

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

City Manager's Office
 541-997-3437

Building Department
 541-997-2141

Code Enforcement
 541-902-2180

Finance Department
 541-997-3436

Florence Events Center
 541-997-1994

Municipal Court
 541-997-3123

Planning Department
 541-997-8237

Police Department
 541-997-3515

Public Works
 541-997-4106

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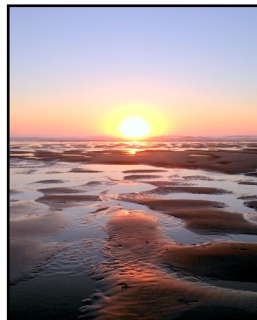
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Suslaw Bridge photo courtesy of Joshua Greene, © 2011 All Rights Reserved

Focus on Florence

January 2015



Looking Forward to 2015 & Beyond

Submitted by Mayor Joe Henry

Now that the election and the holidays are behind us it is time to roll up our sleeves and begin the process of bringing about the change that many feel is necessary to position our fair city first for the short-term, but also for the next few years to come.

Our newly elected City Council has met with staff in preliminary session to begin to set goals for 2015. Those goals will result in a work plan harnessing the efforts of both the staff and the council to move our city ahead as we focus on some critical issues. Those issues being discussed include:

- The new council unanimously agrees that our first priority is to hire a permanent city manager and a permanent police chief as these positions have gone unfilled far too long.
- Now that a level of consensus has been reached on the Rhododendron Drive Multi-Use Path, we will closely monitor the progress of that project to see that it conforms to the terms of the grant as well as the wishes of the community while staying within budget.
- The Council discussed the need for more funding to be dedicated towards street repairs in the upcoming budget and the need to begin the process for repairing portions of Rhododendron Drive in 2015. The challenge is finding money in the budget, but we have an expert in our Finance Department so we should be able to achieve that goal.
- Communication, transparency, and community interaction were high on everyone's list of priorities. We will work to find new and innovative ways to increase public awareness and involvement with what is going on in the City. Social media, focus groups, and a greater media focus were a few of the methods discussed.
- Economic development was highly touted at election time at all levels of government and has been talked about in Florence for several years. We will focus on trying to make something happen in this area. We will work with other stakeholders in the area and assemble a group of people that know something about this subject and have had experience doing it. The Chamber of Commerce is already working on a business revitalization initiative and the Ford Foundation has gathered some interesting information focusing on a vision for the future of Florence. There are a number of other people out there working on this issue and our job will be to concentrate those efforts toward bringing family wage jobs to Florence.

See Looking Forward, Page 3



EMPLOYEE SPOTLIGHT

August Murphy
City Inspector/Engineering Technician

August Murphy (pictured above working on a storm drain repair) has been a member of Florence Public Works since 2007. He serves as the City Inspector and Engineering Technician. Prior to joining the City, August worked for Les Schwab Tire Center for 15 years.

August enjoys spending time with his family, which includes two sons currently in college and a daughter who is a freshman in high school. August also enjoys gardening in his free time.

What are your main job functions?

“As the City Inspector and Engineering Technician, I contribute in the design of City projects. I also inspect and document the progress of all construction that happens within the public right of way.”

What type of projects do you enjoy most?

“I enjoy working on Public Works projects that let us show off our talents.”

What do you enjoy most about your job?

“I enjoy working alongside a dedicated group of Public Works professionals who, on a daily basis, demonstrate outstanding efficiency and provide a tremendous service to our community.”

Do you have any rewarding moments you would like to share?

“It is rewarding when my supervisor issues me a positive performance review that reflects that my dedication and efforts are appreciated.”

What is the strangest incident you have experienced since working for the City?

“In March 2012, during a major snow storm, a coworker and I worked to clear downed trees in the middle of the night. As we were working, electrical transformers were blowing up and lighting the night sky like fireworks all around us.”

NEW EMPLOYEE

The City of Florence welcomes a new police officer to our team.

