
AGENDA ITEM SUMMARY
FLORENCE CITY COUNCIL

ITEM NO:
Meeting Date: March 4, 2019
Department: All

ITEM TITLE: Board and Committee Report – January 2019

DISCUSSION/ISSUE:

Airport Advisory Committee	
<u>Department:</u> Public Works	<u>Staff:</u> Mike Miller – Public Works Director
<p>The Airport Advisory Committee met for the last time on January 16, 2019 prior to being merged into the new Transportation Committee. The AAC members received an update on the airport lighting upgrade project from Joe Roshak with Century West Engineering. The contractor, Kunert Electric, has ordered the equipment such as the PAPI (Precision Approach Pathway Indicator) and REILs (Runway End Indicator Lights) which have long lead times. The contractor is tentatively scheduled to begin work in April, although if the equipment arrives as early as February then the contractor could move up the start date to March. During construction the airport will be closed M-F 10am -8pm for 60 calendar days.</p> <p>The committee also discussed the draft hangar lease. PWD Miller provided a spreadsheet that illustrates the cost difference between the way that the annual hangar leases are calculated (currently based on lot size) versus leases proposed to be based on the actual square footage of the hangar building. In order to make the airport 'whole' the cost per square foot would need to increase since there would be less total area (if you use the size of the hangar only).</p>	

Airport Volunteers	
<u>Department:</u> Public Works	<u>Staff:</u> Mike Miller – Public Works Director
<p>The Airport Volunteer Group provided 248 (from 21 different individuals) hours greeting visiting pilots and their passengers at the airport; answering phone calls; and providing general information and directions to local attractions; checking all entrance/exit gates; visually check taxiways to ensure they are free and clear of debris; check loaner cars and collect fees from loaner car users; clean the restrooms and office space at the airport office.</p>	

Ad-Hoc Finance Committee	
<u>Department:</u> Finance	<u>Staff:</u> TBD
No report.	

Audit Committee	
<u>Department:</u> Finance	<u>Staff:</u> TBD
No report.	

Budget Committee	
<u>Department:</u> Finance	<u>Staff:</u> TBD
No report.	

Economic Development Committee (EDC)	
<u>Department:</u> Administration	<u>Staff:</u> TBD
No report.	

Environmental Management Advisory Committee (EMAC)	
<u>Department:</u> Planning	<u>Staff:</u> Wendy FarleyCampbell – Planning Director
EMAC met January 3 rd to discuss the 2018 Opportunity to Recycle Annual Report requirement and submittals, present and briefly review the changes top the Boards and Committees, and recognize Dina McClure. EMAC’s next meeting was scheduled for and held February 7 th at 6pm.	

Florence Events Center Volunteers / Friends of the FEC	
<u>Department:</u> Florence Events Center	<u>Staff:</u> Kirk Mlinek, Friends of FEC President
<p>Financial support – In January, the Friends voted to financially support (sponsor) the FEC-sponsored Church, Chesney, and Swift Tribute Concert at the \$500 level.</p> <p>On February 26, 2019, the Friends voted to fund the FEC director’s request to purchase two additional hand-held microphones at a cost of \$2,110, and two table carts in the amount of \$1,426.49, for a total of \$3,536.49. The board tabled the director’s request for \$5,000 to pay for part of the FEC’s expanded video security system.</p> <p>2019 Winter Music Festival – The Friends of the FEC 2019 Winter Music Festival is in the books! A total of 1,218 tickets were sold for the four musical segments, slightly fewer than in 2018. All segments equaled or exceeded 2018 sales except Sunday’s Gospel Gathering, for which sales were down 150 tickets. Revenue did exceed expenses and the Friends look forward to distributing that money to the Florence Events Center in the days and months ahead.</p> <p>Please refer to the attached zip code analysis for an overview of the festival’s reach. Patrons came from southern Washington state, northern California, and from more than 50 zip codes in Oregon. In fact, as outlined in the Saturday Headliner section, patrons came from 82 discrete zip codes to attend that sold out show. The festival’s reach continues to grow.</p> <p>The festival’s committee is to be commended for working tirelessly to make the festival a success. The 2019 committee was chaired by Rachel I. Pearson and included Bonnie MacDuffee, Judy Caputo, Cassandra Caputo, Janet Wellington, Ken Janowski, Margaret McDiarmid, Mary Conley, Claudia Brown, and Kirk Mlinek.</p>	

As a reminder, the festival's overarching goals are 1) to provide cultural enrichment to residents of Florence and the surrounding areas; 2) to support local businesses by bringing people to town during a slow time of the year; and 3) to provide a concert and musical education outreach experience for approximately 900 schoolchildren from Florence, Reedsport, and Mapleton. As discussed in the memo, the committee believes that these goals were met.

