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 www.ci.florence.or.us

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 541-997-3436

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 541-997-2141

Inspection Request
 541-997-2141 ext. 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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Siuslaw Bridge photo courtesy of Joshua Greene, © 2011 All Rights Reserved

December 2013

2013 in Review with Mayor Xavier



As I write this it is the day before Thanksgiving. I suppose that's one reason my thoughts are a reflection of some of the things I am thankful for. Many of those things are due to the efforts and hard work of many people in our community. The volunteers who serve in so many ways—on committees, in clubs and organizations, in churches, at places like the library, hospital, food share, Senior Center and more. In fact, everywhere you look they are there; planning, working, inventing, investing, and serving all of us.

I am filled with pride every time I see the streets lined with our Flag fluttering in the breeze as it lines our streets. They are put out on many occasions by the Kiwanis volunteers. Thank you!

I am excited for the future of the Florence Events Center (FEC). Many people worked for months helping to evaluate the FEC and its future in our community. What a great process. We worked on sustainable funding and recommendations for updating operations at this valuable asset. Others will continue to work on this as the plans are fully developed. Many thanks to all who participated in this project!

The infrastructure project upgrading the water, storm water, and waste water systems in Old Town is complete. This urban renewal project was a big job managed by the Public Works Department. We now have adequate water pressure to ensure adequate fire flow in this vital area. This is a protection we can all be grateful for. Thank you!

A new community garden was approved for the old senior center site. With a 33.87% of the population in this area qualifying for emergency food boxes, it is important that we now have two community gardens to help people who want to grow their own fresh, healthy food. Thanks to Rotary for sponsoring and to all the volunteers helping!

See Year End Report, Page 3

Employee Spotlight

Utility Worker Mark Asghari

Mark Asghari has worked with the City of Florence as a full-time utility worker since July 2007. Prior to that, Mark worked part-time on summer crews with the City for two years.



Mark Asghari has been a full-time City employee since 2007. One of his duties is to operate the street sweeper.

Mark moved to Florence from Pasadena, CA, just over ten years ago. Mark and his wife, who is a local artist featured at Silver Lining Boutique, joke that they escaped “Dante’s Inferno” when they relocated to Oregon.

What is the most rewarding aspect of working with the City?

“The most rewarding aspect of my job is the ability to help keep the City’s infrastructure sound, while working with this group of true professionals.”

What do you enjoy doing in your free time?

“I enjoy sleeping in, reading, cooking, fishing, good spirits, art, and occasionally a factually based political discussion (when I can find one).”

What does your position with the Public Works Department entail?

“My position entails delivering potable water from our water treatment facility to the homes and businesses of the community, then in turn getting waste water safely to the sewage treatment plant.”

Do you have anything else to add?

“The last thing I would add is if you drive up to a work site where we are working in the middle of the street, please give us a bit more room. It has been pretty close a few times. Thank you!”

Florence Welcomes New Planning Tech—Glen (with one “n”) Southerland

On November 18, 2013, the City of Florence’s new Planning Technician Glen Southerland was introduced to the Florence City Council. Glen recently completed a double undergraduate degree in Community Development and Social Sciences from Portland State University, and has worked for a retail grocery chain for the past twelve years. Glen brings a new fresh face to customer service in the Planning Department helping to process land use applications and building permits, as well as with general inquiries regarding land use issues.



City Recorder Kelli Weese introduced Glen Southerland to the City Council at the November 18, 2013 City Council meeting.



YEAR END REPORT, Page 1

We sent out our first annual Budget Report to the City this year. This has long been a dream of mine to increase citizen awareness on how the City uses the money it receives. The Finance Department and the City Manager's Department worked very hard to make this a reality. Every citizen should be able to understand how we manage their money to provide the services of the City. Thanks to everyone who helped make this happen!

We cut the ribbon opening the Siuslaw Interpretive Center on June 28th. What a wonderful addition to Bay Street. More than 10 years of planning and working by City staff, urban renewal, public works, ODOT and Federal Highways went into putting this project together. Was it worth it? I surely think so. Knowing that we have preserved this inviting spot to view the river, enjoy the bridge, and invite everyone to take a minute to savor the essence of what makes Florence such a unique place to call home is a job well done. Thanks to all for making it happen!

Happy holidays to you all, enjoy!