Pete Knowlton
Patrol Officer



Officer Pete Knowlton was sworn in as a member of the Florence Police Department on December 2nd. Prior to joining the City, Officer Knowlton served the community for 3 years as a patrol officer with the Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians Police Department.



The City of Florence would like to thank the outgoing members of the City Council for their years of service. This includes outgoing Mayor Xavier (10 years), Councilor Roberts (8 years), and Councilor Jagoe (4 years).

Renew Business Licenses by January 20th to Avoid Fees



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 1st** of each year. All renewals received after January 20, 2015 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 questions please contact City Recorder Kelli Weese at 541-997-3437 or kelli.weese@ci.florence.or.us.

LOOKING FORWARD, Page 1

- The City of Florence is facing the same issue that all other levels of government are facing; escalating costs with no relative increase in revenue. You might look at the City's \$25 million budget and wonder where the \$25 million goes. In reality the actual revenue is more in the neighborhood of \$12 million and the rest is government accounting. The fuel tax on the November ballot was voted down by a fairly close margin because it was not communicated clearly and there was much confusion about how the money would be used to service the debt for \$5 million in street repairs. Unfortunately, this was an excellent opportunity to spread the cost of street repairs to a much wider base of people that actually use our streets with no actual increase to the citizens of Florence after removal of the Street Maintenance Fee.

While these are challenging issues, we have an excellent staff and a very capable group of people on the new council. Working as a team we have a good chance of tackling these challenges. In addition, working with other stakeholders in the community will lend to the effort; however, the single most important thing that will determine the direction of Florence in the years to come is YOU the citizens. Our council and staff need your support and involvement or things won't change much. The longest journey starts with the first step so will you join us?

Wishing you a happy and prosperous New Year,

Mayor Joe Henry

Meet the Incoming Florence City Council

On January 1st the newly elected Florence City Council officially takes office and they will be sworn in at the January 5th City Council meeting. We have asked the new Council to provide some insight into themselves and what they would like to work on for the next two years. Information on how to contact the Council can be found on page 10.



Mayor Joe Henry

Please tell us a bit about yourself: I was born in Hillsboro Oregon and moved to Washington at the tender age of one. I graduated from high school and attended Pacific University in Forest Grove, Oregon, on a football scholarship, majoring in mathematics. I later completed a degree in business administration. When I left school, I began a management career in the consumer finance mortgage business, progressing through the ranks at two companies for 38 years. I attained the role of Senior Vice President of Operations with profit and loss responsibility for 350 branches of an international company.

Why did you run for Mayor?: After being on the City Council for two years, I was concerned with a number of things that if left unresolved would result in negative consequences for the City. This dissatisfaction led to my motivation to help set Florence on the right path and as a result of the recent election I became Mayor Elect to serve the City for the next two years.

What do you see as the top priorities for the City over the next two years?: Foremost on my list of priorities for the next two years is to help to build a sense of team work and consensus with the new council and the staff as we formulate our goals, both short-term and long-term. In the short-term it must be our number one priority to hire a new City Manager followed by a new Police Chief. We have gone much too long without those two critical positions being filled. Over the next two years I would like to see our efforts focused on economic development, street maintenance, cost control, and forming partnerships with other stakeholders in the area to help to accomplish these goals.

COUNCIL INTRO, Page 3

What other roles have you filled in serving our community?: I have been involved in many other community organizations here in Florence. Prior to being elected Mayor, I served as a Florence City Councilor for the past two years, I also serve as the President and Treasurer of Resurrection Lutheran Church, a member of the Board for Oregon Coast Military Museum, as one of the Florence Ambassadors, a member of the Elks Lodge, and as business manager of the Shelter Cove HOA.

When not performing your Council role, what is your day job? What do you enjoy doing in your free time?: I retired in 1999 and moved to Florence with my lovely wife Pamela to build our retirement home. Soon becoming restless with retirement, we started a successful mortgage business and I am still an active mortgage originator. Pamela and I also became partners in our local dive, surf, and kayak shop. We still enjoy scuba diving, body boarding, fishing and RVing.



