



# Minutes

## Lakewood City Council

Regular Meeting held  
February 23, 2016

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MEETING WAS CALLED TO ORDER at 7:30 p.m. by Mayor Wood in the Council Chambers at the Civic Center, 5000 Clark Avenue, Lakewood, California.

INVOCATION was offered by Ahmed Rafi, Member of the Lakewood Muslim Community

PLEDGE OF ALLEGIANCE was led by Girl Scouts Troop 4823

ROLL CALL: PRESENT: Mayor Jeff Wood  
Vice Mayor Ron Piazza  
Council Member Steve Croft  
Council Member Diane DuBois  
Council Member Todd Rogers

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#### ANNOUNCEMENTS AND PRESENTATIONS:

Mayor Wood announced that the meeting would be adjourned in memory of Rosella DeRiemer, who had been an active member of the Pan Am Association and other Lakewood community organizations.

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#### ROUTINE ITEMS:

COUNCIL MEMBER CROFT MOVED AND VICE MAYOR PIAZZA SECONDED TO APPROVE ROUTINE ITEMS 1 THROUGH 6.

RI-1 Approval of Minutes of the Meeting held February 9, 2016

RI-2 Approval of Personnel Transactions

RI-3 Approval of Registers of Demands

RI-4 Approval of Monthly Report of Investment Transactions

RI-5 Approval of Proposition A Fund Exchange and Assignment Agreement

RI-6 RESOLUTION NO. 2016-9; A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKEWOOD ESTABLISHING DISABLED PERSON DESIGNATED PARKING ON THE EAST SIDE OF DUNROBIN AVENUE WITHIN THE CITY OF LAKEWOOD

**ROUTINE ITEMS: - Continued**

**RESOLUTION NO. 2016-10; A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKEWOOD ESTABLISHING DISABLED PERSON DESIGNATED PARKING ON THE EAST SIDE OF ADENMOOR AVENUE WITHIN THE CITY OF LAKEWOOD**

**UPON ROLL CALL VOTE, THE MOTION WAS APPROVED:**

**AYES: COUNCIL MEMBERS: DuBois, Rogers, Piazza, Croft and Wood**

**NAYS: COUNCIL MEMBERS: None**

**3.1 • STATE EMERGENCY WATER CONSERVATION REGULATION UPDATE**

Jason Wen, Director of Water Resources, displayed slides and made a presentation based on the memo in the agenda and reported that the State Emergency Water Conservation Regulations had been scheduled to expire on February 13th, however, entering the fifth consecutive year of drought, the State Water Resources Control Board took action to extend the regulations through October 2016. He stated that under the revised regulation, which took into account reductions to urban water supplier's local climate variations, recycled water projects, and population growth, statewide water use reduction was expected to exceed twenty percent in cumulative water conservation. Mr. Wen added that by the end of January, the City had achieved twenty-five percent cumulative water conservation since June as compared to the same eight months in 2013, surpassing the State mandate of twenty percent.

Responding to an inquiry from Council Member DuBois, Mr. Wen stated that the City had not received any notices from the State for non-compliance.

Council Member Croft and Vice Mayor Piazza expressed appreciation and commended Lakewood residents for their conservation efforts at having achieved more than the State regulations required.

Mr. Wen responded to Mayor Wood's question by stating that most of the water waste complaints reported pertained to water in the gutters and overwatering of outdoor landscaping.

**MAYOR WOOD STATED THAT THERE BEING NO OBJECTION, THE ITEM WAS ORDERED RECEIVED AND FILED.**

**3.2 • LAKEWOOD CONNECT EMAGAZINE TRANSITION TO MOBILE-FRIENDLY DESIGN**

Paolo Beltran, Assistant to the City Manager, displayed slides and made a presentation based on the memo in the agenda and stated since 2006, the Lakewood Connect eMagazine had informed e-mail subscribers of City news and events on a weekly basis, consolidated snippets of information for readers and had recently transitioned to a mobile-friendly design.

### 3.2 • LAKEWOOD CONNECT EMAGAZINE TRANSITION TO MOBILE-FRIENDLY DESIGN - Continued

He stated that the eMagazine's original design consisted of two columns of stories which took advantage of the wide-screen dimensions of a desktop or laptop monitor. However, with smartphones and tablets gaining more widespread usage, the design had to be changed to accommodate such devices. He reported that over fifty percent of subscribers now accessed the eMagazine via mobile devices. When the City's website was redesigned in 2014, it incorporated a technology known as "responsive design," which allowed for automatic formatting regardless of platform or device. Mr. Beltran explained that to accommodate the unique dimensions of a smartphone or tablet, some changes were made to the format such as reducing the number of articles to minimize scrolling and focus the content to more immediate and noteworthy news and events; reducing to one column which centered readers' attention to the content; changing the font to help reduce eye strain and minimized the need for scrolling or "pinching" the text to expand it; and enabling each graphic to link directly to the full story. He stated that the first mobile-friendly format of the eMagazine had been published last Wednesday, and several subscribers responded positively to the format change.

In response to Council Member DuBois' inquiry, Mr. Beltran stated that anyone interested in subscribing to the eMagazine could find the link at the City's website.

Mr. Beltran replied to comments from Mayor Wood by stating it was anticipated that readership would increase due to the ease with which the mobile version of the eMagazine could be viewed.

MAYOR WOOD STATED THAT THERE BEING NO OBJECTION, THE ITEM WAS ORDERED RECEIVED AND FILED.

### 3.3 • PREVIEW OF 2016 LAKEWOOD COMMUNITY RUN

Director of Community Development, Sonia Southwell, displayed slides and provided a brief overview of the Lakewood Community Run, scheduled for Saturday, March 5th. She stated that the event, which was organized by the Lakewood Sheriff's Station and the Soroptimist International Club of Lakewood/Long Beach, offered a fun day for everyone from dedicated runners to youngsters and families. Ms. Southwell added that in celebration of the run's 25th anniversary, finisher medals would be awarded to all participants of the 5K and 10K runs.

Responding to Mayor Wood's inquiry, Ms. Southwell stated that registration tended to increase closer to the day of the event due to participants' anticipation of weather conditions.

Vice Mayor Piazza stated as a reminder that the race would be located at the northeast corner of the mall in front of the theatre area.

Council Member DuBois conveyed support to Council Member Rogers, who would be participating in the 10K event, and noted that the funds raised would benefit charitable organizations in the community.

**SUCCESSOR HOUSING ACTIONS**

1. Approval of Registers of Demands

COUNCIL MEMBER ROGERS MOVED AND COUNCIL MEMBER DUBOIS SECONDED TO APPROVE THE REGISTERS OF DEMANDS. UPON ROLL CALL VOTE, THE MOTION WAS APPROVED:

AYES: COUNCIL MEMBERS: DuBois, Rogers, Piazza, Croft and Wood

NAYS: COUNCIL MEMBERS: None

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ORAL COMMUNICATIONS: None

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**ADJOURNMENT**

There being no further business to be brought before the City Council, Mayor Wood adjourned the meeting at 8:11 p.m. A moment of silence was observed in memory of Rosella DeRiemer.

Respectfully submitted,

Jo Mayberry, CMC  
City Clerk