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 www.ci.florence.or.us

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 541-997-8237

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

**City Recorder**  
 541-997-3437

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

**Public Works**  
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**Police Department**  
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**Florence Events Center**  
 541-997-1994

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# Focus on Florence



May 2014

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

## 107th Rhododendron Festival

In the early days of the Rhododendron Festival many of the activities centered around the Siuslaw River as the main mode of transportation. The Rhody Parade would make its way down the river as spectators viewed the procession of ships from shore. Vessels were decorated for the occasion, as show to the left, with the flowers and foliage from native rhododendrons.



The 107th Rhododendron Festival will occur on May 16-18. With the many long standing traditions in Florence, the Rhododendron Festival draws numerous visitors from near and far to experience the weekend full of events. The Rhody Court has been one of those traditional aspects of the Festival. Pictured below is one of the early Rhody Courts featuring the Rhody Princesses being introduced at the waterfront and the crowning of the Queen Rhododendron. This year's Rhody Court features both princesses and, for the first time, princes. The crowning of Queen Rhododendron and King of the Coast will occur at the Rhody Court Showcase on May 7th at the Florence Event Center beginning at 6:30 p.m.



*Photos courtesy of the Siuslaw Pioneer Museum.*

# Employee Spotlight

## Finance Clerk Jordan Walker

Jordan Walker began working for the City in 2012 as a temporary clerk at the Municipal Court before moving to the finance department. He has lived in the Florence area his entire life with the exception of the four years he spent at Oregon State University. In his spare time, Jordan enjoys reading and working around the house.



### What are your job functions?

*"I am the part-time Finance Clerk. My primary responsibility is processing payments for accounts receivable, utility bills, the police department, and licenses. I also help residents at the counter and serve as back-up to John, the City's utility clerk."*

### What do you like most about your job?

*"What I like most about my job are my co-workers. Everybody at the City—in every department—is professional but also very personable."*

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

*"While I worked at the Municipal Court we updated and automated the jury process which reduced the time and paperwork involved in the selection and notification of jurors."*

### What is the strangest incident you've had working for the City?

*"After a while you're not surprised by very much. At the court, every day cases were heard by the judge there were usually a couple of odd occurrences. At the finance department, there have been a few instances where people have called about starting utility service thinking they were speaking with the City of Florence, South Carolina. We've also received applications for service for houses that are 20 miles out of town."*

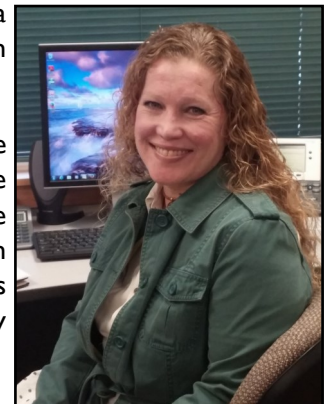
## Florence Events Center Welcomes New Employees



Marketing Specialist Karin Guy

On April 3rd Karin Guy was hired as the new part-time, temporary Marketing Specialist for the Florence Events Center (FEC). Karin relocated to Florence from the Rogue Valley area and thoroughly loves Florence. Karin has a Bachelor of Science degree in Business Administration from San Francisco State University and was a director with Asante Health System for nine years focusing on volunteer services and community outreach.

On April 21st Sandi Anderson was hired as the new full-time FEC Office Coordinator. Sandi moved to Florence from the Eugene area in 2007 and began working as the Office Coordinator for the Oregon State Parks and Recreation Department out of the Umpqua Lighthouse State Park. Sandi's responsibilities include overseeing the ticketing operations, daily bookkeeping and volunteer coordination.



Office Coordinator Sandi Anderson

The next time you are at the FEC, please welcome Karin and Sandi to their new responsibilities.

## Funding the City’s Operations: The 2014-15 Budget in Brief

The City of Florence provides over 20 different operations and programs to the citizens of Florence, supporting each with taxes, fees and charges, grants, and other miscellaneous revenues. The City’s budget is a legal document, required by Oregon State Law, that establishes the authorization for the City to receive and spend public money. It presents the anticipated revenues that will be available to pay for those expenditures. The 2014-15 proposed budget was prepared by the Finance Director under the guidance of the City Manager with the collaboration of the supervisory staff, which includes the Public Works Director, Interim Planning Director/City Recorder, the Interim Police Chief, and the Florence Events Center Manager. The balanced budget of \$25.4 million dollars was presented to the Florence Budget Committee April 28, 2014.