Councilor Joshua Greene

Please tell us a bit about yourself.: I am a photographer, entrepreneur, and general rabble-rouser.

Why did you run for City Council?: I ran because I truly believe in civic involvement. I'm not the type of person to sit, complain, and just let things happen. I feel it is my duty as a citizen to not only be involved, but to do everything I can to help improve our community.

What do you hope to accomplish as a member of City Council?: I hope to help the City set a vision for the future.

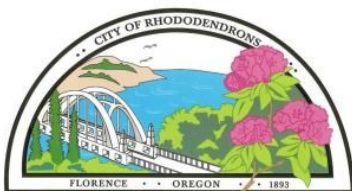
What do you see as the top three priorities for the City over the next two years?: We need to hire a permanent City Manager, hire a permanent Police Chief, and prioritize and establish a united City vision.

Where do you hope to see Florence in five years?: I see a thriving business community, as well as a City Arts Program that helps promote and enhances the City of Florence.

If you could bring any business/industry to Florence, what would it be?: I believe a flourishing, City-sponsored Arts Program would be a big draw in a community that already has a significant artist population. There are examples of cities across the country that have used the arts as an economic development driver.

What other roles have you filled in serving our community?: I am a proud Rotarian and am heavily involved with the Ford Family Rural Communities Development Program. Before being elected as City Councilor, I had served two terms as a Port of Siuslaw Commissioner. I serve on the Urban Renewal Agency and I was also a member of the Downtown Green Plan.

See Council Intro, Page 5



Watch Us On **vimeo**

Watch Past City Council Meetings Online

Can't make a Monday night meeting? No problem. Videos of Florence City Council meetings are now available online. City Council meetings will now be posted to the City of Florence Vimeo website the day following the meeting. If you can't attend meetings in person or do not have access to Channel 191 through Charter, visit vimeo.com/florenceoregon to watch meetings online. Agendas will be provided in the description of each video and will include timestamps for each topic.

COUNCIL INTRO, Page 4

When not performing your Council role, what is your day job?: I am the President/Owner of The Archives, LLC. It is a local company dedicated to the restoration and preservation of photography.

What is your favorite thing to do in Florence?: I enjoy fishing, riding motorcycles, and cooking.



Councilor Susy Lacer

Please tell us a bit about yourself.: I'm a native Oregonian, born and raised in Lebanon. With my spouse, Bart, I moved to Florence in 2006; we walk 3-4 miles around the City early every morning. I'm an avid gardener and recycler; I love reading, hiking, and riding my bike to complete errands.

Why did you run for City Council? What do you hope to accomplish as a member of City Council?: I was asked to consider running and chose to accept because I care about the future of Florence. In order to function, municipalities need citizens willing to serve. Because of past experiences, I was already familiar with local government operations and believed I could be useful to our community moving forward. As a member of City Council, I hope to help create a vibrant, sustainable Florence.

What do you see as the top three priorities for the City over the next two years?: Identifying and coming together with a common vision of what residents want Florence to be; enhancing livability in our community for the benefit of current residents and to attract new residents; and creating a climate of opportunity for business growth.

Where do you hope to see Florence in five years?: Vibrant, livable, and appealing; a destination location with a diverse populace and opportunities for all.

If you could bring any business/industry to Florence, what would it be?: I would look at several industries including Internet-based (e.g. professional services), Eco-tourism, Training Facilities (healthcare, vocational trades, culinary arts...), Continuing Care Retirement Center, Brewery/Cidery.

What other roles have you filled in serving our community?: I currently serve on the Siuslaw Public Library District Board and also volunteer with the Florence Area Chamber of Commerce, the Siuslaw School District and PTA, Florence Food Share, the Friends of the Library, and Florence Master Recyclers.

When not performing your Council role, what is your day job?: I own and operate a grant writing business, and I volunteer... a lot.

What is your favorite thing to do in Florence?: I enjoy walking around and enjoying our beautiful City!

Is there anything else you would like to add?: I encourage residents to be active and involved in our community—Florence belongs to all of us, not just five councilors.



