



Florence City Hall
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Florence, OR 97439

www.ci.florence.or.us

City Manager's Office
541-997-3437

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541-997-2141

Code Enforcement
541-902-2180

Finance Department
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Florence Events Center
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Municipal Court
541-997-3123

Planning Department
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Police Department
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Public Works
541-997-4106

Senior Center
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Siuslaw Bridge photo courtesy of Joshua Greene, © 2011 All Rights Reserved

February 2016

2016 State of the City

Mayor Henry presented the 2016 State of the City address at the January 21st Business After Hours event presented by the Florence Area Chamber of Commerce. The Florence Events Center was packed with around 200 in attendance to hear Mayor Henry discuss the City's accomplishments in 2015 and what to look forward to in 2016.

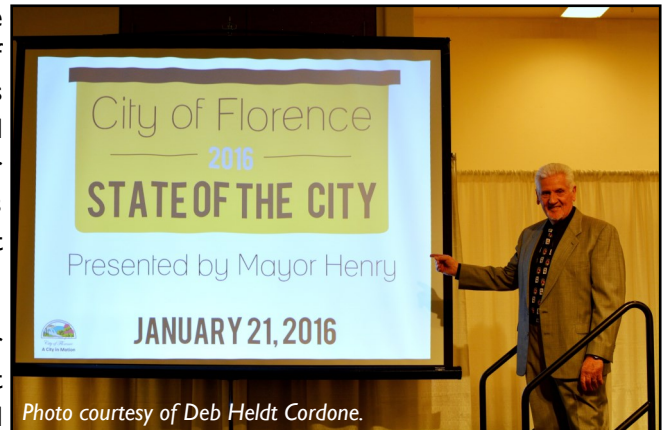


Photo courtesy of Deb Heldt Cordone.

The Siuslaw Middle School Choir opened the evening with an upbeat song before the US Coast Guard Station Siuslaw River Color Guard presented the Colors. The Choir then led the attendees in singing the National Anthem.



During his address, Mayor Henry reviewed the City Council goals from 2015 and outlined several of the completed items from the City's Work Plan.

Those overarching goals included:

- City Service Delivery
- Livability and Quality of Life
- Economic Development
- Communication and Citizen Trust
- Financial and Organizational Sustainability



Photo courtesy of Deb Heldt Cordone.

He focused on the partnerships that have been strengthened over the past year as well as the exciting new projects that the City is working on.

The theme of a "City in Motion" from 2015 was woven through the address as we continue that mantra in an effort to become Oregon's Premier Coastal Community!

"This last year, our City focused on ramping up and on developing partnerships," said Mayor Henry. "My thanks to the City Council and the staff for meeting our challenges and



COMMUNITY SPOTLIGHT

Harold Nusbaum Senior Center Board Member

Harold Nusbaum is turning 100 years old in February and he would like friends, family and acquaintances to help him celebrate! The party will be Saturday, Feb. 13 from 1-4 p.m. at the Florence Senior Center, 1570 Kingwood.

Florence Senior Center President Christine May interviewed Harold for our Community Spotlight.

The Senior Center is familiar territory for Nusbaum. He began working with the Senior Center in 1984, soon after he retired from the forest industry and it has kept him busy ever since.

"I think that's what has kept me alive all these years," said Nusbaum.

He has been on the board of directors for the last 32 years. He has served as Board President for nearly half of his years of service on the board. He was the Senior Center's Bingo Manager for at least 25 years and he delivered Meals on Wheels much of that time.

In 2000, Nusbaum was named the J.C. Penney Volunteer of the Year. He donated the \$500 prize to the Senior Center.

Nusbaum was born Feb. 10, 1916 in Steel, North Dakota. He started working in the woods felling timber when he was just 15 years old. Soon after, he lost one of his eyes during an accident cutting

wood. But that didn't stop Nusbaum. He continued working most of his life.

He worked in a barrel factory and for Hanes Lumber before moving on to U.S. Plywood, where he spent most of his career. He started as a lumber scaler and retired as manager of the boiler room.