### OPERATIONS AND PROGRAMS

#### PUBLIC SAFETY

- Police
- Emergency Communication
- Municipal Court

#### PUBLIC WORKS

- Streets
- Water
- Wastewater
- Stormwater
- Airport
- Parks
- Public Works Administration

#### ADMINISTRATION

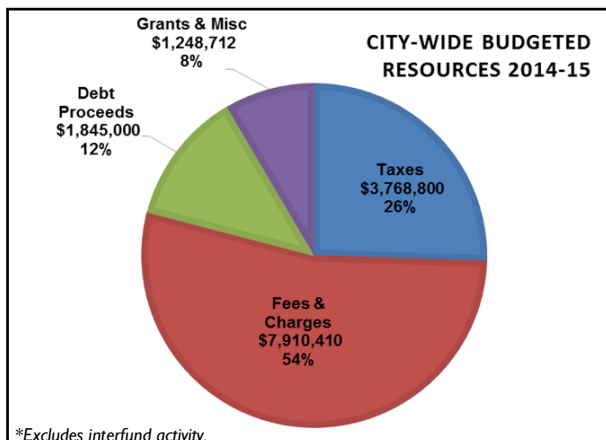
- City Council
- City Manager’s Office
- City Recorder
- Finance
- Information Technology
- Facilities Management

#### COMMUNITY & ECONOMIC DEVELOPMENT

- Building
- Planning
- Code Enforcement
- Florence Urban Renewal
- Economic Development
- Marketing & Tourism Florence Area
- Florence Events Center

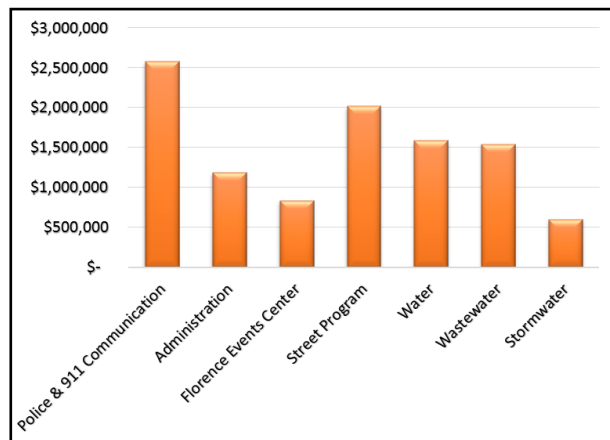
### FUNDING CITY-WIDE OPERATIONS AND PROGRAMS

A majority of the City’s revenues are restricted or designated for specific operations and programs, eg. State gas taxes are restricted by state law for street maintenance and improvements.



### 2014-15 EXPENDITURES BUDGET FOR SELECT PROGRAMS

Appropriations included in the proposed budget amount to \$20.4 million; which, if approved, is the amount the City can legally spend in the next year for each program as budgeted.



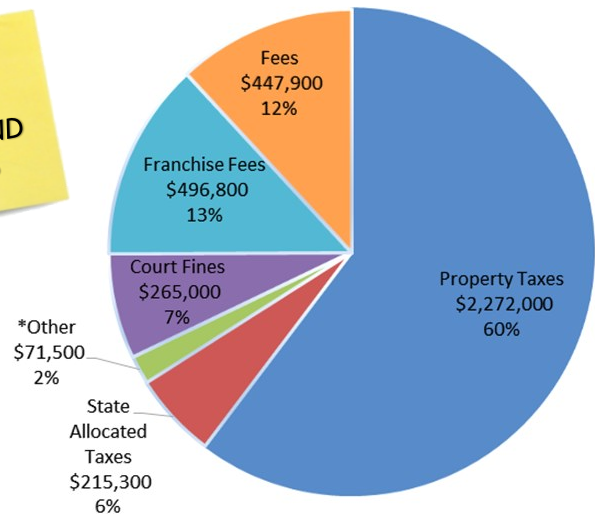
*BUDGET IN BRIEF, Page 3***THE GENERAL FUND**

The City is projecting over \$14.8 million in revenues for the 2014-15 fiscal year, but only those revenues that are not restricted or designated for specific operations and programs (totaling \$3.8 million, excluding transfers in) are collected in the City's General Fund. The remaining \$11 million in revenues that are restricted or designated for specific use are collected in other Funds and used only for specific purposes.