Councilor George Lyddon

Please tell us a bit about yourself.: I bring to the City of Florence a background in business, real estate development, commercial aviation, and corporate security.

Why did you run for City Council? What do you hope to accomplish as a member of City Council?: After becoming involved in the Rhododendron Path debate and observing the need for transparency in addition to fiscal priorities I decided to run for City Council. My goal now and going forward is for

COUNCIL INTRO, Page 5

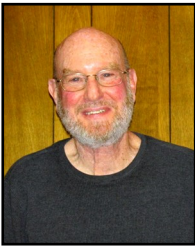
this Council to combine all their talents and act as one entity, fulfilling the responsibility that we were elected to complete. We serve at the pleasure of our neighbors, not ourselves.

What do you see as the top priorities for the City over the next two years?: It is my goal to work with a like minded, cohesive council on the issues at hand; be it infrastructure, revenue sustainability, personnel, or economic development.

If you could bring any business/industry to Florence, what would it be?: With the existing infrastructure it would be relatively simple to invite a company to locate within Florence to access the Alaska Fiber Cable network. Jobs and City revenue would benefit while maintaining our “small town feel”. This is just one of several ideas that will be discussed.

When not performing your Council role, what is your day job? What do you enjoy doing in your free time?: Since retirement, the majority of my time is spent in the equity and natural resource market. This keeps me quite busy, in addition to being the President of a large HOA, its finance committee, and a member of the Board of Directors of the Military Museum.

Is there anything else you would like to add?: I look forward to working with our very talented staff in accomplishing the goals over the next 4 years.



Councilor Ron Preisler

Please tell us a bit about yourself.: I have been married for 48 years to my home town sweetheart. We have two daughters and two grandsons ages 4 and 5.

Why did you run for City Council? What do you hope to accomplish as a member of City Council?: Primarily, I did not want to sit around and complain about the issues and I felt that even if I could make a small impact improving the quality of life here in Florence it would be a good thing. Secondly I wanted to be a role model for my kids and grandkids. As a member of City Council, I hope to improve the communication and trust between the people of Florence and their government.

What do you see as the top three priorities for the City over the next two years?: We need to rebuild our roads, add some small businesses with living wage jobs, and become more involved in partnering with our fellow coastal communities and county government.

Where do you hope to see Florence in five years?: As a tourist destination and retirement community.

If you could bring any business/industry to Florence, what would it be?: Small, hi-tech start ups.

What other roles have you filled in serving our community? I am a Hospice volunteer, as well as a volunteer Hospice board member. I am also chair of the local Democratic club, the President of Rhodo View Dunes HOA, treasurer and board member of my fellowship, and a new member of Rotary.

What is your favorite thing to do in Florence?: Enjoying the natural beauty all around us—including the ocean, river, lakes, forest, wild life, the dunes.

Is there anything else you would like to add?: I came to live in Florence over 6 years ago from a city of over 145,000. I knew so few of the people, it never felt like home. I know a great many of the people of Florence and it is home.



Winter Weather Preparedness

Winter can bring crazy weather on the Oregon Coast. The season can have a huge impact on travel, schools, businesses and health. We have already seen high winds and days of extremely high rainfall, which led to flooding. Don't let winter hazards catch you unprepared. Follow these simple steps from the National Weather Service to stay safe this winter:

- 1. Know your risk.** Check the forecast at weather.gov before you leave the house. Familiarize yourself with winter watches, warnings and advisories so you know what to do when the National Weather Service issues one for our area.
- 2. Take Action.** Make sure you have an emergency supplies kit (www.ready.gov/kit) in both your home and car. If possible, avoid leaving your home if hazardous winter weather is approaching. If you must leave, make sure you are dressed for the elements and that your mobile phone is fully charged. If it's too cold for you to be outside, it's also too cold for pets. Make sure to provide a warm, dry place for any animals that typically stay outdoors.
- 3. Be A Force of Nature.** Set an example and others will follow. Take to social media to post about approaching hazardous weather and tell your family and friends how you are preparing (on Twitter use [#WinterPrep](https://twitter.com/WinterPrep)). Call friends, family and neighbors to alert them to dangers and encourage them to get ready for the storm. After the storm passes, check on your loved ones and neighbors. Offer assistance where you can, especially to the elderly who are particularly vulnerable. Be a force of nature in your hometown.

