
**City of Florence
City Council Work Session
Driftwood Shores Resort
88416 1st Ave., Florence, Oregon
Final Action Minutes
December 14, 2016**

CALL TO ORDER - ROLL CALL

Meeting called to order at 8:33 a.m.

Councilors Present: Councilors Joshua Greene, Ron Preisler, Susy Lacer George Lyddon and Mayor Joe Henry.

Councilors Absent: None

Staff Present: City Manager Erin Reynolds, Consultant Larry Patterson, Public Works Director Mike Miller, Florence Events Center Director Kevin Rhodes, City Recorder / Economic Development Coordinator Kelli Weese, Planning Director Wendy FarleyCampbell, Chief of Police Tom Turner, Project Manager Megan Messmer and Interim Finance Director Andy Parks who arrived at 8:43 a.m. City Attorney Ross Williamson arrived at 10:28 and departed at 11:40 a.m.

1. RETREAT DISCUSSION TOPICS

- Goal Report: Consultant Larry Patterson and members of the management team will provide a report on the Council Goals for 2016 and their exploratory findings.
- Round Table Discussion: The Council will discuss their ideas for the 2017 work plan including prioritization by immediate, intermediate and future.
- City Council Training: City Attorney Ross Williamson will provide training with focus on Ethics and Public Meetings Law.

Start Time: 8:33 a.m.

Topic: Goal Report

Discussion: The City Council discussed...

- City beautification including potential award program for landscaping and facades

- Parks and Recreation District opportunities
- Parking in Old Town Florence
- Land Use regulations for waterfront uses
- Overview of security at the hospital and coordination with police department
- Gas contingency plan for emergency operations
- Pros and cons of establishing a fuel farm for emergencies
- Siuslaw Estuary Trail
- Current public works facility plans
- Coordination with local school board on school bond and assistance with promoting school

The City Council took a break from 10:03 – 10:12 am.

- Start Time: 10:12 a.m.
 Topic: Work Plan
 Discussion: The City Council discussed...
- Accessory dwelling units and tiny house movement
 - Temporary vs. permanent housing
 - Mural Code Revision
 - Fiber Optic Cable and options for funding
 - Accounts payable centralization

- Start Time: 10:44 a.m.
 Topic: City Council Training
 Discussion: The City Council discussed...
- City Committee Ethics Training
 - Ethics complaint process

The City Council took a break from 11:40 – 11:50 a.m.

- Start Time: 11:50 a.m.
 Topic: Round Table Discussion
 Discussion: The City Council and staff discussed priorities for the upcoming year including...
- High Speed Fiber
 - System Development Charge Financing
 - Mural Code Revision
 - ReVision Florence Funding
 - Housing and Economic Development Incentives
 - Marketing the City for it's benefits to potential new residents and businesses
 - Parks and Recreation District
 - Funding for bicycle paths etc.
 - Homeless populations assistance policies

- Emergency Operations agreements with local businesses
- Public Transit
- Zoning for new growth and new development, with particular attention to housing
- Staffing levels
- Coordinating with other agencies to determine overall vision and brand for the community
- Additional code enforcement
- Recycling opportunities, particularly in regards to Styrofoam
- Hospital Recruitment
- Support of the Vision 2025 program

Discussion: The City Council and staff discussed priorities for specific departments for the upcoming year including...

- Public Works Goals including...
 - Continuing progress on infrastructure
 - Street preventative maintenance
 - Heceta Beach area sewer
- Florence Events Center Goals including...
 - Technical upgrades including LED lighting and ticketing
 - Plan for new property purchase
 - Implementing a new endowment program
 - Marketing
- Police Department Goals including...
 - Filling HR Manager position
 - Permanency of School Resource Officer Program
 - Keeping up with national trends
 - Addition of bicycle patrols
- Project Management Goals
 - Large capital investments including City Hall, Public Works, and ReVision Florence
 - Utilization of the new City website features
 - Continuing to be proactive with communications
- Economic Development & Administration Goals
 - Façade Improvement program
 - Public Art program implementation
 - Records Management for City Hall move
 - Economic Development Marketing & Retention
- Finance Goals
 - Information Technology Strategic Plan
 - City Hall Remodel
 - ReVision Florence financing
 - Long Range Sustainable funding of general fund
 - Full Cost Recovery transition

- Human Resources Goals
 - Risk Management
 - Employee wellness

Start Time: 1:08 p.m.

Topic: City Council Rules & Procedures

Discussion: The City Council discussed...

- City Council regular meeting protocol and possibility of changing meeting start time to 5:30 p.m.

Meeting adjourned at 1:13 p.m.

ATTEST:

Joe Henry, Mayor

Kelli Weese
City Recorder