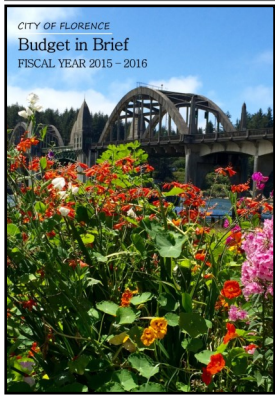
For about 15 years Nusbaum worked at the plywood plant during the day and sold insurance at night

During World War II, Nusbaum joined the Army Air Force where he worked as an airplane mechanic from 1942 to 1944. When the war was over he returned to the timber industry.

Nusbaum married Vivian Sheels in July 1937. She passed away in 1991. He married Tacy Girton in March 1992, who passed away in 2004. Today he shares his life with his partner Mary Weber.

Although he has no children of his own, Nusbaum has two step-children from his second marriage. He had two grandchildren, four great-grandchildren, and four great-great-grandchildren.

Nusbaum has called Florence home since 1946. We appreciate his many years of service to the Florence Senior Center and our community! Help us in wishing Harold a Happy 100th Birthday!



Budget in Brief Available

The Budget in Brief for Fiscal Year 2015-2016 is now available. Residents and businesses within the City limits should have received the 3rd Edition of the Budget in Brief in the mail in mid-January. Additional copies of the Budget in Brief can be picked up at City Hall.

You can view the current and past editions on the City's website at www.ci.florence.or.us/finance/budget-brief.

Join Us Online!

The City of Florence and the Florence Events Center are both on social media. You can find us on Facebook, Twitter, and Vimeo. Watch for updates on meetings, events, videos, and other important information.

Like Us On



www.facebook.com/CityofFlorenceOregon



www.facebook.com/FlorenceEventCenter

Follow Us On



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www.vimeo.com/florenceoregon

STATE OF THE CITY, Page 1

opportunities head on to help move our 'City in Motion' forward and make Florence the premier community or the Oregon coast. Thank you to all who have supported our efforts thus far, we couldn't do it without you, our champions!"

As he concluded, Mayor Henry encouraged our citizens to get involved and help move our City in Motion forward. "I am proud to have served as your Mayor this past year and am looking forward to 2016 with even more excitement as we shift our emphasis a little away from ramping up and focus a little more on doing."

Throughout his address, Mayor Henry reference the City Council's goals, or priorities, that had been established the previous year. "A sneak peek into the City Council's goals for 2016 will be a continuation of the 2015 goals in a more condensed and focused manner," Henry said. "We expect 2016 to be filled with staff activity focused on completing the work that was started in 2015." Mayor Henry's full speech can be viewed at vimeo.com/florenceoregon.

The City Council officially adopted those update priorities (outlined below) at the February 1, 2016 City Council meeting. The City's 2016 Work Plan was also approved and outline what projects to be focused on over the next one to five years.

City of Florence

Oregon's Premier Coastal Community

1

City Service Delivery

Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors.



2

Livability & Quality of Life

Sustain and improve the City's livability and quality of life for Florence residents and visitors.



3

Economic Development

Create a strategy and actions aimed towards sustaining and expanding the Florence economy.



4

Communication & Trust

Sustain and improve the City's communication program and strengthen citizen trust.



5

Financial & Organizational Sustainability

Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs.



Siuslaw River Bridge Interpretive Center Wins Siuslaw Business Curb Appeal Award!



Photo courtesy of Chantelle Meyer, Siuslaw News

The Florence Area Chamber of Commerce hosted the Siuslaw Business Awards on January 20th at the Florence Events Center. Many of our local businesses and organizations were nominated for and won awards for their great work in our community.

The City of Florence won the award for Curb Appeal with the Siuslaw River Bridge Interpretive Center. Public Works Director Mike Miller and City Manager Erin

Reynolds accepted the award on behalf of the City of Florence. Miller acknowledge all the hard work over the past sixteen years to bring this project to fruition and see it succeed. He said that the Interpretive Center has become Florence’s “living room” and provides a place for residents and visitors to enjoy.

Siuslaw River Bridge Interpretive Center History

The actual project dates back to before 2000. At that time our federal scenic by-ways project was envisioned to be on both sides of the river with an actual interpretive building on the Florence side and restrooms under the bridge. The south side (Lane County) portion was dropped due to a lack



Students from Siuslaw Middle School learn how the Interpretive Center rain garden cleans stormwater and the environmental benefits of the landscaping.

of funds. There was some discussion that perhaps a pier out into the river that would allow people to walk out through the bridge supports would be nice. However, there were a number of environmental and structural (too close to the bridge) concerns so the idea was dropped. The old false work piles would have made a nice addition to that walk and they are amazingly well preserved even though they are below the waterline.



Native foliage provides a natural setting in the Old Town area and a great place to sit for a while.

In 2010, the City purchased the 'Barnett' property to secure one of the final open spaces on Bay Street. In late 2012, our contractor began constructing the project. The project included a rain garden, walkways, foot bridge, observation deck and the parking lot under the bridge. Thanks in large part to the landscape architect, David Dougherty, the project is very much a success with its use of native vegetation and design flow. The project created an outdoor space, almost living room, with tables and chairs, benches and interpretive signage. The City held a ribbon cutting in June 2013 and then designed (in-house) and installed the interpretive signs in March 2014.

CURB APPEAL, Page 4



Interpretive signage provides an opportunity for visitors to learn about our local history, the native vegetation, and the stormwater system.

The stormwater is filtered by the wetland plants and soils. The water then runs into the river much cleaner and healthier for aquatic life and fish. This area also provides habitat for insects and birds, pleasant sunning opportunities, wildlife, and the aromas of the local restaurants and cafes create a nice curb appeal indeed!

This project was more than a decade in the making and a collaborative effort combining federal, state, and local funds. Contributions were made by the Federal Highway Administration Scenic Byways Program, Oregon Department of Transportation, Florence Urban Renewal Agency, and the City of Florence.

The Interpretive Site meanders toward the river and the openness provides a spectacular view of the river and the Siuslaw River Bridge. The interpretive signs provide information regarding some local history, culture and the landscape design which uses local native plants. The site includes a stormwater treatment swale which naturally filters water as it runs off of Bay Street.



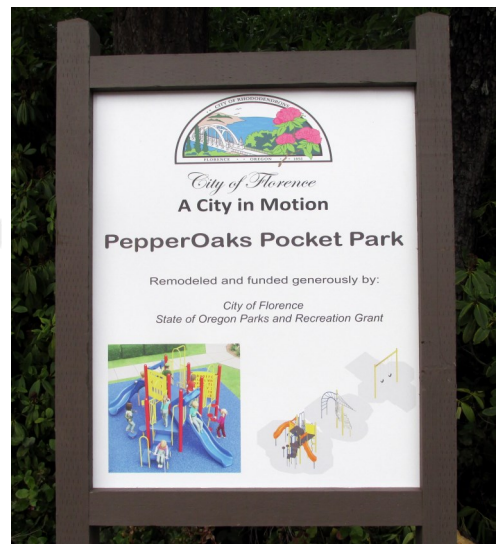
The Interpretive Center hosted the 2015 Old Town Holiday Lighting Festival.

Coming Soon—Playground Updates at Pepperoaks Park!



Pepperoaks Park, located at the west end of 34th Place of Lilac Street and 35th Street, will be getting a facelift this spring! The new playground equipment was funded through the City of Florence Parks Program and a State of Oregon Parks and Recreation Grant.

The Public Works Parks crew was out in January putting up the signs showing what people can look forward to. Be on the lookout for future announcements of a Grand Unveiling once we get the equipment installed.



Florence Promotes Startup Business Events for Techies, Retirees, and Artists

Entrepreneurs start businesses to solve real-world problems, but each problem requires its own approach. The City of Florence and the Oregon Regional Accelerator and Innovation Network (RAIN) are coordinating to host three different Meetup events for three different areas of entrepreneurship.

The first meetup event was held on Tuesday January 19th to welcome potential startups in the technology industry. This meeting attracted over 15 local citizens interested in either starting their own business or mentoring a business.

The group welcomed Mike Biglan, CEO and Founder of Analytic Spot, a company offering a service to parents and teachers seeking a way to find out what their children/students are spending time on their apps and how they are doing in their studies. He discussed how he got started with the company including how he determined how much money he needed to get started, how he sought investors and how he set up his revenue plan.



Analytic Spot CEO Mike Biglan speaks at the January 19th Tech Entrepreneurship Meetup.