Winter weather can be deadly. But with a few simple steps, you can stay safe.

Winter weather tips provided by the National Weather Service. For more information on flood preparedness, visit the National Weather Service's Flood Safety website at www.floodsafety.noaa.gov/.



Community Emergency Notification System Lane County Area

ALERTme
LANE COUNTY AREA

LCOG

Wireless and VOIP Opt-In Registration

With many citizens moving away from landlines to relying on their cell phones, public safety agencies in Lane County provide the opportunity for citizens to register their cell phones and VoIP phone numbers for

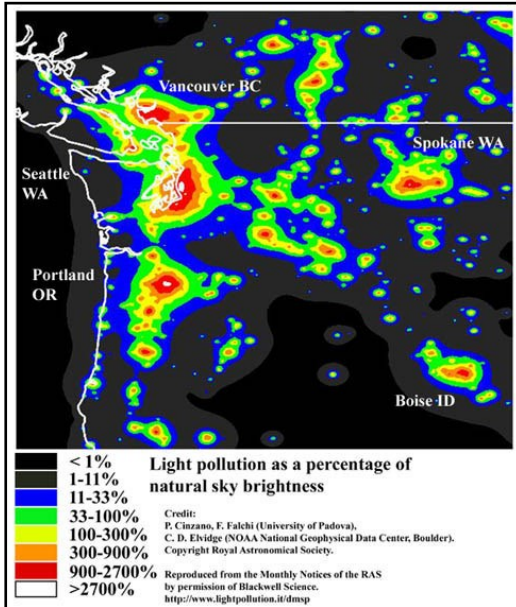
emergency communications. Registering your wireless and VoIP numbers with the Community Emergency Notification System (CENS) allows public officials to reach more members of the community with timely alert and warning information in the case of emergency. With CENS and the "Alert Me" registration, critical information can be relayed to you about emergency situations that require your immediate attention.

CENS allows public safety agencies in Lane County to identify an affected area and, if necessary, send a message that describes the situation and recommend protective actions residents should take. The CENS system will automatically call out to all land-line and Alert Me registered telephone numbers within that geographic area and deliver the recorded message once a voice is heard. If your phone line is busy, the system will attempt to redial the number three times to make contact. If an answering machine picks up the call, the emergency message will be left on the machine.

Some of the many uses of the system include:

- Tsunami Warnings
- Natural Disaster Alerts
- Hazardous Material Incidents
- Emergency Evacuations
- Missing Child Alerts
- Neighborhood Emergencies

For more information on CENS and to register for Alert Me, visit www.lcog.org/alertme.



Understanding Your New Exterior Lighting Ordinance

On January 1st the City of Florence's new outdoor lighting ordinance goes into effect. Lighting regulations were created to improve the nighttime visual environment and safety by encouraging lighting practices that direct appropriate amounts of light where and when it is needed, increasing the use of energy-efficient sources, and decreasing the waste of light, sky glow, and glare resulting from over-lighting and poorly shielded or inappropriately directed lighting fixtures.

With the exception of mercury vapor lights, the outdoor lighting ordinance does not readily apply to existing light fixtures. All lights installed after January 1st must meet the new requirements. Additionally, within 10 years all exterior lighting fixtures will need to comply with the new lighting provisions.

New Code Highlights:

- All exterior lighting fixtures must be designed or installed to be fully-shielded so that light is emitted below the horizontal plane onto the site and does not shine illumination or glare skyward or onto adjacent properties.
- Main exterior lights for commercial, institutional, and industrial buildings must be extinguished after business hours.
- Externally lit commercial signs shall shine from the top down.
- Holiday lighting and lighting for a properly displayed U.S. flag are exempt.
- Landscape lighting not exceeding 525 lumens is exempt.
- A residential main entry may have one partly shielded or unshielded luminaire not exceeding 630 lumens and all other unshielded luminaires must not exceed 315 lumens.

