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 541-997-8237

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 541-997-2141

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

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

# Focus on Florence

November 2013

## Time to Up the "Crap Factor"

By City Manager Jacque Betz

Each year the League of Oregon Cities has a conference that gives your elected officials and city manager an opportunity to receive training and network with other municipalities. Training is important from a liability standpoint, but it also provides tools that we can apply towards enhancing our community. All cities have common issues. The magnitude of those issues, however, depends on geographic location, population, and the attitude/involvement of the citizenry.



A common issue currently on everyone's horizon is economic development. At this year's conference we heard from a futurist with positive predictions named Dr. Lowell Catlett; who has been looking into the crystal ball for nearly 30 years. He is renowned for his presentation on the "crap factor", which is really about disposable income. He believes that the quality of our life has gone up dramatically and the price to have the necessities relative to our income has gone down, which allows people to buy extras (crap). The "crap factor" is growing rapidly around the world, from cars in China to air conditioning in India, which is good for the expanding global middle class for equity investments but we need to be thinking about what we can be doing locally to up our "crap factor".

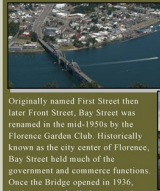
*See Economic Development, Page 3*

## Siuslaw River Bridge Interpretive Signs


If you have taken a stroll through the newly completed Siuslaw River Bridge Interpretive Center, you may have noticed the missing signs. Since the opening of the Interpretive Center, City staff members have been gathering information, creating sample sign designs, and developing concepts for the eight signs.

The signage will focus on Florence area history, the Siuslaw River Bridge, and the rain garden features that were incorporated into the Interpretive Center. To gather the background information for these signs, staff has consulted

**WELCOME TO HISTORIC OLD TOWN**



Originally named First Street then later Front Street, Bay Street was renamed in the mid-1950s by the Florence Garden Club. Historically known as the city center of Florence, Bay Street held much of the government and commerce functions. Once the Bridge opened in 1936, businesses gradually began moving uptown to the Highway 101 corridor and vacating the bay front. When the post office moved from Bay Street in 1970, downtown Florence became primarily the destination for fishermen and crabbers rather than the bustling city center it once was. Bay



Street was transformed in the 1970s and 1980s from a random bay front, to what is today known as Old Town. The citizen-driven revitalization of the area has turned Old Town Florence into a tourism destination and breathed new life into downtown.

**SIOUSLAW RIVER BRIDGE INTERPRETIVE CENTER**  
 A COLLABORATIVE EFFORT  
 The Siuslaw River Bridge Interpretive Center preserves one of the last open spaces left in Old Town Florence with an unobstructed view of the historic Siuslaw River Bridge. More than a decade in the making, the Center opened June 28<sup>th</sup>, 2013. Located on what was previously known as the Harner property, the construction of the center was a collaborative effort. Funding was provided by a combination of federal, state and local funds with contribution from the federal scenic byways program, state gasoline tax, the Florence Urban Renewal Agency and the City of Florence.

*Draft Old Town History Sign*

*See Interpretive Signs, Page 3*

# Employee Spotlight

## Court Clerk Sarah Huff

Sarah Huff has been the Court Clerk at the Florence Municipal Court since January 2013. Sarah began working for the City in April of 2005 when she was hired as the Planning Secretary in the Community Development Department. In 2006, Sarah moved to the Police Department as the Administrative Assistant.



**Sarah Huff has been working with the City since 2005.**

Sarah has lived in Florence since 1985. She has been married to her husband for 16 years and together they have a 13 year old son and an 11 year old daughter. In her free time, Sarah enjoys spending time outdoors with her family.

### What does your position as the Court Clerk entail?

*“My duties include interacting with the public, setting up case files, working with the judge on court days, and doing referrals and follow up on the different files.”*

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

*“I enjoy the variety & complexity. There is something different to do each day.”*

### What has been your most rewarding aspect with the City?

*“Working in the different departments has given me the opportunity to work with many different individuals that I normally wouldn’t have met. I feel fortunate to still have these friendships as I have moved throughout the City.”*

### What is the strangest request or incident you’ve had working for the City?

*“On my first day in court, the last defendant walked out of the court room yelling ‘I am a peacock... caw caw!’”*

### Do you have anything else to add?

*“I feel lucky to be able to work and raise my family in the same community that my husband and I grew up in.”*

## City Manager Presents “Amazing” Employee Certificates

For the City Manager to give an “amazing” employee award, the employee must do something astonishing that leaves an impression. The City does not expect or set out to win awards, but when an employee exceeds what is expected of them they became “amazing”. Three employees received a certificate of “Amazing” Employee Recognition at the City Council meeting on October 7th. In continuing our support of local businesses, each also received a gift card redeemable in Florence.

