

**Florence City Hall**  
 250 Highway 101  
 Florence, OR 97439  
 www.ci.florence.or.us

**Finance Department**  
 541-997-3436

**Building/Planning**  
 541-997-8237

**Inspection Request**  
 541-997-2141 xt. 3

**City Recorder**  
 541-997-3437

**City Manager's Office**  
 541-902-2182

**Public Works**  
 541-997-4106

**Police Department**  
 541-997-3515

**Florence Events Center**  
 541-997-1994

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Susslaw Bridge photo courtesy of Joshua Greene, © 2011 All Rights Reserved

# Focus on Florence

A Newsletter from the City of Florence

December 2011

## Come On Baby Light My Fiber

On Wednesday, November 30th, City Hall hosted a ceremony officially activating new fiber optics facilities throughout Florence.

As part of the American Recovery and Reinvestment Act, the Lane Council of Governments (LCOG) received an \$8.3 million broadband stimulus grant in improve broadband services to critical institutions such as schools, medical service providers, and police and fire services in Lane, Douglas and Klamath counties. Florence is the first site to go live.

"When people think of infrastructure, they often think of roads and bridges ... work on this broadband represents the next level of infrastructure for our economy and for public safety," said Dan Whelan, field representative for Senator Jeff Merkley.

"The connection we're providing is 1GB, which is ten times faster than the city's current connection speed," said Greg Palser, President of CoastCom, the company in charge of the fiber optics installation.

"The fruition of this connectivity brings us much closer then we were yesterday to the information age and the sharing of government to government agencies, and, I can't emphasize enough, the hospital and health care aspects to this," said Florence Mayor Phil Brubaker. "Our hospital is on one end of what we like to call a 65-mile corridor to RiverBend in Eugene. The high volume data transfer that this will help facilitate means you might as well be in the examination room next door."



*From left to right: Rep. DeFazio Field Representative Kathy Erickson; Senator Merkley Field Representative Dan Whelan; Mayor Phil Brubaker; Council president Nola Xavier; Senator Wyden Field Representative Juine Chada, LCOG Executive Director George Kloepfel, Council Vice President Sue Roberts, Assistant City Manager Jacque Betz, CoastCom President Greg Palser and CoastCom Director of Network Operations Matt Updenkelder.*



*Mayor Phil Brubaker discusses the importance of the new fiber.*



*LCOG Executive Director George Kloepfel.*



*CoastCom Director of Network Operations Matt Updenkelder demonstrates to Councilor Sue Roberts the ins and outs of fiber connectivity.*

# Mayor Discusses 2011 City Successes and Failures

Submitted by Phil Brubaker, Florence Mayor

A wise person once said that achieving emotional maturity means learning to live with ambiguity: we finally realize that things are seldom all good or all evil, all black or all white, despite what columnists and letters-to-the-editor writers have to say. Life is full of shades of grey. For me, that also means trying to take both the good and the bad in stride: not too “hyper” when things go great, not too glum when things are bad. For Florence, 2011 was like that, and we soldier on.

**Successes:** Our “practice” tsunami night, March 11th. New, safer pedestrian crosswalks on Highway 101. A resurgent Chamber of Commerce. More Habitat houses. Volunteers still avidly volunteering.



Florence Mayor Phil Brubaker

Incredible community generosity for the needy.

**Failures:** Our local economy still in deep recession. City employee layoffs. Little money to maintain parks, let alone build new ones. Dwindling funds for street maintenance.

In general, we’re all learning more

about living with scarcity. And shades of grey on the political, economic and social landscapes. But we are blessed with energetic, caring and generous people who reside in Florence, and who unfailingly strive for a better tomorrow.

As your Mayor, I’ll continue to do my level best to inspire folks to continue doing just that, and I’ll put a smile on it...

Sincerely,

Phil Brubaker  
Florence Mayor

## Employee Spotlight

### Utility Clerk John Peerson

For many residents in Florence, Utility Clerk John Peerson represents the face of City Hall. For more than 19 years, John has worked the front counter, answering questions and taking water and sewer bill payments.

John and his wife Milana are the proud parents of two grown children and in his off time, John likes to fish, hunt and do a little gold prospecting. John says his favorite part of the job is working with the public, so if you ever have a question about your water or sewer bills, give John a call at 541-997-3436.



John Peerson has manned the front counter at City Hall for more than 19 years.

#### Proudest moment at the City:

“I was working with stained glass for a period of time and was asked to make two stained glass rhododendrons. One is in a glass case in our Sister City’s City Hall (Yamagata, City, Japan).

When the other rhododendron was presented to the Yamagata delegation, one of the delegates must have bowed at least a half a dozen times in appreciation.”