Thank you to all our patrons and to our many financial and in-kind sponsors without whom the festival could not exist.

Finally, the FEC staff is commended for working tirelessly in fulfilling their respective roles over the weekend in support of a relentless schedule. The professionalism, unyielding courtesy, positive attitudes, outstanding problem-solving skills, and general good humor were exemplary and of the highest order. Thank you!

Wallflowers and Wine - The Wallflowers and Wine class, another sellout, occurred on the FEC stage on Friday, February 22, under the artistic direction of John Leasure. Thanks John!

Indoor Yard Sale – The winter indoor yard sale was held on Saturday, February 23, 2019, from 8:00 AM to 2:00 PM at the FEC. Nearly 1,000 people attended and paid a \$1 entry fee for the privilege. A total of 44 booths were sold to vendors and business was brisk. Sincerest thanks to Margaret McDiarmid for spearheading the effort and to all of the volunteers who made it work.

The summer version of the yard sale has been scheduled for June 15, 2019.

Pin-Ups on Tour – As advertised in the paper and announced on the radio, the Friends are bringing the WWII-style Pin-Ups Tour to the FEC stage on Sunday, March 10, at 2:00 PM. Local veterans' organizations will provide uniformed volunteers to cover a myriad of duties, including ticket scanning, ushering, and the presentation of the colors. Veterans and active military personnel are admitted at no charge; other adults will pay \$20 and tickets for those under 18 years-of-age are \$10.

Florence Urban Renewal Agency

Department: Administrative

Staff: Erin Reynolds – City Manager

FURA met on January 30, 2019 to review the Public Art Committee recommendation of approval of a contract with the artist for installation of a mural at the Central Lincoln PUD building. The Agency also discussed their bylaws and appointment process.

Florence Urban Renewal Agency Budget Committee

Department: Finance

Staff: TBD

No report.

Parks Volunteers	
<u>Department:</u> Public Works	<u>Staff:</u> Mike Miller – Public Works Director
Singing Pines Park: Shoreline Christian School volunteers provided 3 hours of labor picking up litter and other trash at the park.	
Old Town Park (Gazebo Park): Volunteers provided 4 hours of labor cleaning the plaza, flowerbeds, pruning and weeding at the park.	

Planning Commission	
<u>Department:</u> Planning	<u>Staff:</u> Wendy FarleyCampbell – Planning Director
The Planning Commission did not meet in January. They held meetings February 5 th and 26 th .	

Police Auxiliary	
<u>Department:</u> Police	<u>Staff:</u> Len Larson – Auxiliary Director
10 Auxiliary members contributed 232.25 volunteer hours in the month of January, for a total of 232.25 hours for the year. In January, we were able to slow down and catch our breath after a busy December.	
Auxiliary Regular Duties:	
<ul style="list-style-type: none"> • Neighborhood patrols and vacation checks • Check on dog complaints, dogs left in cars • Jail checks and meal service • Sex offender registration • Shredding documents • Purchase of immediate needs for the Police Department and Jail 	<ul style="list-style-type: none"> • Pick up found property • Check handicapped parking for violations / issue warnings and tickets • Fingerprinting for the public and the court • Filing of tickets and incident reports • Home security inspections and neighborhood watch • Monthly Auxiliary Meeting

Police Reserve Officers	
<u>Department:</u> Police	<u>Staff:</u> Tom Turner – Police Chief
Program not active	