Public Works Director Mike Miller was recognized for his management of the Class A Biosolids Program, which was recognized by the Oregon Association of Clean Water Agencies in 2013 with its Outstanding Member Agency Award. Finance Director Erin Reynolds and Executive Assistant Megan Messmer were recognized for their approach to improving citizen awareness and involvement through the creation of the annual Budget Report to Citizens, which provides citizens with an easy-to-understand guide on city finances and was recognized by the League of Oregon Cities with the 2013 Helen and Alan Berg Good Governance Award.



*Finance Director Erin Reynolds, Public Works Director Mike Miller, & Executive Assistant Megan Messmer*

***ECONOMIC DEVELOPMENT, Page 1***

People hold on to money during a recession but realistically if they would spend it then it would inject a boost into the economy and help get us out of the recession. Money spent locally increases the demand and contributes towards the prosperity of primary and secondary industries. At the most basic level humans seek sustainable food sources and comfortable shelter, which takes up 31% of their income. The other 69% is disposable (education, retirement, travel, fun, etc.). Did you know that the average woman owns 17 pairs of shoes? (I am way below average.) Or that now is the most affordable time ever to own a modest home (2,400 sq. ft., three bedrooms, 2.5 baths) as mortgage money is amazingly cheap. A Kiplinger's personal finance expert says that people are living like it is 2008 – we are driving in the right hand lane with our hands positioned at 10 and 2 on the steering wheel. It's time to move over to the middle lane and loosen up the grip.

Good experiences are what people value and indefatigable customer service is fundamental in enticing people to spend more money. I assure you that we are working very hard at the City to improve our customer relations, whether it is the police officer making an arrest or the public works utility worker giving you notice of a delinquent water/sewer service; we want to provide the best service we can given the circumstances. When dealing with an upset customer generally we find that all people really want is to be heard. They may not always like what we have to say, but it is *how* we say it that we are improving; smile, listen, and just a simple thank you goes a long way in improving the trust between your local government and the community.

For more information on the importance of increasing the “crap factor” with the primary and secondary job sectors in communities, please visit <http://www.youtube.com/watch?v=MsbgbCjyZYY&feature=youtu.be>

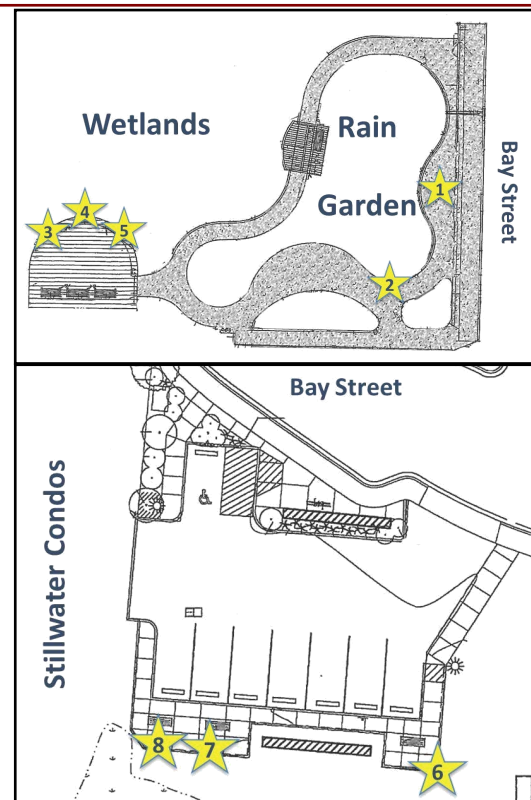
***INTERPRETIVE SIGNS, Page 1***

with long time Old Town resident and property owner Ron Hogeland on Bay Street and Old Town history; former Oregon Coast Magazine editor and author of 'Crossings,' a book about Oregon's coastal bridges Judy Fleagle for ferry and bridge history; Confederated Tribes of the Coos, Lower Umpqua & Siuslaw Indians Cultural Director Jesse Beers; and Public Works Director Mike Miller regarding the rain garden and wetlands.