# Frequently Asked Business License Questions

## Who needs a business license?

A City business license is required prior to opening a business within the City limits, or before doing business within the City. The City of Florence regulates all kinds of businesses from bakeries, contractors, specialized consultants, retail establishments, and everything in between. More information on the business license requirements can be found in Florence City Code Title 3 Chapter 1 located on the City of Florence website at <http://www.ci.florence.or.us/citymanager/business-licenses> or by contacting the City Recorder's office.

Permanent business licenses will expire on December 31<sup>st</sup>! If you have not received a renewal notice, or if you have not returned the form with the annual fee, please contact City Recorder Kelli Weese at 541-997-3437 before January 1<sup>st</sup> to avoid delinquent fees.

## How long does a business license last?

There are four types of business licenses for the City; Temporary; Permanent; Home Occupation; and Master Vendor/Vendors. A temporary business license lasts for six months from the date of approval. Permanent business licenses & Home Occupations are good until the end of the calendar year (December 31<sup>st</sup>) of the year you apply, and are renewable annually after that. Master Vendor/Vendor licenses last for as long as the special event / season applied for (usually one weekend).

## What are the business license fees?

The amount of fees that you pay depends on the type of business license that you need, depending on the work you will be doing and how long you plan to work in the City.

Permanent Business License fees are \$80 per year, which is prorated for the second half of the year at \$40. *The fee is waived for non-profits with a valid 501(c)3.* This means that if you apply from January 1<sup>st</sup> through June 30<sup>th</sup> your business license fee will be \$80 for that calendar year. If you apply from July 1<sup>st</sup> through December 31<sup>st</sup> your business license fee will be \$40 for that calendar year.

Temporary Business License fees are \$45 for a one time job, or for six months. Food vendors, contractors, or any business that does not plan to operate for more than six months would qualify.

Home Occupation fees are \$45 per year, which is prorated for the second half of the year at \$22.50 (see Permanent Business Licenses). To qualify for a home occupation license you must operate your business from within your permanent residence, and fill out an additional "Home Occupation Form".

Master Vendor/Vendors fees are \$20 per vendor, with one person/organization applying for a master vendor's license. These license types are specific to special and seasonal events such as the Rhododendron Festival.

## What does the business license fee pay for?

The City of Florence strives to provide for the health, safety, and welfare of citizens of Florence through regulation of businesses. The business license fees help pay for City review of the new and renewing businesses to verify that applicants comply with City, State, and Federal regulations and that they will not endanger property or public health/safety.

## How do I apply for a business license?

You may apply for a city business license at Florence City Hall, 250 Hwy 101 during regular business hours (Monday – Friday 8-12 & 1-5). You may also obtain a business license application on the City of Florence website (<http://www.ci.florence.or.us/citymanager/business-licenses>), and mail or fax your completed form and licensing fee information.

## How long does it take to get a business license?

The application process can take up to 30 days from the date you apply, but will often be completed in 1-2 weeks. If the application indicates any problem areas, the city department concerned will contact the business owner/applicant for more information.

## How do I renew my business license?

All permanent business licensees are valid through the end of the calendar year from the application date. In November of every year the City Recorder's office will issue business license renewals for each permanent business within the City of Florence. These business license renewals are due by January 1<sup>st</sup> of each year in order to maintain your legal business status and not incur any penalty fees. These renewals will be issued via the mailing address on file with the City Recorder's office so please be sure to keep the City updated on any changes to your mailing address.

## How do I make any changes to my Business Name/Location/Owner/Manager?

All active business licenses are required to notify the City of any changes to their business name, practices, manager, owner, or location. To do so, please complete a new business license application and check the "Transfer of Ownership/Name-Location Change" at the top of the form. Application forms can be found on the City of Florence website at <http://www.ci.florence.or.us/citymanager/business-licenses>. The charge for processing changes is \$25.

# City Committee Recruitment Begins

The City of Florence is currently announcing vacancies on two of its City Boards and Committees. There are 5 open positions for 2012 on the Budget Committee, and Environmental Management Advisory Committee (EMAC).

## Budget Committee

The Budget Committee serves as the fiscal planning board for the City of Florence. The Committee reviews the proposed budget rendered by City Staff. The committee may approve the proposed budget intact, or change part or all of it prior to final approval. After review and eventual decision by the Budget Committee the budget is forwarded to the Council for formal adoption prior to June 30<sup>th</sup> of every year. The Budget Committee consists of the governing body (City Council) and an equal number of citizen members appointed by the Council. Members serve for a term of three years with an expiration date of January 31<sup>st</sup>. Budget Committee meetings are held on Thursday evenings as needed during the budgeting process. For more information contact Finance Director Erin Reynolds at 541-997-3436.



