



*City of Florence*  
**A City in Motion**

**Florence City Hall**  
**250 Highway 101**  
**Florence, OR 97439**

[www.ci.florence.or.us](http://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**

**Senior Center**  
**541-997-8844**

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

# Focus on Florence

November 2016

## In 2016, we went Dancing with Sea Lions!



During 2016, the Florence Events Center (FEC) celebrated its 20th year of providing Florence and the surround area a venue for artistic performances, meetings, events, and gatherings. The Dancing with Sea Lions celebration was a wild success.

The year of events ended with the Dancing with Sea Lions Auction on October 8th, where the remaining sea lions were auctioned off as a fundraiser for the Friends of the Florence Events Center. Several of the sea lions had been sold prior through sponsorship levels or early sales. With the final numbers still coming in – the Friends of the Florence Events Center can easily report the campaign raised over \$50,000. Profits from the project will fund sound system improvements and other facility enhancements at the FEC. The project will continue to be a public art attraction for Florence and the Oregon Coast.

The auction was well attended by potential buyers who were interested in securing a painted sea lion for their business or personal property. All of the sea lions were purchased for permanent placement. Mayor Joe Henry, former Mayor Roger McCorkle, Councilor Susy Lacer, City Manager Erin Reynolds, FEC Director Kevin Rhodes, and Marketing Specialist Jennifer Connor all took the opportunity to speak about the FEC's importance in our community over the past 20 years. Mayor Henry ended the evening by burning the mortgage to the FEC and celebrating the final debt service payment for the facility being paid!



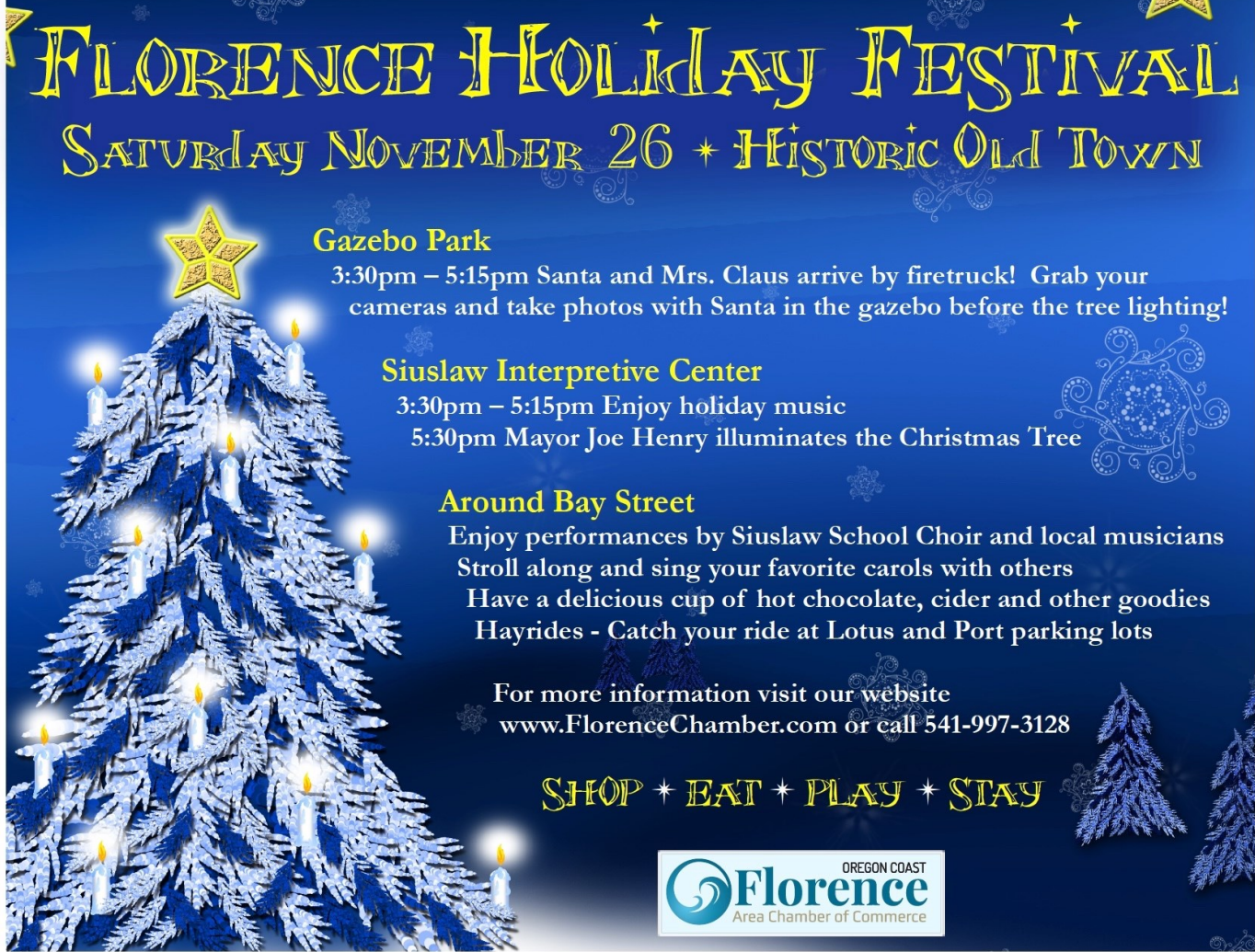
After the auction, eight of the sea lions are still at their original location, but a dozen of the 20 sea lions have migrated to new homes. Fifteen of the remaining statues are staying in the Florence area, and 5 of the sea lions will be on a path that extends from Waldport all the way to La Jolla, California. Visit the 13 sea lions on display in Florence area public locations:

