



Minutes

Lakewood City Council

Adjourned Regular Meeting held
May 27, 2003

MEETING WAS CALLED TO ORDER at 6:00 p.m. by Mayor Esquivel in the Executive Board Room at the Civic Center, 5000 Clark Avenue, Lakewood, California.

ROLL CALL: PRESENT: Mayor Joseph Esquivel
Council Member Wayne Piercy
Council Member Larry Van Nostran
Council Member Robert Wagner

ABSENT: Vice Mayor Todd Rogers (excused)

50TH ANNIVERSARY PROGRAMS:

Assistant City Manager Michael Stover displayed slides and gave a brief oral presentation based on the memorandum contained in the agenda. He reviewed the progress to date on Phase I of the 50th anniversary programs. He also reviewed the seven program areas identified by the 50th Anniversary Committee: history and traditions; personal essays; Lakewood Plan recognition; Civic Hall of Fame; special events; street banners; and Veteran Memorial refurbishment. He noted that the street banner program could offer "sponsored" banners with some of the cost underwritten by private organizations, such as Lakewood Regional Medical Center, in exchange for an advertising logo on the banner. He went over the anniversary objectives: to reinforce the "history, traditions, and values" of Lakewood for current and future generations of residents; to recognize individuals and organizations that have contributed to Lakewood's founding and success; and to safeguard Lakewood's enduring contributions to local government.

Council Member Piercy inquired if Boeing Corporation would be supplying workers or whether volunteers would be needed for the refurbishment of the Veteran Memorial aircraft at Del Valle Park. City Manager Howard Chambers responded by stating that Boeing would be using their technical expertise to supervise our volunteers or a contractor. Council Member Piercy noted that there may be community or youth groups that would be interested in helping to raise funds for the aircraft's refurbishment.

Mr. Stover stated that the formal budget for the programs would be presented to the City Council during discussions of the fiscal year budget. He reported that a considerable portion of the costs could be offset through grants, donations, special event income, merchandise sale and sponsorships. There was also the opportunity for "anniversary partnerships," such as the successful partnership with the Weingart Foundation for the anniversary history project. He cautioned against aggressive fund raising that could have a negative impact on the funds available for other community events or programs. It was the recommendation of the ad hoc committee that the seven anniversary program areas be approved in concept as well as the anniversary master calendar of events.

50TH ANNIVERSARY PROGRAMS: Continued

COUNCIL MEMBER PIERCY MOVED AND COUNCIL MEMBER VAN NOSTRAN SECONDED TO APPROVE THE PROGRAMS AND THE SPECIAL EVENT CALENDAR IN CONCEPT

Council Member Piercy stated it would be important to have appropriate publicity about anniversary programs and be open about the nature of offsetting funding for these programs, such as grants, donations and partnerships, since the City Council would lose credibility with the community if it were to cry about State budget cuts impacting the City while appearing to spend a lot on anniversary programming.

Council Member Wagner stated that while each individual program was good, he felt collectively that it was overkill. He expressed concern that receiving donations for 50th anniversary activities was affecting the ability of community organizations to acquire contributions. He also expressed concern about the lack of response from the California Contract Cities Association to recognition for the Lakewood Plan. He referenced activity in the Sacramento legislature that would severely cripple the ability of government agencies to contract for services, and that CCA should be doing more in that battle.

Mr. Stover noted that Lakewood had done more to sound the alarm about the attack on contracting, which was also one of the objectives of recognizing the significance of the Lakewood Plan on California cities.

City Attorney John S. Todd stated that the reason Contract Cities had been formed to begin with was to counter those in the League of California Cities who were opposed to contracting and that the Contract Cities Association needed to be aggressively involved.

COUNCIL MEMBER PIERCY CALLED FOR THE QUESTION.

Mayor Esquivel stated that although funding was more challenging in difficult financial times, celebrating Lakewood's 50th anniversary was like certain other events, such as the Award of Valor and the Mayor's Prayer Breakfast, which were of significant importance to the community and should not be cancelled.

Council Member Van Nostran stated that they should not move forward if there were still Council Members with questions to be resolved.

Council Member Wagner stated that he felt the issues deserved more discussion.

COUNCIL MEMBER PIERCY MOVED AND COUNCIL MEMBER VAN NOSTRAN SECONDED TO TABLE THE MATTER.

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ADJOURNMENT

There being no further business to be brought before the City Council, Mayor Esquivel adjourned the meeting at 6:39 p.m.

Respectfully submitted,

Denise R. Hayward

City Clerk