



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Designation of the "Rose" as the City of Lodi's Official Flower

MEETING DATE: November 20, 2002

SUBMITTED BY: Janet S. Keeter, Deputy City Manager

RECOMMENDATION: That the City Council, at the request of the Lodi-Woodbridge Rose Society, designate the "rose" as the City of Lodi's official flower.

BACKGROUND INFORMATION: On August 22, 2002 the City of Lodi received a letter (Exhibit A) from Michael A. Devencenzi, President of the Lodi-Woodbridge Rose Society (LWRS) regarding two matters. The first was a donation offer of four red Veterans Honor Hybrid Tea Roses to be planted in the vicinity of the new All Veterans Memorial Plaza. The second was to request that the City of Lodi designate the "rose" as its official flower.

The rose is our national flower and the Year 2002 has been designated as the "Year of the Rose." In addition, the City has received letters from the Lodi Garden Club and Lodi Memorial Hospital encouraging the City to designate the rose. (Exhibit B & C). The Parks and Recreation Commission, during their November 5, 2002 meeting, unanimously voted to support the proposed rose designation. Staff received a call from Board Supervisor Jack Sieglock voicing his support of the proposal.

As additional background, apparently in 1935, Mr. Rolla J. Custer from the Lodi Rotary Club addressed the Council regarding the adoption of the "Crepe Myrtle" as the official flower of the community. The minutes from the meeting do not reflect whether or not the Council actually adopted the recommendation; however, on October 7, 1998, the Council "re-designated" the Crepe Myrtle as the official tree of the City of Lodi.

The generous offer to donate the red Veterans Honor Hybrid Tea Roses has been referred to the Veterans Foundation for placement.

Funding: Not applicable

Respectfully submitted,

Janet S. Keeter
Deputy City Manager

Attachment

cc: Michael A. Devencenzi, President LWRS
Marilyn Messer, President Lodi Garden Club

APPROVED: _____

H. Dixon Flynn -- City Manager

EXHIBIT A



RECEIVED

AUG 22 2002

City Clerk
City of Lodi

Lodi – Woodbridge Rose Society
338 Valley Oak Place, Woodbridge, California 95258-9323
(209) 368-5482

August 20, 2002

Lodi City Council
Attention: Mayor Phillip Pennino
221 West Pine Street
P.O. Box 3006
Lodi, California 95241-1910

Dear Mr. Pennino,

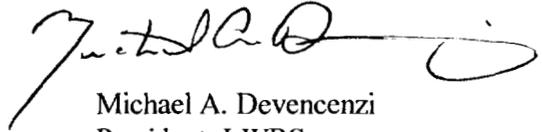
This letter is a follow up from your previous discussions with Mrs. Brown and Mrs. Ferrero in regards to the City of Lodi adopting the rose as its official flower. The request for the City Council to do so comes from the Lodi-Woodbridge Rose Society.

An affiliate to the American Rose Society, the Lodi-Woodbridge Rose Society was started in 1998 and has grown to a current membership of 85 northern San Joaquin County residents. For the last four years Lodi-Woodbridge Rose Society has held monthly meetings in Lodi. We sponsor an annual rose pruning seminar open to the public at Lodi Memorial Hospital, where we demonstrate pruning roses as we prune the hospital's roses. We also sponsor an annual Fall Rose Show currently being held at Hutchins Street Square. This American Rose Society sanctioned show is open to the public and has grown to one of the largest rose shows in California. After the show closes we bring the roses that were shown to Lodi Memorial Hospital, which they disperse to the patients and staff.

The rose is our nations national flower. You may have noticed that roses have been planted around the vineyards leading into Lodi. The year 2002 has been designated as the "Year of the Rose", which only makes it even more appropriate for Lodi to adopt it as their city flower. Regardless of your decision the Lodi-Woodbridge Rose Society would like to donate four red Veterans Honor Hybrid Tea Rose bushes to be planted around the new Veterans Memorial in downtown Lodi.

In summary, we encourage you as Mayor and your colleagues on the council to consider our request and offer. Please contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael A. Devencenzi", with a long horizontal flourish extending to the right.