- Butterflies – PeaceHealth at a date TBD
- Diver's Story – Oregon Pacific Bank
- Eco and the Ecosystems of Oregon – Siuslaw Public Library
- Feeling Fabulous – Banner Bank
- Green Eyed Sue – Maple Street Rest Area
- Heceta Takes Flight – Location TBD in Florence
- Little Rhody – Florence Events Center
- Moonburst – Sea Lion Caves
- Pinniped Parade – Three Rivers Casino
- Porter Performs – Florence Events Center
- Sunny the Sea Lion – Florence Visitor's Center
- Thalassa – Sea Lion Caves
- Umi No Nami – Siuslaw Bridge Interpretive Center

A full list of the final locations can be found at [www.dancingwithsealions.com](http://www.dancingwithsealions.com) or [www.eventcenter.org](http://www.eventcenter.org).

# COMMUNITY SPOTLIGHT

Join the Florence Area Chamber of Commerce, the City of Florence, and local Old Town merchants for the Florence Holiday Festival on Saturday, November 26th! You can visit Santa and Mrs. Claus for photos, enjoy holiday music performed by our local choirs, and help light the tree at the Siuslaw River Bridge Interpretive Center.



## FLORENCE HOLIDAY FESTIVAL

### SATURDAY NOVEMBER 26 \* HISTORIC OLD TOWN


**Gazebo Park**  
3:30pm – 5:15pm Santa and Mrs. Claus arrive by firetruck! Grab your cameras and take photos with Santa in the gazebo before the tree lighting!

**Siuslaw Interpretive Center**  
3:30pm – 5:15pm Enjoy holiday music  
5:30pm Mayor Joe Henry illuminates the Christmas Tree

**Around Bay Street**  
Enjoy performances by Siuslaw School Choir and local musicians  
Stroll along and sing your favorite carols with others  
Have a delicious cup of hot chocolate, cider and other goodies  
Hayrides - Catch your ride at Lotus and Port parking lots

For more information visit our website  
[www.FlorenceChamber.com](http://www.FlorenceChamber.com) or call 541-997-3128

**SHOP \* EAT \* PLAY \* STAY**



## The City of Florence is Online! Get the latest news, updates, and see what we are working on.

The City of Florence and the Florence Events Center are both on social media. You can find us on Facebook, Twitter, Instagram, and Vimeo. Watch for updates on meetings, events, videos, and other important information.

Like Us On  
  
[www.facebook.com/CityofFlorenceOregon](http://www.facebook.com/CityofFlorenceOregon)  
[www.facebook.com/FlorenceEventCenter](http://www.facebook.com/FlorenceEventCenter)

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 Sign up to receive the newsletter via email at  
[www.ci.florence.or.us/community/city-florence-newsletter](http://www.ci.florence.or.us/community/city-florence-newsletter)

## Florence Justice Center Tree Planting

On October 12, 2016, community members Chris Trautmann, of Flavell Gardens and Arboretums, and Mike Bones joined Chief Turner, Mayor Henry, Councilor Preisler, and members of the Police Department to plant a tree at the Florence Justice Center in a show of support and appreciation for our local law enforcement. The Magnolia Grandi Flora, also known as Trautmann's Perfecta, was planted on the north side of the Justice Center. It will grow large white flowers with a lemon scent. If you happen to be at the Justice Center, check out our newest addition. Thank you to Mr. Trautman and Mr. Bones for this donation!



## National Flood Insurance Plan Requirement Changes



Mayor Joe Henry testified at a listening session in Coos Bay hosted by Congressman Peter DeFazio on the National Flood Insurance Plan. Those in attendance included representatives from FEMA, the governor's office, Department of Land Conservation and Development, Coos Bay, Reedsport, Coos County, Florence, area tribes, Ports of Siuslaw and Umpqua, and other agencies.

On April 14th, 2016 the National Marine Fisheries Service (NMFS) delivered a Biological Opinion (BiOp) to the Federal Emergency Management Agency (FEMA). Based on the BiOp, FEMA will be setting new minimum requirements for local floodplain development ordinances based on federal requirements to protect endangered species. These changes will be incorporated into the National Flood Insurance Program (NFIP). The state and local jurisdictions have a strong interest in how FEMA implements the NFIP. Those in attendance at the Coos Bay listening session held



November 4th requested that FEMA identify a common-sense approach to new floodplain development expectations, ones that support healthy salmon and steelhead populations, promote physically and economically resilient communities, and consider Oregon's unique land use planning program. It is expected that it will take up to 10 years for FEMA to fully implement all of required NFIP policy changes with the first changes taking effect in March 2018. For more information on the proposed changes to the NFIP visit DLCD's webpage on this topic ([www.oregon.gov/LCD/Pages/NFIP\\_BiOp.aspx](http://www.oregon.gov/LCD/Pages/NFIP_BiOp.aspx)) or contact Wendy FarleyCampbell, Florence Planning Director at 541-997-8237.



## Preparing for Well Rehabilitation



The City drinking water wells and the process to treat the water is unique, not only in Oregon, but very different from other processes across the country. Not only is the process unique, but the management of the wells, treatment of the water, and protection of the aquifer can be complex as we provide the community with an abundant supply of cool clean water.

We receive our water supply from the North Florence Sole Source Dunal Aquifer, designated as a “sole source” aquifer by the US Environmental Protection Agency (EPA) in 1987. The EPA defines a sole source aquifer as “an underground water source that supplies at least 50 percent of the drinking water consumed in the area overlying the aquifer. These areas have no alternative drinking water source(s) that could physically, legally, and economically supply all those who depend upon the aquifer for drinking

water.” All streams, creeks, lakes, and wetlands (surface waters) in the aquifer boundary are “hydrologically connected” with the groundwater system.

The wellfield consists of approximately 80 acres of carefully managed land as recommended in the City’s well head protection plan. The wellfield contains 13 drinking water production wells and two monitoring wells in the dunes just north and east of the Water Treatment Plant and just west of Ocean Dunes Golf Course. Currently there are three wells on the east side of the wellfield that are scheduled for some maintenance work.



*Access road being created to one of the wells. The green colored building is the well house that protects the electrical components of Well #8.*



*Well 9. Notice the large dune in the background.*

Due to the amount of naturally occurring iron in the groundwater, the City’s supply of raw groundwater contains dissolved iron in the range of 6-9 parts per million (ppm), can create fouling (build-up of deposits) of the well screens, well pump, piping systems, and, if significant fouling, of the actual soils surrounding the well.

As one can imagine, getting heavy equipment to pull and remove the well pumps, motors, and column pipe in the dunes can be a challenge. Overtime, the sand shifts and moves. City staff use a side by side ATV to access the wells for routine maintenance and monitoring activities. So to get a 2 ½ ton well service rig to the locations is not as easy as driving on a solid surface such as a paved roadway.

WELL REHABILITATION, Page 4



Well #10. Crews leveled out a spot in front of the well house for the service rig to set up.

Public Works crews have been hard at work on preparing the access way and immediate area around the wellhead for Wells 8, 9, and 10 for maintenance work. The rehabilitation of the wells will be delicate and precise work. The well service rig must set up a work zone that will allow access to the wellhead and keep the service rig squared up so as not to damage the pumps, column pipe, or wiring as it removes them from the well. This operation is a very delicate task. The well service rig is a heavy piece of equipment and needs a good platform to work from.

Getting the access route ready. Access to Wells 8, 9, and 10 (located along the eastern boundary of the wellfield and next to Ocean Dunes Golf Links) also was gained by going through the golf course to reduce the amount of sand dunes to be crossed.