Public Art Committee	
<u>Department:</u> Administrative	<u>Staff:</u> Sarah Moehrke – Community & Economic Development Assistant
<p>In January, the Public Art Committee submitted two grant applications, as was approved by the committee at the November 2018 committee meeting. The first grant is through Western Lane Community Foundation. Our grant application asked for \$5,000 to assist with the lighting and landscaping costs of the finished mural. PAC will hopefully hear about this grant application in March 2019. The second grant that PAC applied to was through the Oregon Community Foundation. The application asked for \$20,000 to assist with the muralist's stipend. These two grants, if awarded, would assist with half of the mural budget. Next steps for PAC's third quarter grant work plan is to apply for the Miller Foundation's Arts grant. This application will focus around Capacity building, asking for \$20,000. A portion of the ask, \$15,000, would be used to continue funding a RARE Americorp volunteer. The other \$5,000 will be used for volunteer training, professional development and other capacity building programs.</p> <p>In February, PAC is excited to start working with a larger committee. After receiving twelve applications for six open positions, PAC will start meeting with a 11-person committee. PAC is continuing to work with ODOT to guarantee safety and historical standards are upheld in regard to our Bridge Steps beautification project. The committee has also approved the final design of the Central Lincoln PUD Mural and is moving towards applying for our Land Use application for a mural permit, as per FCC Mural Code 10-26.</p>	

Transit Advisory Committee (TAC)	
<u>Department:</u> Planning	<u>Staff:</u> Glen Southerland – Associate Planner
<p>The Transit Advisory Committee held their final meeting November 28th as reported in the last report. They did not meet in December. This committee is being replaced by the Transportation Committee forming in February.</p>	

FISCAL IMPACT:

The fiscal impact of the committees and volunteer groups varies depending on their scope of work. Staff time is allocated to support the committees, and ensure committees comply with Oregon public meetings laws by preparing and posting agendas and minutes and/or digital recordings for meetings.

RELEVANCE TO ADOPTED CITY WORK PLAN:

Goal 1: Deliver efficient and cost effective city services. Goal 5: Strengthen and Improve City's Organization and Capital Plant.

AIS PREPARED BY: Report written by City of Florence staff and compiled by Kelli Weese,
City Recorder

CITY MANAGER'S RECOMMENDATION: Approve Disapprove Other
Comments:

ITEM'S ATTACHED: None

MEMORANDUM

February 13, 2019

TO: Interested Persons

FROM: Kirk Mlinek (303-519-7054)
President, Friends of the FEC
2019 Winter Music Festival Co-producer

SUBJECT: 2019 Winter Music Festival Analysis of Ticket Purchasers by Zip Code

Summary

The purpose of this memorandum is to broadly summarize the 2019 Winter Music Festival (WMF) ticket sales by zip code. A total of 1,218 tickets were sold for the four musical segments that comprise the 3-day festival (tickets are not sold for the Kids' Concerts). The first section of the memorandum provides festival background and an overview of the festival's format. The second section highlights festival marketing efforts. The third section discusses ticket purchasers by discrete zip code for each musical segment. The fourth section provides summary comments.

Background

The Winter Music Festival is a production of the Friends of the Florence Events Center. The Winter Music Festival committee operates under the purview of the Friends' board. The overarching goals of the WMF are 1) to provide cultural enrichment to residents from Florence and the surrounding areas; 2) to support local businesses by bringing people to town during a slow time of the year; and 3) to provide a concert and musical education outreach for approximately 900 schoolchildren from Florence, Reedsport, and Mapleton (Kids' Concerts occur on Thursday of festival week and are by invitation only).

For the second year, the WMF was comprised of four distinct musical segments: Friday Night Bluegrass, Saturday Americana, Saturday Night Headliner, and the Sunday Gospel Gathering. Ticketing options included a two-day pass, a three-day pass, and patrons could purchase tickets to any of the individual segments.

The Ladies of Elks #1858 offered pie-by-the-slice on Saturday. The Florence Regional Arts Alliance conducted its Winter Arts Festival on Saturday and Sunday of this year's festival. Tickets are not required to attend these events.

Winter Music Festival Marketing

Festival marketing for 2019 was refined and improved under the guidance of Scott Steward of Creative Wave Marketing. Marketing and advertising dollars were spent locally and regionally on a variety of print, radio, and digital ads that covered the coast, the I-5 corridor, and points east. Key local partnerships included the Florence Area Chamber of Commerce, KCST radio, KXCR radio, City Lights Cinema, the Florence Events Center, and the *Siuslaw News*. Out-of-area partnerships included Eugene radio stations KLCC and KRVM. Support also was provided by KEZI News and Digital Media. The co-producers appeared on the “People at Noon” series hosted as a public service by KCBY in Coos Bay. Facebook and Instagram support was provided by a committee member.

