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RESOLUTION NUMBER R- 302514

DATE OF FINAL PASSAGE APR 19 2007

WHEREAS, this year marks a significant milestone in the history of the San Diego Floral Association; and

WHEREAS, the San Diego Floral Association was founded on April 15, 1907, and is the oldest garden club in Southern California; and

WHEREAS, the San Diego Floral Association is a 501(c)3 nonprofit organization that consists of over 2,500 members; and

WHEREAS, the San Diego Floral Association is sponsored by the City of San Diego's Park and Recreation Department and is the first organization allowed to occupy quarters in Balboa Park; and

WHEREAS, the San Diego Floral Association is dedicated to guiding City and County leaders in wise decisions concerning city beautification, conservation of our environment, and to the horticultural education of all San Diegans; and

WHEREAS, the San Diego Floral Association was one of the most influential groups involved in determining the future ambiance of San Diego; in 1907, most of San Diego resembled the sagebrush-covered areas now seen along Florida canyon and homes were surrounded with bare dirt and a few struggling plants; and

WHEREAS, the San Diego Floral Association held their first flower show in 1910 at the U.S. Grant Hotel; and

WHEREAS, during preparation for the 1915 Exposition, ladies of the Floral Association served on a City-sponsored project to plant the parkways throughout the City; and

WHEREAS, the San Diego Floral Association lobbied City Council to encourage trash pickup be free and unlimited in amount; an ordinance that remains in effect today; and

WHEREAS, the San Diego Floral Association provides many services to all County residents including access to one of the County's largest horticultural libraries, scholarships for students studying in the field, design and craft workshops in the floral arts, and educational meetings and exhibits open to the public throughout each year; and

WHEREAS, since 1909, the San Diego Floral Association has published California Garden Magazine, one of the oldest continually-published horticultural magazines in the United States; and

WHEREAS, since 1972, the San Diego Floral Association has participated in the park-wide holiday program known as "December Nights" in Balboa Park; NOW, THEREFORE,

BE IT RESOLVED, by the Mayor and Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby congratulate the San Diego Floral Association for its passionate commitment to the education and guidance of San Diego's horticultural issues over the past 100 years.

BE IT FURTHER RESOLVED, that April 15, 2007, be and is hereby proclaimed to be "SAN DIEGO FLORAL ASSOCIATION DAY" in the City of San Diego.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Catherine M. Bradley
Catherine M. Bradley
Chief Deputy City Attorney

CMB:jab
03/06/2007
Or.Dept:Council-Atkins
R-2007-866

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of APR 10 2007

ELIZABETH S. MALAND
City Clerk

By *Jana Richardson*
Deputy City Clerk

Approved: *4.19.07*
(date)

JSL
JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor