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**City Recorder**  
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**Florence Events Center**  
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Siuslaw Bridge photo courtesy of Joshua Greene, © 2011 All Rights Reserved

January 2012

## City Says Goodbye to City Manager Bob Willoughby

Submitted by Nola Xavier  
 City Councilor President

The city starts off the New Year with several changes in store. We said good-bye to City Manager Bob Willoughby who has served the city so well for the past five years. I remember when we were working on the job description for this position. The city had a new police chief; we were recruiting for a community development director, a finance director and a public works director. We needed a strong leader who could build a team of dedicated managers to help the city and the council achieve the goals we had set.

There were a lot of applications for city manager and we spent a great deal of time searching through them looking for those who had the skills we needed. We ended up interviewing five candidates for the job. Bob was our unanimous choice.



*Councilors and City Department Heads gather for a final photo during City Manager Bob Willoughby's final Florence City Council Meeting. From left to right: Events Center Director Kevin Rhodes, City Recorder Kelli Weese, Council President Nola Xavier, Councilor Brian Jagoe, Assistant City Manager Jacque Betz, Willoughby (seated), Mayor Phil Brubaker, Councilor Paul Holman. Council Vice-President Sue Roberts, Public Works Director Mike Miller, Community Development Director Sandra Belson and Finance Director Erin Reynolds.*

We felt strongly he was right person for the job and he was. He did just what we needed done. It is great to be able to say at the end of five years, Bob was the right person and still is the right

*See Willoughby Page 2*

## Business License Renewals Due by January 20th to Avoid Fees

Submitted by the City Recorder

Florence Business licenses are valid through the end of the calendar year from the date of issuance. In November of every year the City Recorder's office issues business license renewals for

each permanent business. These business license renewals are due by **January 1<sup>st</sup>** of each year. All renewals received after January 20<sup>th</sup>, 2012 will be subject to a penalty fine of 1/2 the value of the business license (\$40 for

permanent, \$22.50 for home occupation) and legal business status will be suspended.

If you have any questions, please contact Florence City Hall at 541-997-3437.

# Coast Village Zoning District Adopted

Submitted by Community Development Department

On December 3, 2011, the City Council took one action that created 186 buildable lots. These lots were added to our community's residential land supply without expanding the urban growth boundary or annexing any territory into the city. These 186 lots were made buildable without the extension of streets or utilities, and therefore without the spending of any public or private money for capital expenses.

How could the City Council accomplish all this at minimal expense? By passing an ordinance that created a new zoning district for Coast Village and thereby changing the status of lots that had been set

up for camping into legal, buildable lots. Furthermore, the new zoning district allows recreational vehicles, park models, and small manufactured homes as well as

site-built homes to be utilized for permanent housing, but still allows temporary dwellings in the spirit of the campground origins.

In passing Ordinance 21, Series 2011, the City Council carried out its Goal to create additional opportunities for affordable housing. This

new zoning district shows what can be accomplished when city government works collaboratively with its citizens, in this case, the Coast Village Homeowners Association.

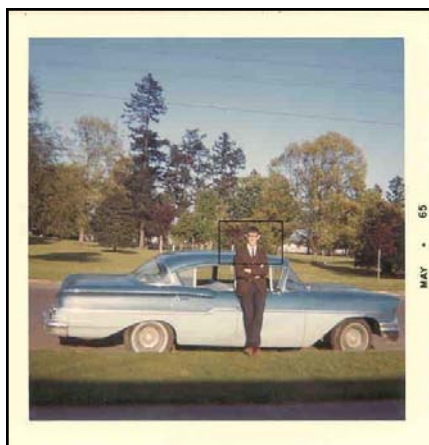


The passage of Ordinance 21 created a new zoning district for Coast Village.

## WILLOUGHBY from Page 1

person five years later. Good luck Bob, Silverton is lucky to get you.

One of the things Bob did so well for us was to plan for transition. He had been mentoring Assistant City Manager Jacque Betz and helping her to be prepared to move up into the city manager position. I have had the opportunity to work closely with Jacque for the past several years as she has provided the staff support for the Urban Renewal Agency. She is well prepared to move into this position and to provide the continuity of leadership to keep us moving forward. Congratulations Jacque on your pro-



A young Bob Willoughby leaning on a 1958 Chevy. Willoughby accepted the City Manager position in Silverton, Oregon.

motion, we look forward to working with you as our city manager.

To all of you, best wishes for the New Year. This is a wonderful city, full of many talented and giving people. We need all of us helping to keep things moving during these difficult times. Watch out for your neighbor, look for places to use your skills, get involved. We have a great foundation; let's build on it to make Florence all that it can be. I know that together, we can do it.

Nola Xavier  
Council President

# Transportation Open House

Submitted by Community Development Department

A community open house regarding transportation will be held on Wednesday, February 1, from 4 p.m. to 6:30 p.m. at the Florence Events Center, located at 715 Quince Street. Florence residents, property owners, business owners, public officials, and other interested parties are encouraged to attend.

Public comments are requested with regard to updates of the *Florence Transportation System Plan Update* and *Community Transit Plan*. The draft plans are intended to provide guidance to the City in the future development of its transportation system. The *Draft Transportation System Plan* will address all travel modes including cars, trucks, bicycles, walking and freight. The *Draft Community Transit Plan* will focus on our local bus service, the Rhody Express. The Open House will be the first unveiling of the draft plans to the general public. To date, the draft plans have been guided by an advisory committee comprised of representatives of key agencies and citizens. They have identified potential new and widened streets, improved intersections, pathways, sidewalks, crosswalks, and transit improvements. They have also prepared a prioritized list of capital improvements needed or desired. The Transportation Open House is an opportunity for the public to interact with the consultant project team, city staff, and committee members. Public input is important in developing plans that reflects the community's goals and values and to determine where to invest the city's limited transportation funds.

To learn more, check out the project website at <http://sites.kittelson.com./FlorenceTSP>. If you are unable to attend the open house but would like to share your comments, you are invited to contact the City's project manager, Sandra Belson, by phone (541-997-8237) or email at [sandra.belson@ci.florence.or.us](mailto:sandra.belson@ci.florence.or.us).

This project is partially funded by a grant from the Transportation and Growth Management (TGM) Program, a joint program of the Oregon Department of Transportation (ODOT) and the Oregon Department of Land Conservation and Development. This TGM grant is financed, in part, by federal Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), local government, and the State of Oregon funds.

## Committee Members

Don Saxon  
 L.A. Rose  
 Gary Stine  
 Mitch Werro  
 Dianne Burch  
 Sally Ahlas  
 City Councilor Nola Xavier  
 Planning Commissioner Bob Bare  
 Siuslaw School District  
 Peace Health  
 Lane Transit District  
 Lane County Transportation  
 Oregon Department of Land Conservation and  
 Development  
 Oregon Department of Transportation

# Employee Spotlight

## Police Chief Maurice Sanders

The City of Florence and the Florence Police Department announced on December 29, 2011, that Police Chief Maurice K. Sanders would be leaving the police department effective January 3, 2012 after providing 5 ½ years of service to the Florence community.

"It has been a great experience to lead this department", Sanders said, "It is the right time to retire from the department and create the opportunity for a transition of leadership within the department."

City Manager Bob Willoughby said that Chief Sanders had been instrumental in bringing progressive and innovative approaches to providing improvement of public safety services for Florence. A major improvement was converting our local jail into a local correctional facility to be able to hold offenders accountable. Additionally Chief Sanders led the negotiations to obtain the first policing contract between the City and the Three Rivers Casino. Some other accomplishments by Chief Sanders were obtaining a new computer aided dispatch and report management system, creating a code enforcement officer



*Mayor Phil Brubaker honors outgoing Police Chief Maurice Sanders along with his wife, Denise Sanders during the January 3rd City Council Meeting.*

program, updating the department's policies and general orders, preparing the department for accreditation through the Oregon Accreditation Alliance, and being involved in ensuring two successful labor contract negotiations between the City and the Florence Police Employees Association.

"Chief Sanders brought positive leadership to the department", said Willoughby. "I wish him well for whatever the future brings and I appreciate his service to the City of Florence".

Chief Sanders expressed his own appreciation to City Manager Willoughby, to the City Council, and to the community itself for the opportunity to serve as the City's Chief of Police since July of 2006. "Having the privilege to lead the men and women of the Florence Police Department has been a highlight of my career. They are a team dedicated to keeping the community safe," Sanders said. "The department has accomplished many goals during my tenure as the Chief of Police. However the most important goal accomplished was creating a solid partnership with the community."

## City Faces Fiscal Challenges in the Upcoming Year

**Submitted by the Finance Department**

It's being talked about across our nation. In fact, a news article from the Twin Cities titled 'Cities Weigh Services That Don't Pay Their Way' may sound familiar to those who follow the City of Florence finances as well. The question is all too common, "how are we going to pay for that?" Lately the fiscal focus has been on the challenges of funding the City's streets and parks and, although both are important, this article will focus on streets. Our fiscal challenges are significant and we must first understand the roots of our current situation as a first step toward identifying collaborative community solutions.

The City of Florence, like most cities in Oregon, rely on property taxes, franchise fees, hotel-motel room taxes, state shared revenues and charges/fees for services as revenue sources to provide funding for the public services offered. Furthermore, it is important to understand that many of our City's revenue sources are tied to specific expenditures and can only be used for their prescribed purposes. The General Fund is primarily funded by

property tax revenues and comparatively speaking has the fewest restrictions. Unlike the General Fund, the City's Street Fund has a dedicated source of funding from the State gas tax revenues and Street Light Fees.

These dedicated sources of revenue, however, are currently not sufficient to maintain our current roads let alone preserve and expand our road system to meet the ever growing demands of our local transportation system. There is a substantial gap between what we receive in State Gas Tax revenues and the cost incurred by our Street Fund. The State Gas Tax revenues dedicated to the Street Fund is about \$430,000 per year. With operating costs before capital expenditures above \$500,000 per year, it is clear to see that although there is a dedicated revenue source for streets, it isn't enough.

In light of lagging street fund revenues, the City of Florence is struggling to keep up with the demand for street capital expenditures and routine maintenance. Our road system, a key pillar in our economy, is deteriorating. We as citizens rely on the roads to

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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)

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Florence Events Center  
Director Kevin Rhodes  
kevin@eventscenter.org

# City Calendar

## January 2012

For more information about meeting times and locations, contact City Hall at 541-997-3437.

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

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get children to school, to commute to work and to deliver goods and services. Historically the City has funded the gap between State Gas Tax revenues and expenses by General Fund transfers, cutting costs and lastly cancelling much needed capital improvements.

Public safety utilizes more than 100% of our City's property tax revenues. Because of that, we know that the General Fund can no longer "fill the gap" for our Street Fund operations. During the 2011-12 budget and the five year long-range financial plan processes, the City of Florence budget committee, Council members and City staff worked diligently to ensure that personnel, materials and service costs were at a minimum. The Street Fund's budget has only one employee and minimal maintenance budgeted for the next five years. Unless another funding source is approved, the City will stay with this skeletal structure, knowing full well the consequences - pot-holed roads and dark and unsafe streets that will deteriorate even faster without proper upkeep.

The management of the City has tough choices to make as available revenues fall short of what is needed to provide the desired service levels. The Florence Transportation System Plan and Community Transit Plan Update is one of the ways for members of our community to be a part of the decision making process. For further information please visit our Community Development Planning website <http://www.ci.florence.or.us/planning/transportation-system-plan-and-community-transit-plan-update> and click on the link for our Transportation System Plan (TSP) <http://sites.kittelson.com/FlorenceTSP> for updates on upcoming meetings and community open house events.

*EcoNorthwest, an Oregon-Based consulting firm completed a report on the fiscal challenges facing Oregon cities. Commissioned by the League of Oregon Cities, the report provides an overview of city finance structure and the inability to keep up with rapidly rising costs. This month's article provided by the Finance Director outlines key findings of the report and how it relates to the City of Florence.*