In addition there are two meetups coming up in February. The first is for Active Retirees considering a second act in business as an entrepreneur, mentor or angel investor. This event will be held on Thursday February 11 from 8 am – 9:30 am at Blue Bills Pub at Three Rivers Casino. The next event is for creative people who want to turn their arts and craft hobby into a high-growth business. This event will be held on Thursday, February 19th from 5:30 – 7:00 p.m. at the Siuslaw Riverside Café in Florence.

All events are free to attend. At each event, attendees will be able to seek advice from experts in that specialty area. For more information, including registration, visit the “Startup Florence Oregon Coast” Meetup page: www.meetup.com/Startup-Florence-Oregon-Coast/.

These events are part of the new entrepreneurial movement, Startup Florence Coast (#StartupFloCo), launched by RAIN and the City of Florence in late 2015. More than 75 entrepreneurs, mentors and investors attended the initial call of interest event in October.

About Oregon RAIN



The Regional Accelerator & Innovation Network (RAIN) is an Oregon consortium of government, higher education, and the business community. RAIN was founded by the State of Oregon’s Regional Solutions network and funded by the 77th Oregon State Legislative Assembly to advance the formation of high-growth innovative startup companies located in Lane, Linn, Benton, and Lincoln Counties.



In coordination with the Cities of Corvallis and Eugene, as well as communities throughout the region, RAIN is partnered with two accelerators to create a collaborative environment to assist entrepreneurs in establishing viable companies that generate jobs, wealth and opportunities for the region. RAIN Corvallis is served by the Oregon State University Advantage Accelerator. The RAIN Eugene Accelerator is a partnership between the University of Oregon and the Eugene Area Chamber of Commerce. For more information about RAIN, visit www.oregonrain.org.

The FEC is Dancing with Sea Lions!



In honor of the Florence Events Center's 20th anniversary this year, 20 white sea lion sculptures will be painted by artists and then placed at select locations stretching along the Central Coast from Newport to Reedsport with the primary colony displayed in Florence.

The public art project, Dancing with Sea Lions, aims to reflect the natural wildlife on the Oregon Coast, according to Jennifer Connor, Marketing Specialist and Event Coordinator at the Florence Events Center (FEC).

The fiberglass, life-size sea lions were ordered from Chicago's Cowpainters, a company that makes iconic animal sculptures. The project took some time, however. "They had never done a sea lion before, so we had to work closely with them to get exactly what we had in mind – a life size female cow sea lion." says Connor.

Many sea lion sculptures depict them in the sitting position, as they might appear on land. But in order to follow in line with the theme, Dancing with Sea Lions, the FEC wanted the sculptures to evoke a sense of movement. City Manager, Erin Reynolds suggested a pose that evoked the concept of a sea lion swimming, with its hind flippers high above its head.

"The height of the sculpture is positioned so that a small child can come nose-to-nose with the sea lion's face," says Connor.

The sea lions are being painted with designs that run the gamut from whimsical, nautical, wildlife, seascape-themed, and even the performing arts. Contributing artists include Ruth Bass, Brian Bloss, Benjamin Cahoon, Isabella Castle, Rosy Clark, Jane Connelley, Christine Davis, Colleen Goodwin-Chronister, Matt Hawk, Eileen Hearne, Ron Hildenbrand, Marsha Horner, Ellen Huntingdon, Karyllynn Keppol, Kassy Keppol, Julie Larson, Katie Miller, Judy Murphy, Kim Pickell, Frances Rogers, and Terry Woodall.



Their first performance was on stage at the Florence Events Center.

Once the sea lions are finished, they will be revealed to the public at a "Splash Off" celebration on April 9th at the Florence Events Center. After the big reveal, the sea lions will be placed at locations that range from Newport south to Reedsport. Specific locations include Sea Lion Caves, Three Rivers Casino, the Florence Events Center, Florence Chamber, several in Old Town Florence, and one at the Umpqua Discovery Center. Once the sculptures have been placed, a map of the "Dancing with Sea Lions Trail" will be available from the FEC, Florence Chamber, or online.



Major underwriters for the project are the Friends of the Florence Events Center, Three Rivers Casino & Hotel, Sea Lion Caves, and the Florence Urban Renewal Agency. For more information, or to follow the project's progress, visit the Dancing with Sea Lions Facebook page at www.facebook.com/dancingwithsealions.

Sea Lions were delivered to their artists the first week in February.