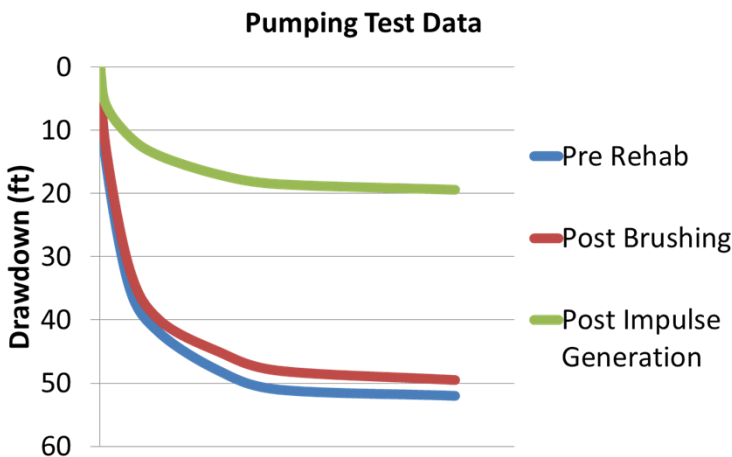
Then you need to build a work zone or platform for the well service rig to set up and perform the necessary rehabilitation and maintenance work.

The sand is leveled and compacted, then a geotextile fabric is laid down on top of the sand. Instead of crushed rock, ground yard debris is laid down on top of fabric. Compaction of the material is completed by simply driving over it with heavy equipment which creates a stable foundation.

Once the wells are rehabilitated and the iron fouling removed, the wells should be producing quantities of water in excess of 200 gallons per minute each once again. Presently, due to fouling, these three wells are producing 120 gallons per minute or less each.



PW Crews creating a firm base at Well #8 for the well service rig.



Graph showing increased capacity of a typical well after rehabilitation work is completed. Draw down of the well is reduced by 30 feet.

For more information on the City's water treatment process, visit the Public Work's Department on the City website at [www.ci.florence.or.us/publicworks](http://www.ci.florence.or.us/publicworks) or call Public Works at 541-997-4106.

## Banners Spruce Up Old Town Light Poles



Banners, paid for through a joint effort between the Florence Area Chamber of Commerce's Downtown Revitalization Team, the City of Florence, and the Florence Urban Renewal Agency, were hung in Old Town in early October. The banners replaced the hugely successful flower baskets that were displayed during the spring and summer.

The improvement of the City's Old Town district is the primary goal of the volunteers from each of these agencies who dedicate their time day in and day out to fundraise and seek support for the improvement of the City's downtown core. Thank you so much for all who work toward these efforts, and to those who have donated funding to support them.



## Recorder's Corner

### News from the October Council Meetings

Land Use Planning and real estate was the name of the game for the October City Council meetings. October saw the City Council approve code amendments to over 80% of the Land Use Code with the completion of the ministerial code changes on October 17th. These code changes worked to amend the current codes to streamline them and allow for a 'ministerial' or over the counter permit process. These represented steps toward improving City service delivery and economic development.

During October we also completed the following:

- ✓ Approval of the sale of property within the Pacific View Business Park
- ✓ Approval of the purchase of property adjacent to the Florence Events Center
- ✓ Approval of the annexation and zoning assignment of property located at 05454 Hwy 101
- ✓ Annual approval of the Municipal Court Judge Services Contract
- ✓ Approval of the 2017 City Council Calendar
- ✓ Appointments to the Economic Development Committee
- ✓ Purchases for sewer pump rehabilitation and well rehabilitation
- ✓ Acceptance of a grant from the Oregon Parks and Recreation Department for a Riverside Park
- ✓ Presentations and Proclamations from the Public Art Committee, Economic Development Committee, New City of Florence Website, and CASA of Lane County.

For more information about Florence City Council meetings and actions, please contact City Recorder Kelli Weese at 541-997-3437, or via email at [kelli.weese@ci.florence.or.us](mailto:kelli.weese@ci.florence.or.us). Information on all Council meetings and actions taken can be found on the City of Florence website at [www.ci.florence.or.us](http://www.ci.florence.or.us).

## Florence Economic Update

### News from the City's Economic Development Efforts

November is a historic time for the City of Florence economic development effort with the welcoming of three new faces to the Economic Development Team!



#### City Economic Development Catalyst

The City of Florence welcomes Jesse Dolin as our new Economic Development Catalyst. Jesse began his work at the City on November 1st. Jesse was raised on the Oregon Coast and is dedicated to bringing more opportunity, jobs, and wealth to our local economy. The Economic Development Catalyst position is an 8 month project funded through the City of Florence with a purpose of helping to support our existing businesses and help grown new industry. To contact Jesse please email [economicdevelopment@ci.florence.or.us](mailto:economicdevelopment@ci.florence.or.us).

