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 250 Highway 101  
 Florence, OR 97439  
[www.ci.florence.or.us](http://www.ci.florence.or.us)

**Finance Department**  
 541-997-3436

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

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

**City Recorder**  
 541-997-3437

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

**Public Works**  
 541-997-4106

**Police Department**  
 541-997-3515

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

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

# Focus on Florence

May 2012

## Fiscal Responsibility

Submitted by City Manager Jacque Betz



It is the time of year when local governments put together their budgets for the new fiscal year. The City of Florence's budget year begins July 1 and ends on June 30. There is a great deal of work that goes into pre-

paring the budget and it is generally the busiest time of year for the finance director and city manager. We meet with the department heads to forecast our ending fund balance and decide which projects the City can financially afford to do in the coming year. Our Budget Committee is made up of the five elected officials (Mayor and

*See Budget Page 3*

## So You Want to Run for City Office?

Submitted by the City Recorder

If you have resided within Florence city limits for at least a year, then you are likely eligible to apply for one of the following City offices that will be on the ballot this fall...

**Mayor** - 2 year term  
 (position currently held by Phil Brubaker)

**Councilor** - 4 year term  
 (position currently held by Nola Xavier)

**Councilor** - 4 year term  
 (position currently held by Paul Holman)

Forms and instructions on filing for a City office will be available on **June 1<sup>st</sup>** through the City Recorder's Office. For more information call 541-997-3437 or email [kelli.weese@ci.florence.or.us](mailto:kelli.weese@ci.florence.or.us).

## City Seeks Effort to Help Eradicate Scotch Broom

Submitted by Code Enforcement

The City of Florence is once again asking residents to help eradicate Scotch Broom. Although admired for its yellow blooms, the Scotch Broom shrub has become an invasive species throughout the Pacific Northwest, where it competes with native plants and forms dense



stands that are difficult to manage and remove. It readily invades disturbed sites, natural areas, dunes and public and private lands. Seeds of the Scotch

Broom can live for more than 50 years and mature plants are prolific producers.

Overgrowth of Scotch Broom can be a fire hazard and an irritant to those with respiratory or seasonal allergies. Scotch broom is classified as a "B-rated noxious weed" by the Oregon Department of Agriculture. This means that the weed

has an undesirable impact on the state. Florence City Code prohibits people from allowing any

*See Scotch Broom Page 5*

# Employee Spotlight

## Senior Court Clerk Kim Tidball

For 21 1/2 years, Senior Court Clerk Kim Tidball has been the face of the Florence Municipal Court. Kim has been married for 30 years to her best friend and husband, Chuck and is extremely proud of her sons Andy and David and her step son Joe. When not busy with her court duties, Kim enjoys reading, scrapbooking and spending time doing “girlie” things with her best little-friend, seven-year-old Michaela.



Senior Court Clerk Kim Tidball has worked for the City of Florence for more than two decades.

### What do you like most about being a Court Clerk?

*“The diversity and challenges of the ever changing laws, court procedures and technologies. Helping the citizens that require the services of the court which include a vast range of personalities and needs. Most importantly my co-workers and of course my supervisors!”*

### Proudest moment at the City?

*“My proudest moment was last year when I completed a 5 year Michigan State University Judicial Administration Program degree with Oregon Association for Court Administration. In order to complete the program I had to use the 10 key components learned to recognize a need in the court, make a proposal and if approved, develop and implement a program under the direction of the Judge. The program I implemented is called the “Driving Under the Influence of Intoxicants Accountability and Responsibility Project.” The program’s most recent statistics show a 55% increase in successful completion of DUII probation and diversion cases.”*

### Most rewarding moment at the City?

*“My most rewarding moment involved a young man with learning and mental health disabilities and drug and alcohol dependency. He had been cited for driving without a license and owed the court money. He told me one day that his dream was to get a driver’s license so he could legally drive the Harley Davidson motorcycle he had built. So for the next several months we met regularly and he got busy paying off*

*his fine and having me or someone else help him study the Oregon Drivers Manual and attend regular AA meetings. The day came the court was able to notify DMV that he could reinstate his rights for a license and take his driver’s test. He found himself too afraid to go take the test because of his reading disabilities so I called DMV and asked them what his options were.*