Segment Ticket Sales by Zip Code

For the ticketed performances, zip codes are recorded at the time of any ticket purchase whether the purchase is made on-line, on the phone, or at the box office window. Discounts on ticket packages and individual segments were offered for a three-week period, after which all packages and individual segment tickets were full price.

Two- and three-day passes. For 2019, the two- and three-day ticket packages were significantly more popular. A total of 112 two-day packages sold compared with 67 in 2018. This is an increase of 45 passes sold, or 67 percent over the prior year. Seventeen such packages were sold to Florence residents. Eugene zip codes accounted for five of the packages sold.

Three-day package sales totaled 71, an increase of 32 over last year’s total of 39 (82 percent increase). Eighteen three-day packages were sold to Florence residents. No one from Eugene purchased a three-day pass.

Friday Night Bluegrass. Of the 310 tickets sold for Friday night, 54 zip codes other than 97439 (Florence) were represented. Tickets for Friday night were sold to patrons from as far away as Seward, AK, Livingston TX, Crescent City, CA, and 8 cities in Washington state. As you can see from the map and related list (Attachment 1), Oregon residents came from Bend, Ashland, Portland, and many points in between. Florence residents accounted for 129 of the tickets sold for this segment.

Saturday Americana. A total of 330 tickets were sold for the Saturday Americana segment. Sales by zip code for this segment are generally the same as Friday night with a few exceptions. Neither Bend, OR, nor Chehalis, Washington, are represented here. New zip codes represented in this segment include Baker City, Canby, Dallas, Eagle Creek, Glide Myrtle Creek, Nyssa, Oakland, Ocean Park, Otter Rock, Scio, Sutherlin, and Yoncalla, in Oregon, plus Walnut Creek, California. An additional 13 Eugene residents attended this session, for a total of 38. A total of 101 Florence residents attended, an increase of 51 over 2018. A total of 62 zip codes are represented in this segment (Attachment 2).

Saturday Night Headliners. Saturday night was a sellout (474 tickets including complimentary tickets), with patrons for this segment coming from as far away as Aurora CO, Ocean Park, WA, Plover, WI, and San Bernardino, CA. The festival also picked up additional patrons from Blue River, Deadwood, Elkton, Hood River, Keizer, Lakeside, Newport, Seal Rock, Sheridan, Stayton, Tidewater, and Winchester, OR. A total of 176 Florence residents purchased tickets to this segment. Please refer to Attachment 3 for the map that shows the geographic dispersion of ticket buyers and for the list of towns represented. A total of 85 zip codes are represented in this segment.

Sunday Gospel Gathering. Paid attendance for the 2019 gospel segment was 169, down from more than 300 sold in 2018. Florence residents accounted for 112 of the tickets sold. New zip codes represented in this segment include Beaverton, South Bend, and Swisshome, OR, and Boise, ID. A total of 26 zip codes are represented in this segment.

Summary

The 2019 Winter Music Festival experienced an overall decrease in ticket sales compared to 2018 due to lower Sunday Gospel Gathering sales. Geographic distribution of ticket buyers increased in 2019. More patrons traveled from Washington state and the Portland metropolitan area to attend the 2019 festival. The Friday and Saturday segments are popular; the Sunday program needs to be reevaluated.

WMF goals met? The 2019 WMF committee met the overarching goals as outlined on page 1. Sustained ticket sales are proof that the community wants the type of entertainment (cultural enrichment) offered by the WMF. And, while the kids are a captive audience each year, their enthusiastic response and the teachers' and administrators' ongoing commitment are testament to Rachel Pearson's vision that is now 18 years in the making.

Local businesses are benefitting from the patrons who purchased the 148 two- and three-day packages who live outside of the Florence zip code, and from those who traveled in to selectively attend shows over the weekend. While we have no way to track those expenditures, some number of those patrons purchased lodging and meals and shopped local businesses.

In the past two years the festival has turned a corner. This is due to 1) the hard work of a small, dedicated committee; 2) extraordinary financial support from local businesses and individuals; 3) improved marketing; and 4) the booking of the highest quality bands within the festival's budget, including the expansion into bluegrass music. The goal going forward is to continue the momentum of the past two years. Statistics contained herein are proof that the festival fills a unique niche on the calendar and that patrons know that when they buy a ticket, they can rely on the WMF team to deliver a high-quality experience for a good value.