#### Regional Accelerator & Innovation Network (RAIN) Coastal Venture Catalyst

After a year long collaboration between the City of Florence and Oregon RAIN, the two entities have been able to join together to hire David Youngentob, as RAIN Coastal Venture Catalyst. David is the former director of entrepreneurship and innovation at Fertilab in Eugene. The Coastal Venture Catalyst position will be to help entrepreneurs on the coast between Florence and Lincoln City. David began work on November 1st. The position was made possible through a \$50,000 grant from the Ford Family Foundation and financial support from the City of Florence, Lincoln County, and RAIN.



#### Lane County Rural Economic Development Specialist



Lane County has selected Kim Thompson to help support rural economic development efforts as an analyst in Lane County's Community and Economic Development Office. Kim will be responsible for fulfilling the vision of the County's Rural Prosperity Initiative, which was created to partner with rural communities to support their efforts in creating vibrant economies. Kim will work to advocate for local communities and their needs throughout the county.

The City of Florence welcomes all these new faces to the Florence Economic Development Team! For more information about the City's Economic Development Efforts, please contact Economic Development Coordinator/City Recorder Kelli Weese at 541-997-3437, or via email at [kelli.weese@ci.florence.or.us](mailto:kelli.weese@ci.florence.or.us).

## Florence Public Art Committee Presents at Rotary Club

On October 25th Public Art Committee members Harlen Springer and Jayne Smoley presented to the Florence Rotary Club. The presentation included an overview of the Public Art Committee's mission, goals, its role in economic development, and planned projects.

For more information on the City of Florence Public Art Committee visit the City of Florence website at [www.ci.florence.or.us](http://www.ci.florence.or.us) or contact City Recorder/Economic Development Coordinator Kelli Weese at [kelli.weese@ci.florence.or.us](mailto:kelli.weese@ci.florence.or.us).



## Citing the Municipal Code

It's time to discuss our City Code again. With the weather turning colder and wetter the wild animals are going to start getting into things, mainly garbage. FCC 6-1-8-2 Public Nuisance sections L & M talk about the accumulation of trash, garbage, debris and refuse deposited on private property. You are not allowed to accumulate garbage if it attracts wild animals, is deleterious to public health or welfare, or becomes unsightly. With the winds being stronger during stormy periods, animal messes become huge problems for everyone in the neighborhood, and our Public Works crews as they work to keep our stormwater and other systems clean. The garbage ends up getting blown or washed into our storm drains creating unnecessary problems for them.



We have discussed this next item several times and I have given out many warnings on the issue. Parking in the wrong direction on the street is illegal. I will go out soon and spend time citing vehicles for parking in the wrong direction. Under ORS the presumptive fine is \$110, so please tell people to stop parking the wrong way on the street. It is a safety issue that we need to take care of.

If you would like to view sections of the City Code, or the entire document, you can do so online at [www.ci.florence.or.us](http://www.ci.florence.or.us). While you are there, check out the new City of Florence website. I think you will like it. If you have any questions about the City Code I would be happy to answer them.

Thank you,

Dan Frazier, Code Enforcement Officer  
[dan.frazier@ci.florence.or.us](mailto:dan.frazier@ci.florence.or.us) | 541-902-2180

## RAIN Celebrates Coastal Anniversary

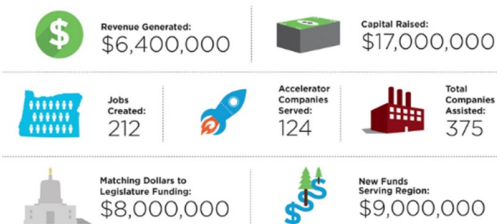
RAIN Venture Catalyst Caroline Cummings and Lane County Commissioner Jay Bozievich celebrated the RAIN year anniversary!



On October 5th the City of Florence and the Regional Accelerator & Innovation Network (RAIN) celebrated their one year anniversary of the Florence entrepreneurship outreach program with the State of the Startup. This event brought together over 80 interested citizens, entrepreneurs, and business owners to learn about the program and its accomplishments over the past year.