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## Environmental Management Advisory Committee (EMAC)

The Environmental Management Advisory Committee (EMAC) serves to inform the public

and the City Council on issues concerning solid waste management, fees, and service provider licensing. EMAC also strives to improve public knowledge on conserving energy and material resources,

promoting resource recovery (i.e. yard debris), and protecting the health of the environment through public disposal events and programs, including biosolids. EMAC consists of seven members, of which the majority must be City residents. Members serve for a three year term with a term expiration of January 31<sup>st</sup>. EMAC meetings are held on the third Thursday of every month. For more information contact Senior Planner Wendy Farley-Campbell at 541-997-8237.



Applying for a position is easy. Applications are available at City Hall (250 Hwy 101) and can be downloaded from the City's website at [www.ci.florence.or.us](http://www.ci.florence.or.us). City Hall is open Monday thru Friday; 8am-12pm and 1pm-5pm. The deadline to apply is December 31, 2011. Applicants will be interviewed by the City Council in the evening on January 11, 2012 for ultimate appointment by the mayor during the City Council meeting on January 17, 2012. For more information on the application/appointment process please contact City Recorder Kelli Weese at 541-997-3437, or at [kelli.weese@ci.florence.or.us](mailto:kelli.weese@ci.florence.or.us).



From left to right: Councilor Brian Jagoe, Council President Nola Xavier, Mayor Phil Brubaker, Council Vice-President Suzanne Roberts, Councilor Paul Holman

Visit the City of Florence online at [www.ci.florence.or.us](http://www.ci.florence.or.us)

**City E-mail Addresses**

Mayor Phil Brubaker  
phil.brubaker@ci.florence.or.us

Council President Nola Xavier  
nola.xavier@ci.florence.or.us

Council Vice President  
Suzanne Roberts  
suzanne.roberts@ci.florence.or.us

Councilor Paul Holman  
paul@ci.florence.or.us

Councilor Brian Jagoe  
brian.jagoe@ci.florence.or.us

City Manager Bob Willoughby  
robert.willoughby@ci.florence.or.us

Assistant City Manager  
Jacque Betz  
jacque.betz@ci.florence.or.us

City Recorder Kelli Weese  
kelli.weese@ci.florence.or.us

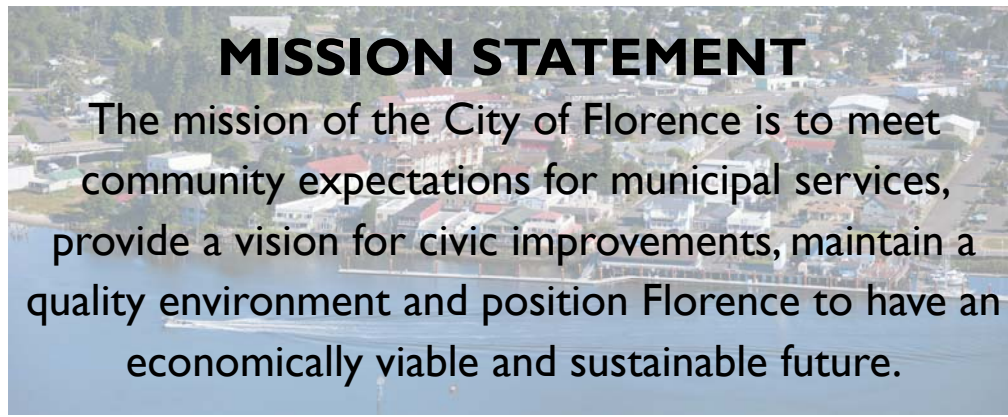
Police Chief Maurice Sanders  
maurice.sanders@ci.florence.or.us

Public Works Director  
Mike Miller  
mike.miller@ci.florence.or.us

Community Development  
Director Sandra Belson  
sandra.belson@ci.florence.or.us

Finance Director  
Erin Reynolds  
erin.reynolds@ci.florence.or.us

Florence Events Center  
Director Kevin Rhodes  
kevin@eventscenter.org



**MISSION STATEMENT**

The mission of the City of Florence is to meet community expectations for municipal services, provide a vision for civic improvements, maintain a quality environment and position Florence to have an economically viable and sustainable future.

**City Calendar**

**December 2011**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 City Council Meeting 7:00 pm	6	7	8 Transportation PAC Meeting 9:30 am	9	10
11	12	13 Planning Commission Meeting 7:00 pm	14	15 Environmental Management Advisory Committee Meeting 2:00 pm	16	17
18	19 City Council Meeting 7:00 pm	20	21 Florence Urban Renewal Agency Meeting 6:30 pm	22	23	24
25 Christmas Day	26 City Hall Closed	27	28	29	30	31

For more information about meeting times and locations, contact City Hall at 541-902-2182.