Note: Source of the ticket sales data is the Vendini Ticketing System utilized by the Florence Events Center. Ticket sales figures of 1,218 were provided by the FEC as part of its invoice/statement routinely provided to clients at the conclusion of each event/festival. Due to the accounting of refunds and exchanges, some discrepancies exist.

Po, OR 97206

Salem, OR 97302

Corvallis, OR 97330

Depoe Bay, OR 97341

Logsdon, OR 97357

Monmouth, OR 97361

South Beach, OR 97366

Lincoln City, OR 97387

Silverton, OR 97381

Waldport, TX 97394

Eugene, OR 97405

Bandon, OR 97411

Brookings, OR 97415

Coos Bay, OR 97420

Elmira, OR 97437

Florence, OR 97439

Junction City, OR 97448

North Bend, OR 97459

Reedsport, OR 97467

Springfield, OR 97477

Westlake, OR 97493

Medford, OR 97501

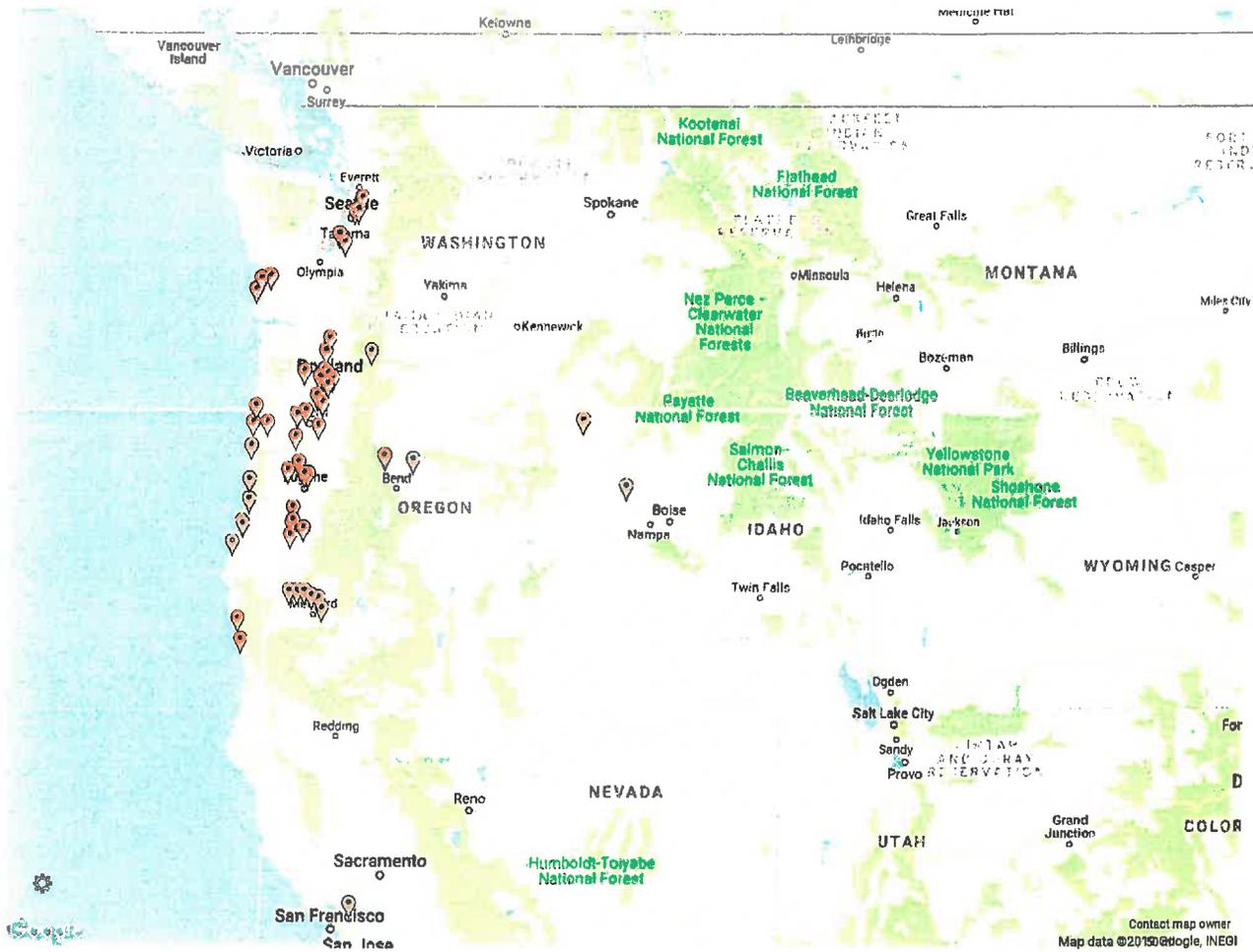
Central Point, OR 97502

Ashland, OR 97520

Gold Hill, OR 97525

Grants Pass, OR 97527
Rogue River, OR 97537
Talent, OR 97540
Bend, OR 97702
Powell Butte, OR 97753
Sisters, OR 97759
Redmond, WA 98052
Renton, WA 98056
Seattle, WA 98106
Everett, WA 98213
Spanaway, WA 98387
University Place, WA 98467
Bay Center, WA 98527
Chehalis, WA 98532
South Bend, WA 98586
La Center, WA 98629
Stevenson, WA 98646
Vancouver, WA 98660
Seward, AK 99664

[Download 2019 WMF Bluegrass Ticket Purchasers by Zip Code Google Earth \(KML\)](#)