The Florence Urban Renewal Agency (FURA) and the City Council have reviewed the proposed concepts for the eight signs (sign locations show on maps) and approved the following topics for each:

- |                                       |   |
|---------------------------------------|---|
| 1. Bay Street & Old Town Info/History | 5. Indigenous Plants, Animals & Uses      |
| 2. Stormwater & Rain Garden           | 6. Early Navigation & Ferry History       |
| 3. Tribal Village History             | 7. Siuslaw River Bridge Construction      |
| 4. Siuslaw River Bridge Facts/History | 8. Industry – Fishing, Logging, Canneries |

Through the review process, FURA Directors and City Councilors had the opportunity to review design themes for the interpretive signs. A modern concept design was approved with emphasis on earth tones, visuals, and easy to read (larger) text. With this direction, staff will prepare the eight signs based on the information collected and will present the final designs to the FURA Directors in early 2014.

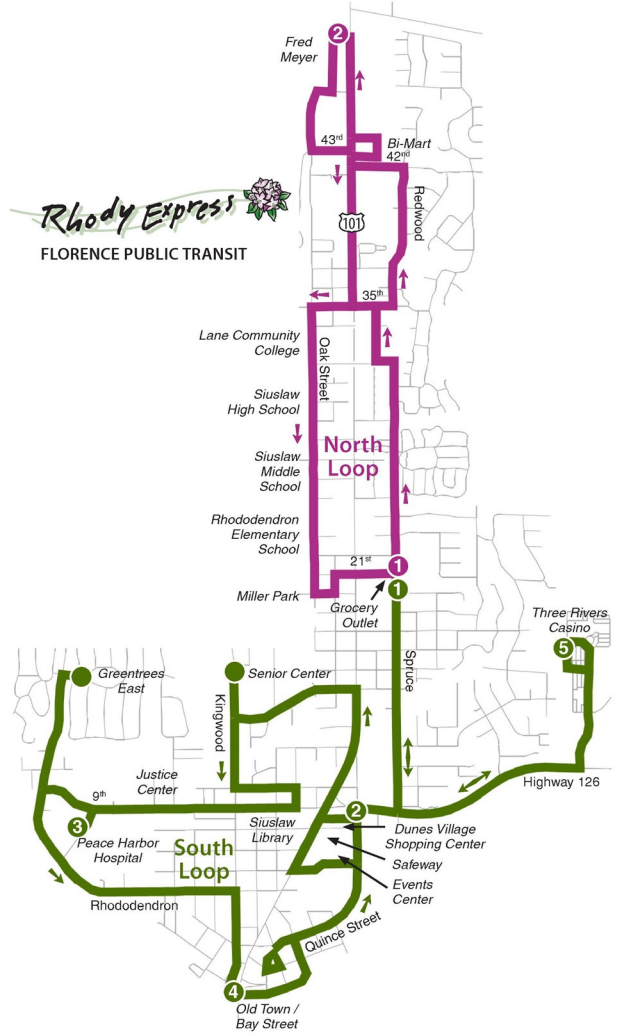


Top: Siuslaw River Bridge Interpretive Center  
Bottom: Parking area under the Siuslaw River Bridge

## New Rhody Express Route to begin November 1st

Starting November 1st the Rhody Express, your Florence public transportation provider, will start a new bus route on a one year trial basis. The pilot program adds Three Rivers Casino to its current bus route. This 70 minute route is divided into two loops and includes stops at Grocery Outlet, Fred Meyers, Safeway, the hospital, the senior center, the library, and Greentrees Village. After the September 16, 2013, public hearing the Florence City Council decided to keep the route as it presently is and simply add the Three Rivers Casino stop. The new route's ridership levels will be reviewed for one year; after which, changes will be considered to keep the route efficient and serve Florence residents' needs.

The Rhody Express has bike racks and is accessible to people who use mobility devices with the driver able to assist with lift boarding and securing. If you live within a ¾ mile boundary of the bus route and cannot access the bus due to a disabling condition, the Rhody Express offers a curb to curb ADA service. Call RideSource at 1-877-800-9899 for more information. Rhody Express tickets are \$1 per one-way trip or \$2 for all day riding. Call 541-902-2067 with your questions or concerns.



### What's happening at the FEC?

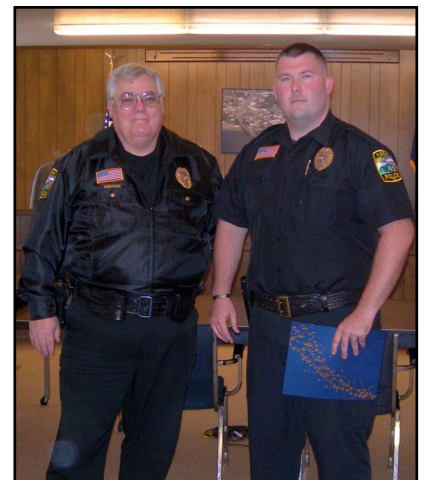


541.997.1994 | 888.968.4086  
715 QUINCE STREET | FLORENCE, OR 97439 | WWW.EVENTCENTER.ORG

Did you know that tickets for upcoming shows can be purchased online at any time? Visit the FEC website for more information and to reserve your seat today! [www.eventcenter.org](http://www.eventcenter.org)

### Florence Welcomes New Police Officer—Kyle Elliot

On October 1, 2013, Kyle Elliot was sworn in as the newest police officer for the City of Florence. Officer Elliot served in the U.S. Army for seven years and worked as a reserve officer for the Benton County Sheriff's Department prior to joining the Florence Police Department. Officer Elliot is currently pursuing a degree in criminal justice at Oregon State University.