Mayor Xavier

Holiday Safety Tips

Submitted by Sergeant Carol Ward

Hello, everyone! I hope you are all getting ready to celebrate the holiday season. To help keep you and your property safe, I am writing on behalf of the Police Department to pass on some safety tips while out shopping and getting into the Christmas spirit. Hopefully we can all shop here in town to give an added boost to our local merchants. These safety tips will work just as well here in town all year 'round as well as when we have a long day of holiday shopping.

First and foremost, ladies and gentlemen: **LOCK YOUR CAR!** I know this sounds very basic, but I think most people would be surprised at the number of theft reports we take simply because people do not lock their car.

When you get overloaded with gift purchases as you shop, make sure that if you must leave items in your car that you put them in the trunk. When you return to your shopping, don't forget to **LOCK YOUR CAR!** It is also a good habit, whenever possible, that if you have to drop things off at your car, to move your car. Thieves watch for people to make trips to their cars and will then pop the trunk lock as soon as the shopper returns to the store. Another good idea is to park in well-lit and heavily traveled areas whenever possible. If you can not use your trunk or do not have one, plan on taking a large towel to cover items that must otherwise be left in plain view.



Always be aware of your surroundings while walking in and out of stores and crossing streets. Make a habit out of putting your wallet away and having your car keys in your hand before you leave a store. When you cross a street, follow the age-old rule and look both ways before crossing. Never assume an approaching car can see you, and never assume a car can stop in time to avoid hitting you.

See Safety Tips, Page 5

Join a City Committee—Make a Difference!



The City currently has vacancies on six committees. These positions offer citizens an excellent opportunity to volunteer their services and get involved in decision making. City of Florence boards, commissions, and committees are a vital part of City business. Committee members make invaluable contributions to the Mayor, the City Council, and the City itself.

The following boards and committees are currently filling vacancies for varying term lengths, with positions set to begin on January 31, 2014.

- ◆ Audit Committee – 1 open position
- ◆ Environmental Management Advisory Committee (EMAC) – 3 open positions
- ◆ Florence Events Center Advisory Committee – 5 open positions
- ◆ Florence Urban Renewal Agency – 1 open position
- ◆ Planning Commission – 1 open position
- ◆ Transit Advisory Committee – 1 open position (for high school student)

More information about all the City boards, commissions and committees can be found on the City website under City Leadership – Boards & Commissions. Here is a short introduction to each of them:

Audit Committee

The Audit Committee is responsible for reviewing the City's annual financial audit, including working with independent auditors. It consists of the Mayor, a member of the City's budget committee, and a citizen with interest/experience in audits and municipal accounting. Meetings are held as needed during and in preparation for the audit process. For more information about the Audit Committee please contact Finance Director Erin Reynolds at 541-997-3436 or erin.reynolds@ci.florence.or.us.



See Committees Page 9

What's happening at the FEC?

Always Something Happening

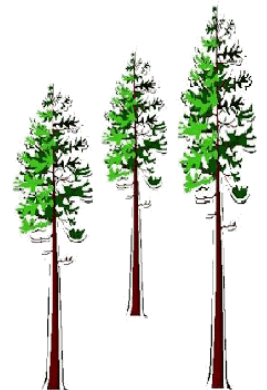
541.997.1994 | 888.968.4086

715 QUINCE STREET | FLORENCE, OR 97439 | WWW.EVENTCENTER.ORG

Did you know that tickets for upcoming shows can be purchased online at any time? Visit the FEC website for more information and to reserve your seat today! www.eventcenter.org

Singing Pines Café Holiday Closures

FLORENCE SENIOR CENTER — Singing Pines Café will be closed December 21st through January 5th. In addition, breakfast will not be served in December. During the closure of Singing Pines Café, Meals on Wheels **will** be open and serving on Mondays and Fridays.



Florence Events Center Provides New Technology for Hearing-Impaired Patrons

The Florence Events Center has taken a major step in assisting those with hearing disabilities to hear better during theater performances by investing in a hearing Induction Loop System. The Loop System was installed and used during the recent Sound of Music performance and received positive reviews. "It was the first time I could clearly hear the dialogue," said one patron.

The new system uses a wire loop encircling the seating area and connected to a special amplifier. Patrons with hearing aids equipped with a telecoil (also called T-coil) are able to directly hear whatever comes through the theater sound system without having to use headphones. Additionally, the sound signal travels through the hearing-loss compensation circuitry of the hearing aids and is transmitted directly into the user's ear canal, improving understandability.

