion 11-0-0, by the following vote:

AYES: Chair Donnelly, Quinn, Fielding, J. Benjamin, Glauz, R. Benjamin, Lee, Jontz, Kilby, Metcalf, Vlacich

NOES: None.
ABSENT: None.
ABSTAINED: None.

4. 2024 COMMITTEE CHAIR NOMINATIONS: Vlacich presented the proposed 2024 committee chairs to the current committee chairs. Alan is recommending we approve the chairs as presented. Changes presented by Vlacich- Construction Chair: None, Crunch Time Chair: None, Publicity Chair: None, Nominating Chair: Ed Donelly.

Recommendation

It is recommended that the committee review and approve the 2024 committee chairs as presented by Vlacich.

A motion with the 2024 committee chairs as presented was made by J. Benjamin, seconded by Glauz, and approved by roll call vote to approve the 2024 committee chairs. The motion 11-0-0, by the following vote:

AYES: Chair Donnelly, Quinn, Fielding, J. Benjamin, Glauz, R. Benjamin, Lee, Jontz, Kilby, Metcalf, Vlacich
NOES: None.
ABSENT: None.
ABSTAINED: None.

COMMITTEE CHAIR REPORTS

5. EVENT & SITE REPORT: Jontz reported the dumpsters are gone. The porta potty had been flipped over, so we had it picked up. Jontz is awaiting the final bill from National for the rentals.

Fielding commented she was there prior to this week's rain; the bumper strips were sliding down the lot. Jontz recommended we take the wire out and store it in the booth until next year; he will consult with construction.

6. DESIGN REPORT: Jontz reported on the 2024 design committee lead by him which includes Donnelly, J. Benjamin, R. Benjamin, Quinn, Metcalf, Mitchel and Mayor Zneimer has met and discussed design submissions. Jontz presented the 3 design concepts that the committee wishes to present to the Pasadena Tournament of Roses on February 14th. The Parade theme for 2025 is "Best Day Ever". J. Benjamin commented that our hope was to go "outside the box" for what we believe other float concepts will be submitted. Jontz explained we also tried to pick a concept that is more our SP style.

Recommendation

It is recommended that the committee approve the design concepts as presented by Jontz as well as the power to make any design concept changes needed to be presented to the Pasadena Tournament of Roses for our 2025 parade submission.

A motion to approve the 2025 design concepts as presented was made by Jontz, seconded by J. Benjamin, and approved by roll call vote to approve. The motion 9-0-0, by the following vote:

AYES: Chair Donnelly, Quinn, Fielding, J Benjamin, Glauz, Lee, Jontz, Metcalf, Vlacich
NOES: None.
ABSENT: None.
ABSTAINED: None.

7. CONSTRUCTION REPORT: R. Benjamin reported that he will not be the 2025 Construction Chair. The time commitment is not working with his work and personal life; however, he will continue to help the team when he can. R. Benjamin thanked everyone from Construction for their hard work all year round and especially the last month during the crunch time. We had another award-winning float, and it truly takes a village. R. Benjamin thanked Steve Fillingham for filling in as the driver at the last minute due to being sick, he thanked Jeremy for observing and Brandon for being the animator. R. Benjamin thanked Chris Nagel for the welding help he did and the mentoring he offered. There is still a little clean up that can be handled over 2 more workdays.

Donnelly thanked R. Benjamin for his time, support and leadership.

8. DECORATION REPORT: J. Benjamin reported how proud she was of our amazing float, the last 24 hours were so crazy, but we did it! Our float truly looked amazing, winning an award is icing on the cake. J. Benjamin reminded the committee that this is the 5th year in a row for winning an award, this is a huge accomplishment for us. The decoration container will be cleaned up and inventoried sometime in March. Fielding commented that the basement was a huge help again this year, thank you Sheilah for procuring this. Donnelly commented he would like to have a debrief in March to discuss the positives and identify the need for changes which would include a select team from decoration and construction.

9. SOUVENIR BOOTH REPORT: Fielding reported having the card reader was great and no issues. She would like to look into investing in a POS system because some people charge different prices for items. She will also work on streamlining payments with the different systems, there is no reason to have so many channels such as GoDaddy, PayPal and merchant services since we have the card reader.

10. TENT BANNER REPORT: Lee would like to increase our banner cost for this year. Lee will also place our gold level sponsors more strategically as well as looking for other spaces to hang banners.

Fielding commented we should have our tent sponsors highlighted on our website all year long as well as some social media highlights to help show them we appreciate them all year. This would add value to their level of sponsorship.

10. DIRECT MAIL REPORT: Lee reported this year we target marketed only those who have recently donated via direct mail in the past few years. It cost us under \$250 to mail and we raised \$12,000. Lee does believe that direct mail has started to run its course, the future really is digital.