State Official Presents the Oregon Main Street Program



On January 20th, the City welcomed Sheri Stuart, Coordinator of the Oregon Main Street Program who presented to nearly 40 interested local residents about the merits of the Main Street Approach for Downtown Revitalization Efforts.

Ms. Stuart gave an overview of why downtowns are important for the local economy. Main Streets are the traditional center for social, cultural, and economic activity in a community. They are the places of shared memory where the entire city still comes together to live, work, and play. Yet, community downtowns have been deteriorating for the past fifty years. In order to promote a city, the downtown must be front and center in the discussion because if local residents do not hang out in your downtown, neither will visitors. A Main Street needs to be a place where people of all different types (residents, tourists, young, and old) come together to embrace what makes their community unique.

Ms. Stuart discussed how the State of Oregon's Main Street program helps to support local communities through the Main Street program by:

- **Organization:** Developing people and financial resources to sustain a long-term revitalization effort by helping communities with a funding plan, volunteer development, partnerships and communication.
- **Design:** Helping communities promote physical improvements to their downtown districts in both the public and private sectors.
- **Economic Vitality:** Strengthening the district's economic base through market analysis, incentives and business assistance.
- **Promotion:** Promoting the district as the City's social, cultural and economic center.

The Oregon Main Street program supports such different communities from Astoria to Bandon and from La Grande to Klamath Falls. If you would like more information about the Oregon State Main Street program, please feel free to visit the State Parks website at www.oregon.gov/oprd/HCD/SHPO/pages/mainstreet.aspx, or contact City Recorder/Economic Development Coordinator Kelli Weese at kelli.weese@ci.florence.or.us.



News from the Senior Center

Senior Center Open House

To celebrate the end of the grant requirements that restricted users of the Florence Senior Center to those age 60 and over, the Senior Center Board held an open house on January 10th. Former Mayor Phil Brubaker and current Mayor Joe Henry Spoke about the importance of the facility to our community. Over fifty people attended the celebration.



“We wanted to take a moment to thank the citizens of Florence for their ongoing support and to let them know what changes are in store for the center,” said Christine May, Senior Center Board President.



The Senior Center will continue to provide services and activities geared to Florence’s senior population. They will be able to fund and support those services by renting the facility out to the greater population for meetings and other gatherings. Community groups can now rent all or a portion of our beautiful building without concern about their members’ ages.



With renewed interest in the use of the Senior Center, scheduling will become an ongoing issue. “That is why we are looking to expand the center as soon as possible,” said May. Visitors can view the proposed design for the expansion at the Senior Center.

Win a Gourmet Dinner for 10

The Florence Senior Center is offering a gourmet prime rib dinner for 10 to the winner of their annual dinner raffle fundraiser.

Although Chef Larry Osgood has retired from serving weekly meals, he has agreed to come back to prepare his delicious, five-course feast for ten people. The winner of the raffle will be drawn on St. Patrick’s Day, March 17.

The winner chooses the date for the meal and can invite nine others to join him or her for the dinner.

The raffle is open to the community and all ages are encouraged to participate.

“We printed only 300 tickets, so your chances of winning

are really good,” said Christine May, Senior Center Board President. “Larry is an amazing chef and his dinners are fabulous. This is a don’t miss opportunity.”

Tickets can be purchased for \$10 each at the Senior Center, 1570 Kingwood, between 9 am and 4 pm Monday through Friday. You can call 541-997-8844 to reserve a ticket in your name. Senior Center Board Members also have tickets for sale.

Proceeds from the fundraiser will benefit the activities and operations of the Florence Senior Center. The Senior Center offers daily meals and a variety of classes and activities for area seniors.





Recorder's Corner

News from the January Council Meetings

January marks the time in the City of Florence for evaluation on the City's accomplishments from the prior year and making new goals for the new year (as well as plans to accomplish those goals). The Council met on January 27th to consider their 2016 Council Goals and the inherent work plan for the City.

In addition, the Council held their annual interview process for the vacant committee positions on January 13th including positions on the Budget Committee, Planning Commission, Transit Advisory Committee, and Environmental Management Advisory Committee.

During January the City Council also completed the following:

- Approval of the purchase of Supervisory Control and Data Acquisition (SCADA) equipment for the City's wastewater system.
- Approval of a grant application for the purchase and development of a new riverside park.