Examples of Some Common Lighting Fixtures

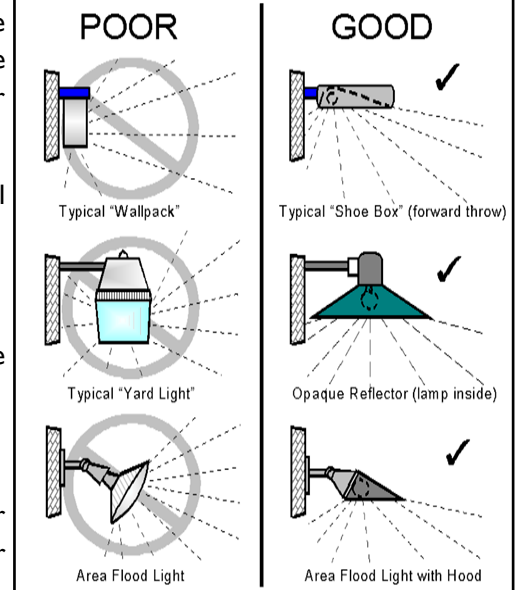


Photo Courtesy NELPAG

Steps you can take to voluntarily improve the quality of your outdoor lighting.

1. Walk around your property along the property line to see if glare from any of your outdoors lights is visible. If so, change the bulb to reduce the lumen output, re-aim the fixtures, or install shielding to eliminate the glare and light trespass.
2. Can you add a motion detector to any of your security lights? If you have motion detectors, are they aimed and adjusted so they respond to movement without remaining on for extended periods?
3. How bright is bright enough? Try lower wattage lamps until you find the best bulb for your situation. Not only will you use less electricity, your bulbs will last longer.

See Dark Sky, Page 9

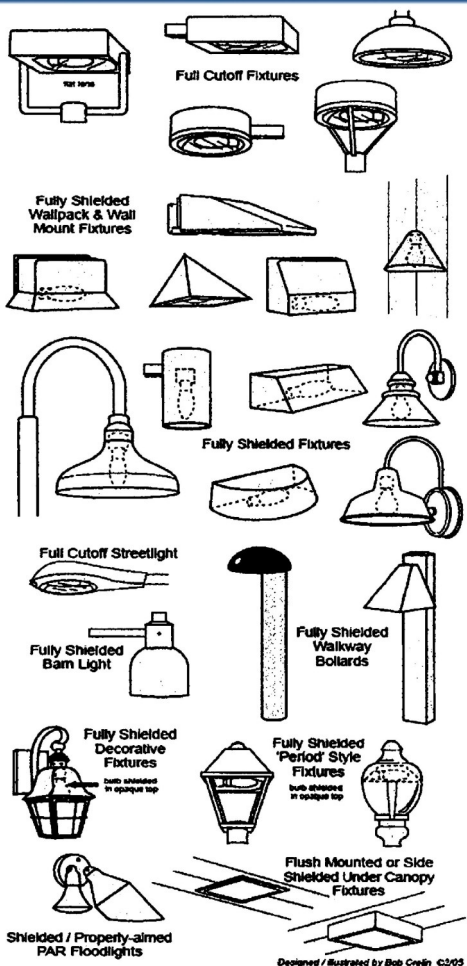
DARK SKY, Page 8

Lamp Type Comparison—Summary

There are many types of lamps used in exterior lighting, a much greater variety than are familiar to most lighting users. Each lamp type has applications where it is most appropriate. This table summarizes the differences in the lamp types for the most common sizes encountered in exterior lighting, excluding sports lighting. Values given are approximate, and relative comparisons will depend on the details of the application.