Fielding commented that she truly believes we need to space out direct mail and raffle, she has had people mention this to her.

11. CRUNCH TIME PARTY REPORT: Lee reported the food was good, she apologized that the leftovers that were brought down to the working crew did not include any protein.

Fielding commented that the checkout processes this year were fine-tuned and much faster with the credit card machine.

12. MISCELLANEOUS FUNDRAISERS: Lee reported we will be doing the yard sign fundraiser this year starting on the 4th of July at Garfield Park. They will be available for any amount donated vs \$75. The yard signs will come down when the tent banners go up, this is a good marketing transition.

Fielding said we can do See's Candy for Easter. We typically do not make a lot of money, but we can still do it if anyone wants to.

13. YARD SALE REPORT: J. Benjamin shared our next yard sale will be May 17th & 18th. We will do drop off the days before it, looking at getting some basement storage even sooner. J. Benjamin said we need to get more help for this event so please be on the lookout for emails with sign up information.

14. RAFFLE TICKETS REPORT: Vlacich reported on behalf of Inzunza. We sold 213 tickets, the most we have ever sold. We had new people selling tickets, which is great for getting new people interested. We also had multiple committee members who helped sell tickets. This year we will print 250 tickets and hope to sell all of them. Laura Farber past TOR President won the Football Game tickets, it was awesome to see she is still a supporter of ours.

15. PUBLICITY REPORT: Kilby reported that she will not be our publicity chair for 2025. She had an amazing experience with us this year. Her goals for joining the committee were to increase awareness and fundraising; she felt she did accomplish these goals. Kilby collected every printed article that was about SPTOR from this year and presented it to the committee in a binder.

Donnelly thanked Sally for all of her hard work this year, Vlacich also thanked her and so did multiple others.

16. DIGITAL MEDIA REPORT: Metcalf reported we gained many new followers and had great interactions continue past January 1st. This year to help with future fundraising he wants to get all donors' information from each event added to our google drive. We have so much information on the drive, but it has proven to be very helpful, we might need to increase storage space this year. Metcalf is working on an inventory system for the souvenir booth, so we know exactly what is on hand and he agreed with Fieldings comment early about using on POS system for all transactions. He would like to see our ordering system and payment system streamlined.

17. GOLF TOURNAMENT REPORT: Vlacich reported our date is set for June 15th.

COMMUNICATIONS

18. CITY COUNCIL LIAISON COMMUNICATIONS: Mayor Zneimer said this year the city is going to directly donate \$12,000 to SPTOR instead of going through the Chamber. She is also going to try and increase the funding amount. The float barn has been approved and she is hoping we begin to see some progress this year. Mayor Zneimer was proud to see our float get so much TV coverage; she had friends from all over telling her they saw us on TV. We were the only self-built featured on the Tournaments live stream feed which felt really awesome. Evelyn confirmed she will remain as our City Council Liaison; this is her 4th year in a row in the position.

The whole Committee applauded and thanked her.

Donnelly thanked the mayor for all of her support this year as well as years past and years to come. He also wanted to share that she stayed for the last 24 hours to help get our float finished, amazing dedication from our mayor.

19. CITY STAFF LIAISON COMMUNICATIONS: Community Services Director Pautsch reported she has gotten no complaints from any of the neighbors this year so great job keeping the site under control. We had another amazing float, and it was an exciting year.

20. COMMITTEE CHAIR COMMUNICATION: Chairperson Donnelly said thank you to the committee a million times and he will say it a million more. He is truly impressed and inspired by all the hard work he has witnessed this year.

MATTERS NOT ON THE AGENDA:

Vlacich asked about a thank you party, he has nominated that we do it at Mama's Pizza. Donnelly agreed for a party and said he would help streamline it with Inzunza.

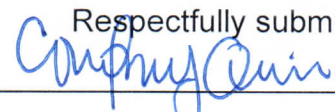
R. Benjamin commented how great it was at the Council meeting to be recognized by the city for our float but to have the Silvers be there with us as well.

Jerrey thanked Jontz for teaching him how to weld this year as well as R. Benjamin for allowing him to be the observer. He is looking forward to continuing to come back and work with construction.

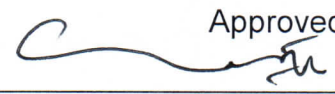
Josh (construction volunteer) attended his first meeting but has just finished his 2nd year helping with construction. He thanked everyone for welcoming him and is happy to help when he can.

ADJOURNMENT

There being no further matters, Chair Donnelly adjourned the meeting of the Committee at 8:18 p.m.

Respectfully submitted:


Courtney Quinn, Secretary

Approved:


Ed Donnelly, Chair

ATTEST:


Sheila Pautsch, Community Services Director

Approved at SPTOR Committee Meeting: March 5, 2024.