**The General Fund Pays For:**

- Police & 911 Emergency Communications (\$2.6 million)
- Municipal Court (\$307,000)
- Community Development (\$608,000)
- Administration (\$1.2 million)
- Parks (\$142,000)

**TOTAL \$3.8  
MILLION  
GENERAL FUND  
REVENUES**

**TO LEARN MORE ABOUT THE CITY'S BUDGET**

The Budget Committee will hold a public meeting on May 12<sup>th</sup> beginning at 5:00 p.m. for the Urban Renewal Agency and 6:00 p.m. for the City. This is an opportunity for the public to provide comments. At the completion of that meeting the Budget Committee will approve the City's budget and forward the document on for adoption by the City Council in June. For additional information regarding the City's Budget and Finances, please refer to the Finance website at <http://www.ci.florence.or.us/finance> or contact the Finance Director at 541-997-3436.



## City Selects Awardees for "A Greener Florence" Award

During the April 22nd City Council meeting, three Florence area businesses and one community organization were selected to receive "A Greener Florence" award for their efforts in reducing their impacts on the environment. The winners were chosen by members of the Environmental Management and Advisory Committee (EMAC). Nominees were Bridgewater Fish House & Zebra Bar, Real Food Co-Op, Morgan's Country Kitchen, and Siuslaw Genealogical Society. The awardees were selected for their efforts in reusing, recycling, reducing, and composting. This year Morgan's Country Kitchen received the highest honors for the business award and Siuslaw Genealogical Society received the community organization award.

Congratulations to all of this year's winners! The Council will present all the winners with "A Greener Florence" award and/or certificates at the May 5th City Council meeting. Visit the City of Florence online at [www.ci.florence.or.us](http://www.ci.florence.or.us) to see more information on what this year's winners have done to help make our community "A Greener Florence."

## Spring Fashion Show



Just in time for Mother's Day, the Florence Senior Center will be hosting the annual Spring Fashion Show Luncheon Fundraiser on May 31st at 11:00 a.m. The event will feature fashions courtesy of Silver Lining, On Your Feet with a Splash!, and Fred Meyer. All ages are welcome to attend this fundraising event and all proceeds will go towards supporting the Florence Senior Center.

Tickets to attend the event are \$20 and there will only be 110 tickets sold. Door prizes and a \$100 raffle drawing will be held during the event so get your tickets soon!

For more information or to purchase tickets for this event, please contact the Florence Senior Center at 541-997-8844.

## Scotch Broom Blooms Again

Stuffy nose, itchy eyes, sneezing, hayfever? You might just be suffering from the effects of a Scotch Broom allergy. People tend to rush to the medicine cabinet to combat the uncomfortable allergy symptoms with the spring arrival of Scotch broom's yellow blooms.

More than an allergic irritant, Scotch Broom is a highly competitive shrub that has year-round growth enabling it to form impenetrable thickets, invade rangelands, and replace more desirable plants. As an invasive plant, Scotch Broom grows rapidly and spreads quickly, and according to the International Union for Conservation of Nature (IUCN) it is the second greatest threat to biodiversity after habitat loss.

As one of the plants originally used to prevent erosion along highways, Scotch Broom is still rapidly invading Oregon after more than 150 years since it was first introduced. Scotch Broom was sold as an ornamental plant in California during the 1860s and by 1900 it became invasive throughout the area. It was also used in fresh cut bundles to package cases of imported whiskey for gold camps across California and northward to Canada. The packaging was readily discarded, scattering hardy seedpods and creating new infestations.

Scotch Broom is identifiable by bright yellow, pea-like flowers and woody stems. Shrubs grow 3-16 feet in height and have a lifespan of 15-20 years. Mature plants can produce up to 3,500 pods, each containing 5-12 seeds. As seedpods dry they split and spiral, expelling the contained seeds near the parent plant. Seedpods are hardy, remaining viable in water, soil, and gravel for more than 50 years!