Normally, the T-coil is used as an aid in telephone usage but also works with external loops such as the FEC system being evaluated. Hearing impaired patrons may need to check with their audiologists to determine whether their hearing aids are T-coil enabled and whether the T-coil has been activated.

For those who are hearing disabled and don't have T-coil capability, the FEC also has a limited number of hearing loop receiver systems which require the use of an external headphone like those that come with portable music players such as iPod . These will be available on a first-come, first-served basis. Patrons are also welcome to provide their own headphones that use a 1/8th inch stereo jack. The FEC staff encourages those who are interested in utilizing the new system to call prior to the performances. For further information, please call the FEC at (541) 997-1994 between 8 a.m. and 5 p.m. Monday through Friday.

SAFETY TIPS, Page 3

When driving through your neighborhood, be alert for anything out of the ordinary such as strange vehicles parked at neighbors and people who appear to be looking into vehicles or houses. Report any suspicious activity to the Police Department, and be prepared to give a good description of any involved vehicles or people. Get to know your neighbors and get them involved in neighborhood security. Watching out for each other is what being a good neighbor is all about.

What holiday safety article would be complete without a word on driving under the influence (DUI)? We all look forward to celebrating the holidays with friends and family. When we have the opportunity to have a few drinks away from home it is imperative that we arrange to have a sober driver. Remember, a police officer does not have to prove that a driver is drunk, only that the driver is impaired and unable to safely operate a motor vehicle. If you are drinking during the holidays, remember that time is the only thing that removes alcohol from the blood. Impaired drivers injure and kill thousands of people every year. Designated drivers save lives!

We at the Florence Police Department offer these tips in the hopes that they will help you have a memorable holiday season. We all wish you a Happy Holiday and a safe and healthy New Year!

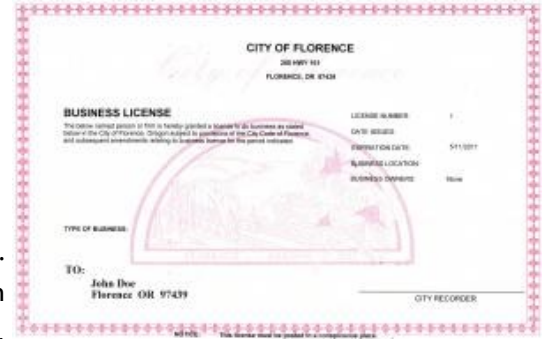


Business Licenses — Renewals & Frequently Asked Questions

2014 Business License Renewals

It is time for businesses in Florence to renew their business licenses. Permanent business licenses will expire on December 31, 2013. Return your form with the annual fee before January 1, 2014 to avoid late fees.

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.



Who needs a business license?

A City business license is required prior to opening a business within Florence city limits, or before doing business within the City. Here are some checkpoints to see if your business would require a City of Florence Business License.

- Is your business's physical address located within Florence City Limits? Is your office located in Florence?
- Does your business come into Florence City Limits to do work? (Examples include contractors, traveling salesman, and consultants.)
- Do you advertise your business within the Florence City Limits, with the intent to sell your products or services to City residents?

If you said yes to any of the above, then your business is likely required to obtain a Florence business license. 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 (www.ci.florence.or.us) or by contacting the City Recorder's office.

What types of business licenses are there?

There are four types of business licenses for the City:

- 1) Permanent – Any business that seeks to set up a permanent business license with the City of Florence (most businesses fall into this category).
- 2) Temporary – Businesses that seek to operate on a timeframe of 6 months or less may apply for a temporary business license (examples include vendors, contractors, and salesman).
- 3) Home Occupation – Businesses that operate out of a person's home (primary place of residents) in order to make a product or provide a service directly from that home. (Examples include accountants, craftsman, etc.) This definition does not include businesses that travel from location to location (examples include housekeepers, contractors, handymen). All Home Occupations must fill out the "Home Occupation" form. For more information on qualifying for a Home Occupation license please contact the City Recorder's office.
- 4) Master Vendor/Vendors – Used for festivals and other instances when multiple vendors will be set up at a single location.

BUSINESS LICENSES, Page 6**What are the business license fees?**

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

- 1) 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-profit organizations with a valid 501(c)3. This means that if you apply from January 1st through June 30th your business license fee will be \$80 for that calendar year. If you apply from July 1st through December 31st your business license fee will be \$40 for that calendar year.
- 1) Temporary Business License fees are \$45 for a one time job or for six months.
- 2) Home Occupation Fees are \$45 per year, which is prorated for the second half of the year at \$22.50 beginning July 1st.
- 3) Master Vendor/Vendors fees are \$20 per vendor, with one person / organization applying for a master vendor license.