Walnut Creek, CA 94597

Crescent City, CA 95531

Canby, OR 97013

Eagle Creek, OR 97023

Gervais, OR 97026

Lake Oswego, OR 97034

Oregon City, OR 97045

Gaston, OR 97119

Sherwood, OR 97140

Pe, OR 97206

Portland, OR 97223

Contact map owner
Map data ©2019 Google, INEGI

Salem, OR 97302

Corvallis, OR 97330

Dallas, OR 97338

Logsdon, OR 97357

Monmouth, OR 97361

South Beach, OR 97366

Lincoln City, OR 97367

Otter Rock, OR 97369

Scio, OR 97374

Silverton, OR 97381

Waldport, TX 97394

Eugene, OR 97405

Bandon, OR 97411

Brookings, OR 97415

Coos Bay, OR 97420

Elmira, OR 97437

Florence, OR 97439

Glide, OR 97443

Junction City, OR 97448

North Bend, OR 97459

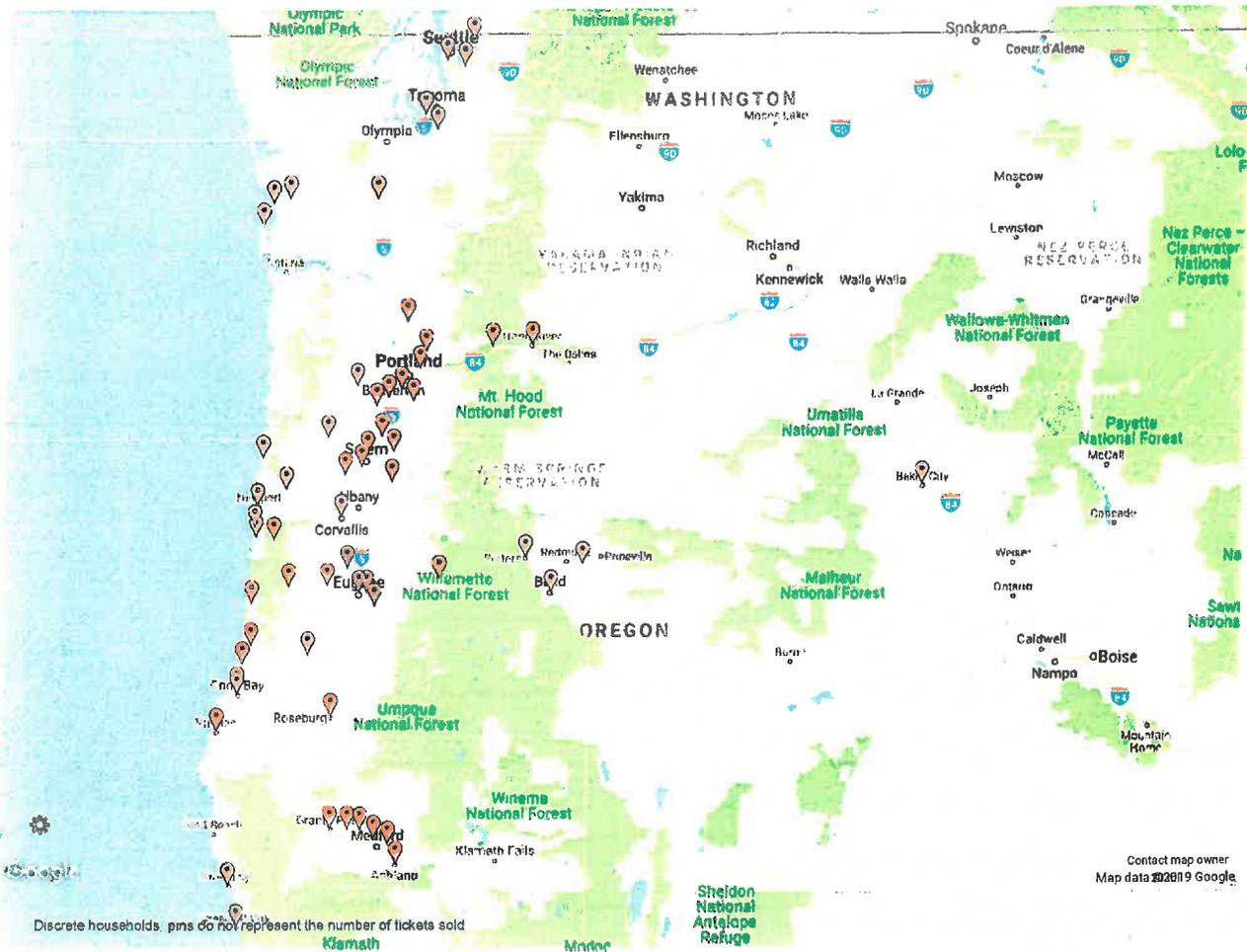
Oakland, OR 97462

Reedsport, OR 97467

Roseburg, OR 97471

Springfield, OR 97477

Sutherlin, OR 97479



Livingston, TX 77399

Aurora, CO 80015

San Bernardino, CA 92401

San Francisco, CA 94127

Walnut Creek, CA 94597

Crescent City, CA 95531

Gervais, OR 97026

Hood River, OR 97031