For all these reasons, Florence City Code prohibits people from allowing any noxious vegetation to grow on their property. Help Florence protect local resources by hand-pulling, cutting or mowing any Scotch Broom infestations. These actions are effective against Scotch Broom with prompt re-vegetation of competitive native shrubbery.



## Water Quality Report Awarded Excellence in Communications



The Pacific Northwest Section of the American Water Works Association (PNWS-AWWA) has announced it will present the City of Florence with the Excellence in Communications Award for its 2012 Water Quality Report during the Section's annual conference May 7th in Eugene.

"The City of Florence works hard to ensure that our water not only complies, but exceeds state and federal drinking water standards," said Public Works Director Mike Miller. "To be selected from other utilities in Idaho, Oregon, and Washington as having excellence in communications is a bonus."

As a water supplier, the City is required by the Environmental Protection Agency to provide an annual Consumer Confidence Report; commonly known as a Water Quality Report. The Report provides water quality data from January 1st to December 31st. The report also informs customers of the location of the City's water sources, the City's source water protection programs, if there are any contaminants in the drinking water, as well as the water analyses undertaken to ensure that the water delivered is safe and of the highest quality.

In previous years, regulations required that the City mail copies of the Water Quality Report to all of its customers. Changes in the rules went into effect in 2013 and now allow water suppliers to post the report online or send it electronically.

"The changes in the law allowed us to be able to expand the information in the 2012 report," said Miller. "In addition to the legally required language, we added a graphic on our dunal aquifer system showing how the water travels from the aquifer to the home, information regarding the City's efforts to protect the aquifer, as well as water conservation tips."

## Business Park Lots Selected as Future Public Works Location

One of the City Council Goals for 2014 is to secure a location and financing for a new Public Works (PW) Operations facility. Since 1995, Public Works has been headquartered at the old police station on Spruce Street, next to Gallagher's Park. Originally built in the 1950's, the years have taken a toll on the building. Now, 20 years after the Police Department found the building insufficient for its needs, Public Works finds itself in the same situation.

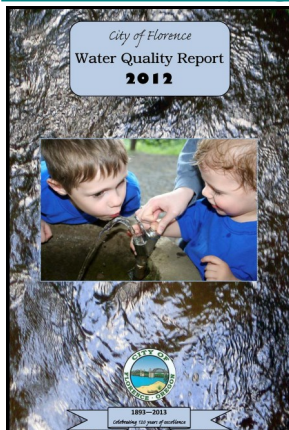
During 2013, PW staff researched numerous sites as a possible location for a new PW Operations facility. After completing an analysis of PW's needs and requirements, airport lease only properties along Kingwood Street adjacent to the airport within the Pacific View Business Park proved to be the most logical option. Lots 12, 13, and 14, located at the corner of 27th and Kingwood Streets, provide an area of 2.76 acres when combined; it was determined that these lots provide the best opportunity for siting a new PW Operations facility.

In February, the City retained the services of HSR and Waterleaf Architecture to complete a preliminary feasibility study to help determine programmatic and area needs for a new facility. In addition, the scope of work included determining if the proposed lease only properties are of sufficient size to accommodate the facility and future growth. HSR and Waterleaf Architecture programmed the essential facility requirements, gross square footages of the buildings, reviewed the zoning requirements, and provided parking and a secure perimeter. The consultants also took into account public (guest) parking requirements; landscaping requirements; stormwater requirements; staff parking; equipment and vehicle covered storage; shop areas; main office building with necessary break/lunch area, locker room area, restrooms and shower facilities; outdoor bulk storage (rock, sand, bark dust, etc.); and loading and unloading areas. They have also programmed what the facility needs are now and at the 10 and 20 year marks. With all of this taken into consideration, it was determined the combination of Lots 12, 13, and 14 provides enough area to accommodate the necessary equipment, material, and operational needs of public works now and into the future.

On April 7, 2014, Florence City Council authorized City Manager Jacque Betz and Public Works Director Mike Miller to negotiate terms and conditions for the lease of these properties. Since they are airport lease only properties, the lease payments would become income to the airport, helping stabilize the airport fund as well as providing much needed additional revenue for routine and preventative maintenance at the airport. The Council also authorized staff to research funding options for the new facility and to begin the process of developing an Request for Qualifications (RFQ) for architectural and engineering design assistance for new PW Operations facility. The goal is to have a recommendation of a firm, or team of firms, for Council's consideration in July 2014.