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 long does a business license last?

Each type of business license lasts a different length of time. Permanent business licenses & home occupations are good until the end of the calendar year (December 31st) of the year you apply, and are renewable annually after that. A temporary business license lasts for six months from the date of approval. Master Vendor/Vendor licenses last for as long as the special event / season applied for (usually one weekend).

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 8am to 12pm & 1pm to 5pm). You may also obtain a business license application at the City of Florence website (<http://www.ci.florence.or.us/citymanager/business-licenses>) and mail, fax, or email your completed form and licensing fee information.

What if I have other questions?

If you have any questions or need more information about the business license program, please contact Florence City Recorder Kelli Weese at (541) 997-3437, or via email at kelli.weese@ci.florence.or.us.



City Receives Donated Vehicles

The City of Florence Police and Public Works departments celebrated Christmas early this year thanks to multiple vehicle donations. Wayne Moreland of Keizer donated a 1988 Jeep Cherokee for use as a courtesy car for pilots landing at the City's municipal airport. Mr. Moreland had been allowing use of the Jeep as a courtesy vehicle for a couple years now, but decided it was time to turn over the vehicle permanently.

Throughout the years, Seabreeze Motors has been a major supporter of the City of Florence. This year the Police and Public Works were each recipients of Seabreeze's generosity. Public Works received a 1993 Oldsmobile for use at the airport as another pilot courtesy car. Seabreeze also donated a late model vehicle to the PD for investigative purposes. PD Administrative Assistant Susan Barba said this donation replaces a previous vehicle donated by Seabreeze in 2007.

"The Florence Police Department is grateful for the generous donation of a vehicle for use by our detective," said Police Chief Ray Gutierrez. "It has been outfitted with police equipment and enhances the professional appearance maintained by our agency. Seabreeze's continued support of the Florence Police Department is a key ingredient to our success in this community."



Ride the Rhody Express for FREE Saturday November 30th and December 7th



OLD TIME TREE LIGHTING — Don't miss the Annual Tree Lighting Ceremony in Old Town on Saturday, November 30th! The Rhody Express bus will operate from 3:00 pm until 7:40 pm for FREE, on its regular route and serve the festivities in Old Town to kick off the holiday season at 4:30pm.

FREE COOKIES — What do cookies, wreaths, bowls, art, and follies all have in common? They are all being showcased at the Florence Event Center and Old Town on Saturday, December 7th. Get in on the fun! — Hop on the Rhody Express bus for FREE on Saturday, December 7th from 10:00 am until 6:00 pm. It will operate on its regular route and serve the FREE holiday cookie tasting contest in Old Town and four events at the Florence Events Center — Food Share's Empty Bowls Event, the Holiday Wreath Display and Auction, Art Fest, and the Holly Jolly Follies.



For a detailed bus schedule pick up a brochure at the Library, City Hall, the Hospital, Senior Center, Greentrees Clubhouse, or call River Cities Taxi at 541-902-2067. For more information about any of the above community events contact the Florence Chamber of Commerce at 541-997-3128.



COMMITTEES, Page 4**Environmental Management Advisory Committee (EMAC)**

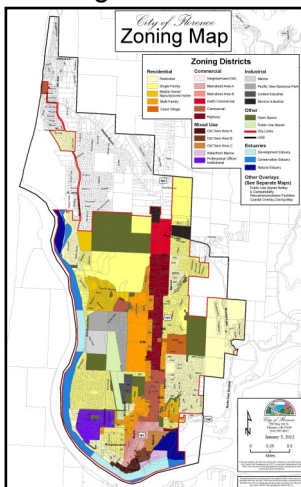
EMAC serves to inform the public and the City Council on issues concerning solid waste management, fees, and service provider licensing. EMAC also strives to improve public knowledge on conserving energy and material resources, promoting resource recovery (e.g. yard debris, biosolids), and protecting the health of the environment through public disposal events and programs. It consists of seven members, of which the majority must be residents of the City. Members serve for a term of three years. EMAC meetings are held as needed, generally on the third Thursday of every month. For more information about the committee and its meeting times please contact Senior Planner Wendy FarleyCampbell at 541-997-8237 or Wendy.FarleyCampbell@ci.florence.or.us.