*We found he could go take an oral test, which he passed. A few days later he rode to the office on his Harley Davidson motorcycle with his first ever, shiny new driver’s license. He also had written me a letter as best he could thanking me for my help and encouragement. Enclosed was also his 30 day sobriety coin from AA and he explained he wanted me to have it because he “couldn’t have done it without your help and advice.”*

### Strangest request you’ve had as a Court Clerk?

*“Shortly after juror questionnaires were sent out, a man came to the counter with an envelope in one hand and a small black box in the other. He appeared angry as he tossed the envelope on the counter saying something like “I have told you people to stop sending jury notices to my wife, she’s dead”. Then he said “so since you seem to want her so bad you can have her.” He then pushed the black box across the counter at me. The realization suddenly hit me that his wife’s cremated remains were in the black box! I can honestly tell you that is the only time in the years I have worked here that I was speechless. Shortly after, I got my wits back and asked him to take his wife home and I then explained how to get her name off the voter registry or property tax rolls so she would not be summoned again.”*

**BUDGET from Page 1**

the four City Councilors) and five citizens of the community. Public meetings start in April and end in June each year.

The City of Florence relies 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. It is important for us to continuously remind our citizens that our revenue sources are tied to specific expenditures and can only be used for their prescribed purposes. Improving transparency in our budget document is a priority.

A common question asked by citizens is: "Why can't the city move money around to make ends meet?" The answer has to do with the two money pools the City deals with: Restricted and Unrestricted Revenues. When thinking about city finances it is important to keep in mind the idea of restricted revenue. Cities budget and keep track of money by using "funds." Each fund is a separate fiscal and accounting entity, and cities must balance revenues and expenditures within the fund. Essentially, a city budget is made up of many little budgets, each with their own distinct purpose. Accounting in this manner allows for accountability and transparency. There are a variety of different funds, but most cities have a potpourri of the following:

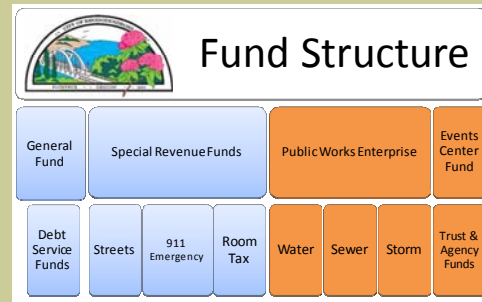
- Governmental funds: General municipal operations (City of Florence examples include police, parks, municipal court, planning/building, and airport).
- Business-type funds or enterprise funds: City activities that mirror the commercial sector (Florence examples include water, sewer, stormwater).
- Special revenue funds: Used to track resources that are legally or administratively designated for a specific purpose and the funding comes from the state and county. They are "restricted" and cannot be used for other activities (such as the City room tax fund, 9-1-1 fund and street fund.)

Each fund is based on a specific activity and the money in these accounts can only be spent on specific programs. Business-type and special revenue funds cannot be spent for general fund purpose items, so cities cannot "borrow" from these funds to cover a shortage in general fund activities (like parks). In the City of Florence's 2012-13 budget, for every dollar spent, 84% is Restricted and 16% is Unrestricted.

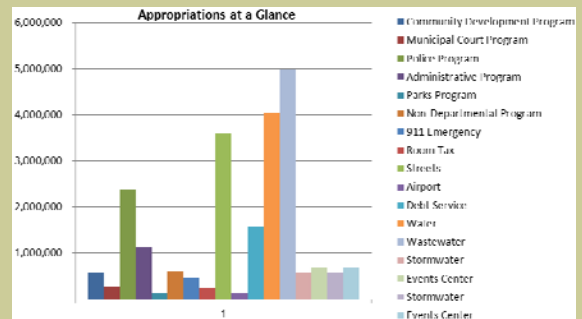
The fiscal policies that have been adopted up to this point in time have allowed the City to weather the current economic downturn better than most local governments in Oregon. The recommended budget represents an effective use of the City's resources, maintains financial stability and provides for a foundation to build a bright future for the City of Florence. As the City moves forward with their budget process I encourage you to attend meetings and ask questions. Please visit our website at [www.ci.florence.or.us](http://www.ci.florence.or.us)

**City of Florence Budget at a Glance**

The Budget is the City's legal authority to spend, it must be balanced and we must operate without a deficit. The City of Florence legally appropriates (spending authority) by fund. We use fund accounting (see following chart) to manage our finances as legally required by State law. Governmental Funds are in blue and business-type funds are in orange.