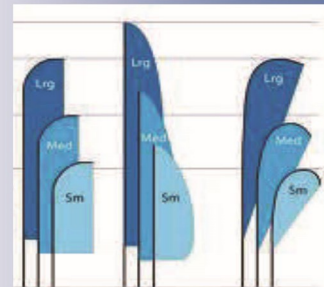


Chief Gutierrez with Officer Elliot at his October 1st swearing in ceremony.

# CITY REGULATIONS FOR TEMPORARY SIGNS



## BANNERS



BANNERS are long rectangles with one side being more than 3 times as long as any other side. The City allows one Banner per lot, which can be displayed for 30 continuous days and not more than 60 days in a calendar year. Banners are limited to a maximum of 32 square feet and must be registered at City Hall. Registering is free, so please contact Eric Rines, at the Building Department, or call (541) 997-2141, to register your Banner today.



## SANDWICH BOARDS & COMMERCIAL SMALL SIGNS



SIGNS MUST BE ON PRIVATE PROPERTY

SANDWICH BOARDS & SMALL SIGNS, are Free Standing Signs, Six (6) square feet or under in size and Three (3) feet max in height. The City allows ONE small Sign per site, as long as the Sign is only displayed during Business Hours. Types of Signs typically used are: Sandwich Boards, Yard Signs or Metal Framed Signs.



SIGNS CANNOT BLOCK SIDEWALKS



# CITY REGULATIONS FOR TEMPORARY SIGNS

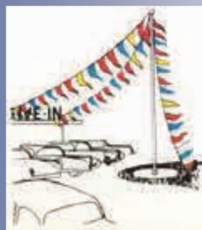


## FLAGS

FLAGS, are rectangular in nature with the intent to be the same ratio as a "American" type Flag. This means that if any dimension is more than three (3) times as long as any other dimension, it is classified as a Banner. The City allows up to three (3) Flags per site, with a combined total of all three (3) Flags to be not more than Forty (40) square feet in area.



BILLBOARDS



PENNANTS



VIDEO IMAGING SIGNS

## PROHIBITED SIGNS

There are some signs that are prohibited entirely within the City Limits. These include, but are not limited to, Wind Aided signs, signs that are Moving, Blinking or have animated parts. Some examples of these types of signs are: PENNANTS or GARLAND, DANCING FIGURES, BALLOONS and BLIMPS, VIDEO SIGNS and BILLBOARDS. The intent of these regulations are to help ensure safety by disallowing any ATTENTION GETTING TYPE DEVICES.

THE SIGN CODE CAN BE FOUND IN: TITLE 4 CHAPTER 7

For more Information please contact the Florence Building Department, or call (541) 997-2141

BALLOONS AND BLIMPS



WIND AIDED SIGN

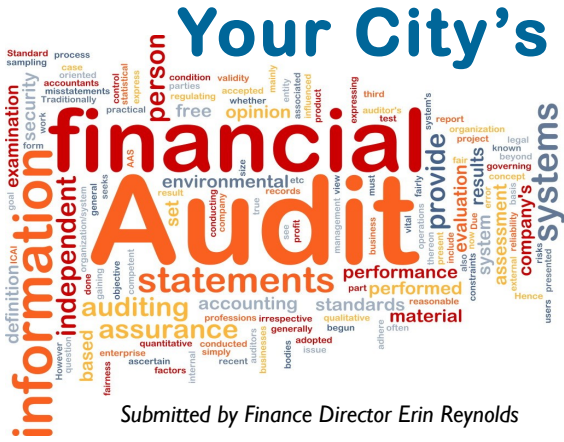
DANCING MAN



SIGNS ATTACHED TO STREET SIGNS OR POLES



## Your City's



Submitted by Finance Director Erin Reynolds

The City of Florence, like most municipalities, is required by Oregon State law to have a financial audit performed annually. The auditor must be authorized by the Oregon Board of Accountancy to perform Municipal Audits and be independent of the City. The auditors are required by State law to inquire into and review:

- The principles of accounting and the recording, summarizing, and financial transactions reporting methods followed by the City;
- The accuracy and legality of the transactions, accounts, and financials reports of the City as they relate to its fiscal affairs; and
- Compliance with various requirements and regulations.