Lake Oswego, OR 97035

Oregon City, OR 97045

Gaston, OR 97119

Newberg, OR 97132

Sherwood, OR 97140

Pe, OR 97206



Portland, OR 97220

Salem, OR 97302

Keizer, OR 97303

Corvallis, OR 97330

Logsdon, OR 97357

Monmouth, OR 97361

Newport, OR 97365

South Beach, OR 97366

Lincoln City, OR 97367

Seal Rock, OR 97376

Sheridan, OR 97378

Silverton, OR 97381

Stayton, OR 97383

Tidewater, OR 97390

Waldport, OR 97394

Eugene, OR 97405

Bandon, OR 97411

Blue River, OR 97413

Brookings, OR 97415

Coos Bay, OR 97420

Deadwood, OR 97430

Eikton, OR 97436

Elmira, OR 97437

Floence, OR 97439

Junction City, OR 97448

Lakeside, OR 97449

Pleasant Hill, OR 97455

North Bend, OR 97459

Reedsport, OR 97467

Roseburg,, OR 97471

Springfield, OR 97477

Westlake, OR 97493

Winchester, OR 97495

Central Point, OR 97502

Medford, OR 97504

Ashland, OR 97520

Gold Hill, OR 97525

Grants Pass, OR 97527

Rogue River, OR 97537

Bend, OR 97701

Powell Butte, OR 97753

Sisters, OR 97759

Baker City, OR 97814