### WATER AWARD, Page 5



The PNWS-AWWA was founded in 1927 and provides leadership to drinking water professionals in Idaho, Oregon, and Washington in the areas of water quality and distribution, water resource policy, conservation, and engineering. PNWS is governed by its 3,000 members and its programs are carried out by hundreds of member volunteers, assisted by staff located in Vancouver, Washington. Every year, the PNWS recognizes water utilities who go above and beyond in communicating their water's quality to consumers.

The 2012 City of Florence Water Quality Report is available as a downloadable PDF on the City's website at <http://www.ci.florence.or.us/publicworks/>. Paper copies can also be mailed by request or a copy can be picked up at the Public Works building at 989 Spruce Street or City Hall at 250 Highway 101. To request a paper or electronic copy of the 2012 Water Quality Report, please contact Public Works at 541-997-4106 or e-mail [shawn.penrod@ci.florence.or.us](mailto:shawn.penrod@ci.florence.or.us).



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](http://www.ci.florence.or.us)

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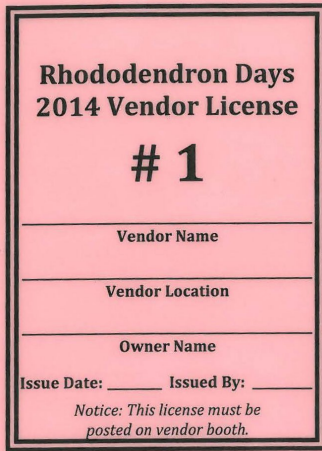
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# Rhody Festival Brings Special Events & Vendors



The Rhododendron festival dates back to 1907 and is firmly rooted in Florence's heritage as the City of Rhododendrons. Festivities contain fun throughout the weekend including parades, 5K run, carnival and much more. Each year upwards of 60 street vendors set up in the Old Town and Hwy 101 areas to help create the celebration atmosphere we know and love. These vendors must apply to the City of Florence to operate in the City, show proof of permission from the property owner, and submit to an Oregon Criminal History Check. The fee for Rhododendron Days applications is \$20, and applicants will receive a Rhododendron Days Vendor Permit to post on their tent/trailer. This permit (pictured to the left) is an indication that the vendor is in good standing and has gone through the proper approvals to receive their license.

If you are interested in applying for a Rhody Days Vendor license, please see the City of Florence website at <http://www.ci.florence.or.us/citymanager/rhododendron-days-vendor-licenses> to obtain the application. For more information about Special Event and Vendor Licenses, please contact the City Recorder's Office at 541-997-3437, or via email at [kelli.weese@ci.florence.or.us](mailto: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.

### May 2014

| Sun  | Mon   | Tue                                      | Wed                                   | Thu | Fri                               | Sat  |
|--|---|--|---------------------------------------|-----|-----------------------------------|--|
|  |   |  |                                       | 1   | 2                                 | 3  |
| 4<br>Community Chorus "Broadway" FEC 2:00 pm                   | 5<br>City Council Meeting 7 pm  | 6  | 7<br>Rhody Court Showcase FEC 6:30 pm | 8   | 9                                 | 10<br>Yard Debris Disposal Day 27th St. 9am-2pm<br>Emerald City Jazz FEC 1:30 pm |
| 11<br>Pacific Coast Wind Ensemble FEC 2:30 pm                  | 12<br>Budget Committee City Hall FURA-5 pm City-6 pm                                | 13<br>Planning Commission City Hall 7 pm | 14                                    | 15  | 16<br>Ballet Fantastique FEC 7 pm | 17<br>Art Fest FEC 11am-5pm<br>Rhody Flower Show FEC 1 pm-5pm                    |
| 18<br>Art Fest FEC 10am-4pm<br>Rhody Flower Show FEC 10 am-5pm | 19  | 20                                       | 21                                    | 22  | 23                                | 24<br>Read for the Need Book Sale @ FEC 10 am-4 pm                               |
| 25<br>Read for the Need Book Sale @ FEC 12 pm-5 pm             | 26<br>Read for the Need Book Sale @ FEC 10 am-4 pm<br>Memorial Day City Hall Closed | 27<br>Planning Commission City Hall 7 pm | 28                                    | 29  | 30                                | 31   |