The purpose of the audit is to determine if the accounts and records of the City are maintained in a manner that will permit the preparation of financial statements in accordance with generally accepted accounting principles (GAAP), which will then fairly present the financial position of the City. In addition, the auditor is required to review the City's fiscal affairs to determine if the financial operations have been carried out in accordance with legal provisions. Items reviewed by the auditor and contained in the audit report include, but are not necessarily limited to:

- For each fund, a financial schedule of revenues, expenditures, and changes in fund balances, budget to actual;
- A schedule of property tax transactions, capital assets, and a schedule of long-term debt transactions and future requirements for the retirement of debt;
- Compliance with cash deposits and investment of public funds;
- Comments on whether the City complied with laws pertaining to programs funded by other governmental agencies, legal requirements pertaining to the usage of motor vehicle fuel taxes, and compliance with Oregon Public Contracting Code, and;
- Comments regarding the City's compliance with the preparation, adoption, and execution of the annual budget.

Although the audit is performed once a year, it is City Management's responsibility to establish and follow acceptable financial policies and procedures throughout the year, maintain an effective and adequate system for safeguarding of assets, and devise a system of internal control that will, among other things, help assure the production of proper financial statements. The City's Finance Department demonstrates this responsibility by producing timely and reliable monthly and annual financial reporting and by following best practices and procedures used in daily operations that support responsible stewardship of public funds.

Your City's Elected Officials and Management take their fiduciary duty to the public very seriously. It is our belief that the annual audit process is just one of many ways that your City Officials fulfill their role in ensuring that the City of Florence's resources are properly managed and accounted for. For a copy of the most recently issued Audit Report visit the City's website at [www.ci.florence.or.us/finance/audited-annual-financial-statements](http://www.ci.florence.or.us/finance/audited-annual-financial-statements).

**Due to a major software conversion, the Utility Department will be closing at noon on Monday, Nov 18th and will reopen after lunch on Tuesday, Nov 19.**

The Utility Department will be open the remainder of the week, but you may experience delays in service during this time.

We apologize in advance for the inconvenience and thank you for your patience!



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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## Flushable Wipes Among Items Clogging Sewer Pipes

Public Works crews have had to deal with a number of items clogging sewer pipes and pump stations throughout the years. Grease, cornstarch, packing peanuts, feminine hygiene products, diapers, cleaners, and even blue jeans have been found blocking lines and clogging pumps. Over the past few years a new enemy has joined the list: flushable wipes.



Tissues and wipes of all types get balled up with hair and grease in the City's pipes, creating clogs that can be a potential nightmare for homeowners and Public Works crews alike. The problem has gotten worse in recent years with the introduction of wipes and brushes designed to disappear down toilets, said City of Florence Public Works Director Mike Miller.



Products such as Charmin Fresh Mates and Cottonelle Fresh Flushable Moist Wipes promise consumers a "shower-fresh" feeling with the convenience of flushability. Miller said, however, these wipes don't break down the way toilet paper does in the City's pipes.

"Just because a product says you can flush it, doesn't mean you should," said Miller. "Wastewater collection systems are at risk of overflows caused by these materials that don't degrade like their manufacturers claim they do."

These supposed flushable wipes have become so popular, sewer systems across the country have been experiencing problems with clogged pipes. In response, wastewater agencies have been working to get the word out about the damage caused by these products.

## 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.

## November 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3 Boys & Girls Club Bunko FEC 2 pm	4	5	6	7	8 Sound of Music FEC 7 pm	9 Sound of Music FEC 7 pm
10 Sound of Music FEC 2 pm	11 Veterans Day City Hall & FEC Closed	12	13	14	15 Sound of Music FEC 7 pm	16 Sound of Music FEC 7 pm
17 Sound of Music FEC 2 pm	18 Utility Dept. Closed 12pm-5pm City Council Meeting 7 pm	19 Utility Dept. Closed 8am-1pm	20 TAC Meeting 1:30 pm	21 EMAC Meeting 2 pm	22	23 California & Montreal Guitar Trios FEC 7 pm
24	25	26 Planning Commission Meeting 7 pm	27	28 City Hall & FEC Closed Thanks Giving	29 Pacific Shores Craft Show FEC 10am - 7pm	30 Pacific Shores Craft Show FEC 10am - 7pm