For more information about Florence City Council meetings and actions, please contact City Recorder Kelli Weese at 541-997-3437, or via email at kelli.weese@ci.florence.or.us. Information on all Council meetings and actions taken can be found on the City of Florence website at www.ci.florence.or.us.

Citing the Municipal Code

This month I would like to touch base on an issue that has come up several times recently which centers on the removal of vegetation, trees in particular. The best advice I can give is BEFORE you cut down trees or remove brush, just check to see if you need a permit. Chances are if you are removing a tree from private property it is not an issue. If you are removing brush or opening up area on developed property, you probably don't have a problem, it depends on where you live.

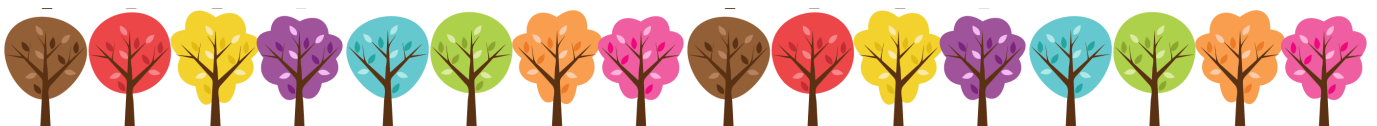


On commercial property, however, there is an approved vegetation plan that has to be adhered to. Any time you change up what is on the property you have to check what is allowed, and not allowed. There is an extensive list of plants that can be swapped out for other plants, and trees that can be swapped out for other trees. A permit is needed to make any changes to the plan.

You can completely change the landscaping if you want, but there is a process for that. New plans would have to be submitted and approved first by the Planning Department. The goal of approved landscaping plans in commercial areas is to maintain and improve our curb appeal.

The bottom line is that it is a whole lot easier and less expensive to check first. Florence is a beautiful place to live and visit, and is recognized as such around the whole state and beyond. A lot of that is due to the fact that we care what things look like here, and the codes are designed for that purpose. We all benefit from these design codes. I love this town and I know most people do, so let's all do our part to keep it looking great.

Dan Frazier, Code Enforcement Officer



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City Council Meetings

Council Chambers
City Hall, 250 Hwy. 101
(unless otherwise noted)

Regular Meetings
Mon., February 1, 6 PM
Mon., February 22, 6 PM

Work Session
Wed. February, 17, 10 AM
Wed. February, 24, 10 AM

City Council regular meetings are open to the public, televised on cable Channel 191, and available for online viewing the following day. For the most current agenda & materials call 541-997-3437 or visit www.ci.florence.or.us.


COUNCIL GOALS

- Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors.
- Sustain and improve the City's livability and quality of life for Florence residents and visitors.
- Create a strategy and actions aimed towards sustaining and expanding the Florence economy.
- Sustain and improve the City's communication program and strengthen citizen trust.
- Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs.

CITY CALENDAR: FEBRUARY 2016

Questions?

Contact City Hall at 541-997-3437.
Contact the Florence Events Center at 541-997-1994.

SUN	MON	TUE	WED	THU	FRI	SAT
	1 City Council 6 pm, City Hall	2	3	4	5	6 Crab Crack 4 pm, FEC
7	8 Public Art Committee 10 am, City Hall	9 Planning Commission 7 pm, City Hall	10	11 Encore Entrepreneur Meetup 8 am, Blue Bills Pub at Three Rivers Casino EMAC 1:30 pm, City Hall	12 For the Love of Animals 10 am, FEC	16 CROW's Share Your Hear 6:30 pm, FEC
14	15 City Hall & FEC Closed 	16 Econ. Dev. Committee 2:30 pm, City Hall	17 City Council Work Session 10 am, City Hall TAC 1:30 pm, City Hall Airport Committee 2 pm, City Hall	18 Art-repreneur Meetup 5:30 pm, Riverside Cafe EMAC 2 pm, City Hall	19	20 Dragon and the Night Queen Ballet 7 pm, FEC
21	22 Public Art Committee 10 am, City Hall City Council 6 pm, City Hall	23 Planning Commission 7 pm, City Hall	24 City Council Work Session 10 am, City Hall FURA 6 pm, City Hall	25	26	27
28	29					