During April we have held two Budget Committee meetings where the proposed budget document was presented and discussed. The last Budget Committee meeting will be held on May 14. At this meeting we will hold a public hearing on State Revenue Sharing, have final discussions, and approve the 2012-13 Fiscal Year Budget. Following is the proposed appropriations budget of \$22,025,159 at a glance.



Governmental funds provide City services such as Police, Streets, Parks, Governance and Planning. Budget challenges that were addressed in the preparation of the 2012-13 budget were as follows: the structural problem of funding operations with a property tax rate of only \$2.47 per \$1,000 of assessed value; expected flat revenue streams; maintaining adequate General Fund reserves and additional water and sewer rate increases to fund infrastructure improvements. In order to address these concerns we continue to actively work towards minimizing personnel costs (high-deductible health plan & employees pay their 6% mandatory PERS contributions), invest in technology to improve efficiencies, focus on basic services and continue to strive to reduce all expenditures even though we realize expenditure reductions will not solve our revenue structural problems.



**Bike to Work Month is May.  
Bike to Work Week is May 14 – 18. ~ Bike to Work Day is May 18.**

This year the entire Florence community including schools, businesses and individuals are challenged to commute using alternative forms of transportation. The emphasis is on biking, but walking, carpooling or any other form of alternative transportation is encouraged. The total mileage commuted is "pledged" on the site and each individual is responsible for entering his or her mileage. It is possible for any team to challenge any other team for some healthy competition. Businesses and individuals can sign up at: [www.bikecommutechallenge.com](http://www.bikecommutechallenge.com)

Bike month is for everyone, and everyone is a winner, because it is aimed at improving health and helping the environment. Besides being fun, there are many benefits to commuting by bike:

**Biking improves your health:** national health statistics show that when you're more active, you decrease your risk for cancer, heart disease, obesity and diabetes.

**Bike commuting improves your mood:** most bike commuters report that a little exercise and fresh air at the beginning and end of their work day improves their mood at work and at home.

**Bike commuting saves you money:** with gas costing around \$4 a gallon and overall annual car ownership costs averaging \$8000, getting around by bike can free up money in your budget for other things.

**Bike commuting keeps CO2 out of the atmosphere:** about 37% of Oregon's carbon emissions come from transportation; cutting down on your motorized trips can help you reduce your carbon emissions and move us one little step closer to slowing down climate change.

**Benefits for companies:** Bicycling is good for individual employees, but it can be good for a company, too - from creating happier, healthier employees to improving the bottom line:

**Bicycling reduces stress and anxiety, and makes for happier employees.**

**Absentee and turnover rates are lower among physically active employees** (National Center for Health Statistics).

**Companies spend less on health care when they invest in programs promoting physical activity:** one Blue Cross/Blue Shield study showed a savings of \$2.45 per dollar allocated to fitness and wellness programs (Management Review, Aug. 1989, p. 37).



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

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

**City E-mail Addresses**

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**SCOTCH BROOM from Page 1**

noxious vegetation to grow on their property. Scotch Broom found on your property should be:

- Dug up, including the crown.
- Cut back to the ground each spring before it sets seed.
- Keep an eye out for seedlings each spring and pull them up, roots and all, while they are small.

Any questions can be directed to Code Enforcement Officer Shari Fisher at 997-3515

# 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

# May 2012

| Sun                  | Mon  | Tue  | Wed | Thu | Fri                                   | Sat                  |
|----------------------|--|--|-----|-----|---------------------------------------|----------------------|
|                      |  | 1  | 2   | 3   | 4                                     | 5                    |
| 6                    | 7<br>City Council Meeting<br>7:00 pm                                       | 8<br>Planning Commission Meeting<br>7:00 pm  | 9   | 10  | 11                                    | 12                   |
| 13                   | 14<br>FURA Budget Committee<br>5:00 pm<br>City Budget Committee<br>6:00 pm | 15   | 16  | 17  | 18<br>Rhody Pageant<br>FEC<br>7:00 pm | 19<br>Rhody Festival |
| 20<br>Rhody Festival | 21<br>City Council Meeting<br>7:00 pm                                      | 22<br>Planning Commission Meeting<br>7:00 pm | 23  | 24  | 25                                    | 26                   |
| 27                   | 28<br>Memorial Day<br>City Hall Closed                                     | 29   | 30  | 31  |                                       |                      |