Michael A. Devencenzi
President, LWRS



OCT 1 2002
EXHIBIT B
CITY MANAGER'S OFFICE

Lodi Garden Club
P.O. Box 2653
Lodi, Ca 95241

Mr. Michael Devencenzi
338 Valley Oak
Woodbridge, Ca 95258

Dear Michael,

This letter is in response to your request that Lodi Garden Club support the Lodi/Woodbridge Rose Society in their effort to designate the rose as the city of Lodi flower.

On October 3, 2002, at our general club meeting, it was the unanimous decision of our membership to support your organization in this endeavor.

This is a wonderful choice, especially at this time, to have the symbol of love associated with our community in this way.

The very best to you and the Lodi/Woodbridge Rose Society.

Sincerely,

Maralyn Messer
President

cc: Michael Devencenzi
Janet Keeter



975 S. Fairmont Avenue • P.O. Box 3004 • Lodi, California 95241 • 209/334-3411 • 209/368-3745 (fax)

EXHIBIT C

October 7, 2002

Dear Members of the Lodi City Council:

Please know that the Lodi and Woodbridge Rose Society has been a good friend to Lodi Memorial Hospital for many years now. For that friendship, the hospital is truly grateful.

Lodi Memorial Hospital started its history with the Rose Society when society members asked to use the hospital's public classrooms for their annual rose show. The show was conducted on a Saturday when the classrooms receive little use, and Lodi Memorial was happy to oblige.

The society's leadership was a joy to work with in that endeavor and took care of every detail. They saw to it that the hospital's classrooms looked better after they used them than before they used them... and they made sure that all our patients received roses. The roses were arranged so the patients didn't need to seek vases or water either. Imagine that.

After the society outgrew the hospital space for their show, their leadership asked if they could annually prune the hospital's roses bushes – of which we have hundreds – and in the process conduct a free pruning clinic for community members. We were thrilled. They have been doing this for several years now, and our roses couldn't look healthier.

As far as the hospital is concerned, this is a match made in heaven. The Rose Society members and their leadership are a joy to work with, and as a non-profit institution, the hospital truly appreciates its partnership with them. We complement each other's missions in the best possible way.

Three cheers for the Lodi Woodbridge Rose Society!

Sincerely,

Carol Farron, director
Community Development

Cc: Mr. Dixon Flynn, Lodi City Manager
Mr. Mike Devencenzi

RESOLUTION NO. 2002-237

A RESOLUTION OF THE LODI CITY COUNCIL
DESIGNATING THE "ROSE" AS THE OFFICIAL
FLOWER OF THE CITY OF LODI

=====

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Lodi
does hereby designate the "Rose" as the official flower of the City of Lodi.

Dated: November 20, 2002

=====

I hereby certify that Resolution No. 2002-237 was passed and adopted by the
City Council of the City of Lodi in a regular meeting held November 20, 2002, by the
following vote:

AYES: COUNCIL MEMBERS – Hitchcock, Howard, Land, Nakanishi, and
Mayor Pennino

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None



SUSAN J. BLACKSTON
City Clerk

1-1

RECEIVED

NOV 19 2002

City Clerk
City of Lodi

The Board of Supervisors
City of Lodi

I am a recent officer of The National Board of Directors of the American Rose Society and an elected representative of The Nevada, Hawaii, and Northern California area of 27 Rose Societies, including the newly founded and rapidly growing Lodi-Woodbridge Rose Society.

Rose growers and Rose lovers are most pleased that you are considering selecting The Rose as your floral symbol. Of course we are very supportive and anxious to encourage your decision. The Rose is already acknowledged as our National Flower as you know I'm sure.

The Rose has been found in ancient artifacts and petrifications throughout our civilization. It brings beauty to our world and joy to all peoples. I have been personally associated with your local society and find them very dedicated rosarians who are interested in their own gardens as well as the horticultural beautification and appreciation of your whole community.

Respectfully



Earl Parsons
EP/ey

<input checked="" type="checkbox"/>	CC	<input type="checkbox"/>	HR
<input checked="" type="checkbox"/>	CM	<input type="checkbox"/>	IS
<input checked="" type="checkbox"/>	CA	<input type="checkbox"/>	LIB
<input type="checkbox"/>	CD	<input type="checkbox"/>	PR
<input type="checkbox"/>	EUD	<input type="checkbox"/>	PD
<input type="checkbox"/>	FIN	<input type="checkbox"/>	PW
<input type="checkbox"/>	FD	<input type="checkbox"/>	COM