Lamp Type					
	Incandescent	Fluorescent	Metal Halide	High-Pressure Sodium	Low-Pressure Sodium
Wattage	25-150	18-95	50-400	50-400	18-180
Output (lumens)	210-2,700	1,000-7,500	1,900-30,000	3,600-46,000	1,800-33,000
Efficiency (lumens/watt)	8-18	55-79	38-75	72-115	100-183
Lumen Maintenance (%)	90(85)	85(80)	75(65)	90(70)	100(100)
Lamp Life (hours)	750-2,000	10,000-20,000	10,000-20,000	18,000-24,000	16,000
Energy Use/Cost	high	medium	medium	low	lowest
Color Rendition	good	good	good	moderate	none*

Examples of Acceptable Luminaires



Notes:

- Wattage - Lamp wattage most commonly used in general exterior lighting (not including sports lighting).
- Output - Approximate mean luminous outputs of lamps most commonly used in exterior lighting.
- Efficiency - Mean luminous efficiency for above lamp output range, taken at 50% of mean lifetime (does not include ballast losses).
- Lumen Maintenance - Percent of lamp output at 50% of mean lamp lifetime (and at end of mean lifetime).
- Lamp Life - Approximate mean lifetime of indicated lamps.
- Energy Cost - Relative energy costs.
- Color Rendition - Relative ability of average observer to accurately perceive colors under lighting from indicated lamps only.

For more information on the new lighting requirements, contact the Planning Department at 541-997-8237.



City E-mail Addresses

City Manager Larry Patterson
larry.patterson@ci.florence.or.us

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

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

Planning Director
Wendy FarleyCampbell
wendy.farleycampbell@ci.florence.or.us

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

FEC Director Kevin Rhodes
kevin@eventcenter.org

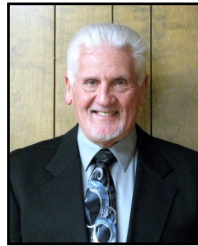
Interim Police Chief Lynn Lamm
lynn.lamm@ci.florence.or.us

Newsletter Editor Megan Messmer
megan.messmer@ci.florence.or.us



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FLORENCE CITY COUNCIL



Mayor Joe Henry
joe.henry@ci.florence.or.us



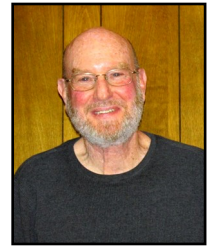
Joshua Greene
joshua.greene@ci.florence.or.us



Susy Lacer
susy.lacer@ci.florence.or.us



George Lyddon
george.lyddon@ci.florence.or.us



Ron Preisler
ron.preisler@ci.florence.or.us

City Council Meetings

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

Regular Meetings
Monday, Jan. 5, 7:00 PM
Monday, Jan. 20, 6:00 PM

Committee Interviews
Wednesday, Jan. 14, 5:00 PM
Thursday, Jan. 15, 5:00 PM

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 and materials call 541-997-3437 or visit www.ci.florence.or.us.

COUNCIL GOALS

2015 Council Goals Coming Soon!



CITY CALENDAR: JANUARY 2015

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 HAPPY NEWYEAR City Hall & FEC Closed	2	3
4	5 City Council 7 pm, City Hall	6	7	8 TAC 1:30 pm, City Hall	9 Gallery One Artist Reception 6 pm, FEC	10 A Night with Jacob Weber 7 pm, FEC
11	12	13 Planning Commission 7 pm, City Hall	14 City Council—Committee Interviews 5 pm, City Hall	15 EMAC 2 pm, City Hall	16	17 WINTER FOLK FESTIVAL FLORENCE EVENTS CENTER Doors Open at 10 am Tom Paxton 7:30 pm
18 WINTER FOLK FESTIVAL FLORENCE EVENTS CENTER Doors Open at 10 am	19 Martin Luther King Day City Hall & FEC Closed	20 City Council 6 pm, City Hall	21 Florence Area Business Awards 2014 Siuslaw Awards 6:30 pm, FEC	22	23 SEA SEACOAST ENTERTAINMENT ASSOCIATION Marie Josee Lord 7 pm, FEC	24
25	26	27 Planning Commission 7 pm, City Hall	28 FURA Meeting 6:30 pm, City Hall	29	30	31