Redmond, WA 98052

Renton, WA 98056

Seattle, WA 98106

Spanaway, WA 98387

University Place, WA 98467

Bay Center, WA 98527

Chehalis, WA 98532

South Bend, WA 98586

La Center, WA 98629

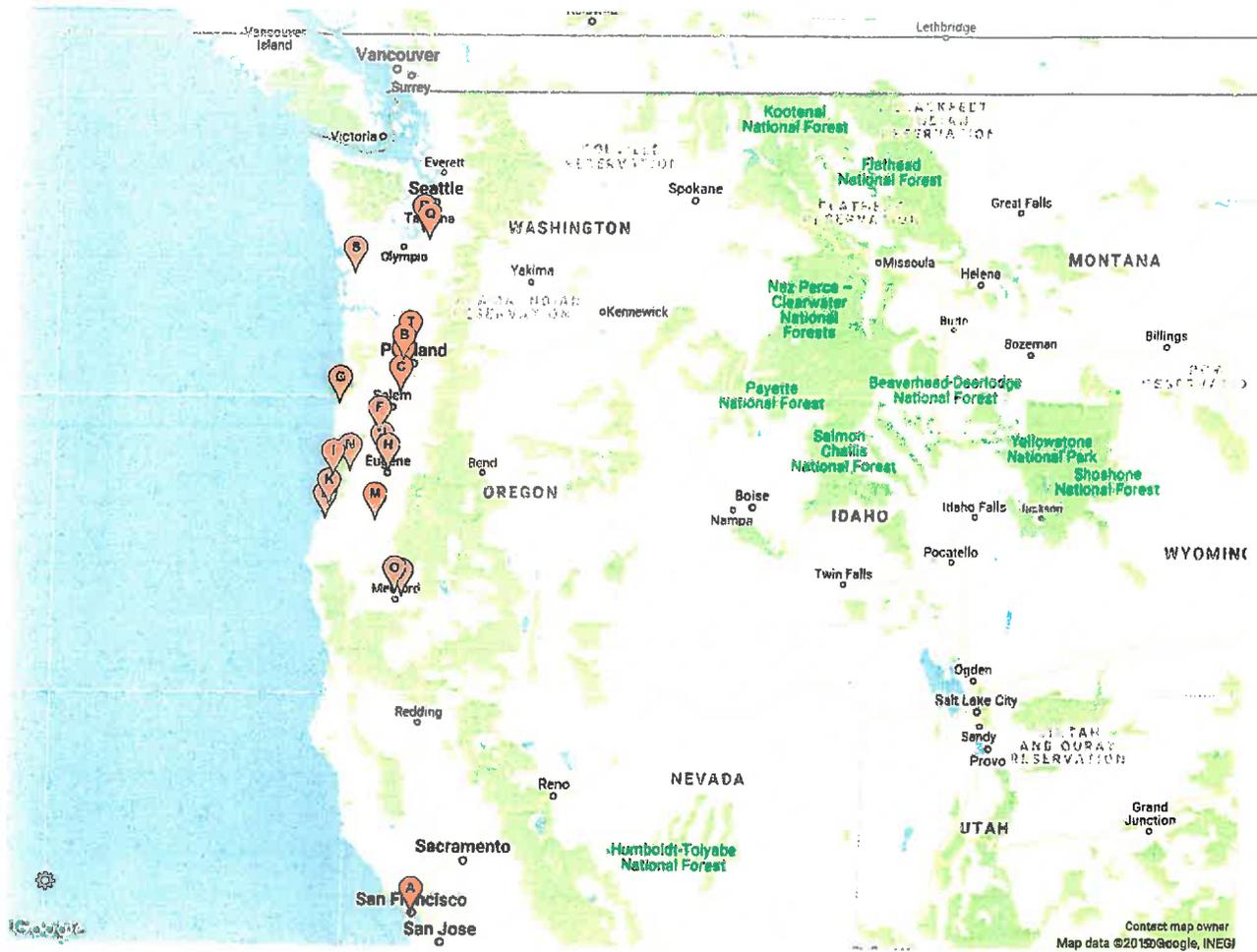
Ocean Park, WA 98640

Stevenson, WA 98648

Vancouver, WA 98682

Seward, AK 99664

[Download 2019 WMF Headliner Ticket Purchasers by Zip Code Google Earth \(KML\)](#)



San Francisco, CA 94127

A

Beaverton, OR 97006

B

Gervais, OR 97026

C

Sherwood, OR 97140

D

Po, OR 97206

E

Corvallis, OR 97333

F

Lincoln City, OR 97367

G

Eugene, OR 97405

H

Florence, OR 97439

I

Junction City, AL 97448

J

Lakeside, OR 97449	K
North Bend, OR 97459	L
Sutherlin, OR 97479	M
Swishome, OR 97480	N
Central Point, OR 97502	O
Medford, OR 97504	P
Spanaway, WA 98387	Q
University Place, WA 98487	R
South Bend, WA 98586	S
Vancouver, WA 98660	T
Seward, AK 99664	U
Springfield, OR 974777560	V

[Download 2019 WMF Gospel Ticket Purchasers by Zip Code Google Earth \(KML\)](#)