**Florence Events Center Advisory Committee**

The Florence Events Center (FEC) Advisory Committee serves to support and guide the FEC Director on specific issues including policies and procedures, rental agreements, finding adequate funding, and reviewing budgets. The committee consists of eleven members, one of which is a local high school student. Members serve for a term of three years, except for the student who serves for a term of one year. Meetings are held on the last Tuesday of each month at 4:00 p.m. For more information on the committee and its meeting times please contact FEC Director Kevin Rhodes at 541-997-1994 or kevin@eventscenter.org.

Florence Urban Renewal Agency (FURA)

The mission of the Urban Renewal Agency is to revitalize the Florence Downtown Area as the primary cultural, tourist, commercial and community core to serve all Florence's citizens and visitors, encouraging continuing growth, development and enhancement consistent with Florence's small-town ambiance and character. The board has 9 members: the Mayor of Florence, two City Councilors, members nominated by the Lane County Board of Commissioners, the Western lane Ambulance District, and the Port of Siuslaw and/or the Siuslaw Library District. The remaining members are Citizens at large. Board members serve for a term of 3 years. Meetings typically take place on the fourth Wednesday of the month at 6:30 pm. For more information about FURA please contact the City Manager, Jacque Betz at 541-997-3437.

**Planning Commission**

The Planning Commission serves to advise the Mayor, Council, and Planning Director in all matters concerning planning and land use. The Commission reviews and makes recommendations on the Comprehensive Plan, subdivision and zoning ordinances, and other planning rules and regulations. The Commission also serves as the Design Review Board and in doing so holds public hearings on these and other actions. The Commission consists of five members, of whom four must be residents of the City and one may be resident within the Urban Growth Boundary. Members serve for a term of three years. Planning Commission meetings are held on an as needed basis, typically held on the second and fourth Tuesday of every month at 7:00 p.m. For more information about the Commission please contact Interim Planning Director/City Recorder Kelli Weese at 541-997-8237 or via email at kelli.weese@ci.florence.or.us.

See Committees Page 10



From left to right: Councilor Joe Henry, Councilor Brian Jagoe, Mayor Nola Xavier, Councilor Suzanne Roberts, Councilor Joshua Greene

Visit the City of Florence online at www.ci.florence.or.us

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Newsletter Editor
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COMMITTEES, Page 9

Transit Advisory Committee

The mission of the Transit Advisory Committee (TAC) is to advise the City Council concerning the City of Florence Transit System including the Rhody Express bus service, including recommendations on possible route adjustments, distribution of educational materials, and attendance at promotional events. Transit Advisory Committee meetings are held on an as needed basis, generally on the third Wednesday of every month. For more information, please contact Senior Planner Wendy FarleyCampbell at 541-997-8237 or wendy.farleycampbell@ci.florence.or.us.



Applying for a position is easy. Applications are available at Florence City Hall and can be downloaded from the City's website at www.ci.florence.or.us. City Hall is open Monday thru Friday; 8am to 12pm; 1pm to 5 pm. All qualified persons are encouraged to apply. **The deadline for applications is December 31, 2013.** Applicants will be interviewed by the City Council on January 15 and 16, 2014. For more information about the duties and responsibilities of these bodies, residency requirements of applicants, term lengths, or any other questions, please contact City Recorder Kelli Weese at 541-997-3437 or at kelli.weese@ci.florence.or.us.

City Calendar

For more information about meetings (days marked in yellow), contact City Hall at 541-997-3437. For information on events & concerts (days marked in blue), contact the Florence Events Center at 541-997-1994.

December 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6 Empty Bowls 5 pm—7 pm ... Art Fest 2 pm—7:30 pm ... Holly Jolly Follies 7 pm	7 Empty Bowls 10 am—3 pm ... Art Fest 10 am—4 pm ... Holly Jolly Follies 2 pm & 7 pm
8 Holly Jolly Follies FEC 2 pm	9 SHS Band & Choir Concert FEC 7 pm ... City Council Meeting 7 pm	10	11	12	13	14 City Council Goal Setting Laurelwood Community Room (1137 Maple St) 11 am—3 pm ... Light Up A Life FEC 2 pm
15 Community Chorus Concert FEC 2 pm	16	17	18 TAC Meeting 1:30 pm ... Emerald City Jazz Kings FEC 7:30 pm	19 EMAC Meeting 2 pm	20	21
22	23 Breakfast with Santa FEC 9 am	24	25 City Hall & FEC Closed 	26	27	28
29	30	31				