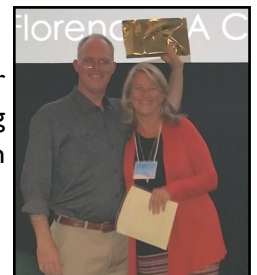
### RAIN ECONOMIC IMPACT

(Jul 1, 2014 - June 30, 2016)



The program detailed the work over the past year including its outreach through 11 events assisting over 350 attendees. Participants also heard from four local startup companies including:

- ◆ Jayne Smoley from Jayne Smoley Design
- ◆ Carl Hulan from Lofoodal
- ◆ Noah Schults from Forgotten Culture Clothing
- ◆ Patricia Immel from Rose & Crown Apothecary



Carl Hulan and Jayne Smoley were recognized for their involvement in RAIN.



RAIN also detailed their new program including the hiring of a Coastal Venture Catalyst through the achievement of a grant from the Ford Family Foundation.



# Stormwater in action. What happens during rain events?



Stormwater flowing out of the 'bubble-up' catch basin at the corner of 2nd and Hwy 101. You can see the stormwater flowing down along the gutter towards Kingwood.

Every fall when we get back into the rainy season, one of the concerns we hear from citizens is 'the catch basin is plugged and water is coming out of the catch basin and flowing down the street'. In actuality what the citizen described is a 'bubble-up' catch basin. A bubble-up catch performs exactly as it sounds. The bubble-up is located at the end of a piped system and the stormwater is allowed to 'bubble-up' out of the catch basin and travel down grade along the gutter to another catch basin or other stormwater conveyance system. This eliminates the need of installing additional underground pipes.

When a heavy rain occurs and our storm lines fill as rain collects in the catch basins and storm lines, in some areas, 'bubble-ups' begin to flow (bubble-ups are not typical and this is why we get questions). For this article we will describe how the bubble-up works at 2nd Street and Hwy 101.

Stormwater collects along the gutter and curb line on Hwy 101 and enters into a standard catch basin. As it fills the catch basin the stormwater starts to flow through a stormwater pipe to another catch basin at 2nd Street. Since there is no 'exit' pipe in the catch basin, the stormwater fills the catch basin and 'bubbles-up' and flows out of the catch basin and travels down the gutter of 2nd Street and then flows into another catch basin at 2nd and Kingwood which is connected to the stormwater collection (pipe) network. Once in the collection network, the stormwater continues in the pipe line to Ivy Street where it heads south and eventually flows into the Siuslaw River. You can see how this works in the small map below.



Close up of the 'bubble-up' catch basin with stormwater flowing out and down the street along the gutter.

Public Works is always there to help. During the last rain event, a citizen called into the office to report a water main leak and flooding problem.

Our office staff took the information and dispatched a crew to check on the area of concern. What the citizen thought was a water leak was actually a 'bubble-up' catch basin. Our field crew was able to talk to the citizen and help them understand that this was a normal situation and explained how the stormwater system worked in this particular area.



We are fortunate to have field staff that are always helpful and willing to take the time to explain how our many complicated utility systems work. We are a City in Motion and our staff educate as we move!

## City E-mail Addresses

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Planning Director  
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Visit the City of Florence  
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## FLORENCE CITY COUNCIL



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**President**  
**Joshua Greene**  
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**Vice-President**  
**Ron Preisler**  
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**Councilor**  
**Susy Lacer**  
susy.lacer@ci.florence.or.us



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

### City Council Meetings

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

**Regular Meetings**  
Mon., Nov. 7, 6:00 PM  
Mon., Nov. 21, 6:00 PM

**Work Session**  
None

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 & materials call 541-997-3437 or visit [www.ci.florence.or.us](http://www.ci.florence.or.us).

### COUNCIL GOALS

- Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors.
- Sustain and improve the City's livability and quality of life for Florence residents and visitors.
- Create a strategy and actions aimed towards sustaining and expanding the Florence economy.
- Sustain and improve the City's communication program and strengthen citizen trust.
- Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs.

# CITY CALENDAR: NOVEMBER 2016

### 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	2	3	4 Pirates of Penzance 7 pm, FEC	5 Emergency Preparedness Expo 10 pm—3 pm, FEC Pirates of Penzance 7 pm, FEC
6 Pirates of Penzance 2 pm, FEC	7 City Council 6 pm, City Hall	8 Planning Commission 7 pm, City Hall	9	10 THANK YOU, VETERANS	11 Veteran's Day City Hall Closed Caring Pregnancy 6:30 pm, FEC Pirates of Penzance 7 pm, FEC	12 Pirates of Penzance 7 pm, FEC
13 Pirates of Penzance 2 pm, FEC	14 Public Art Committee 10 am, City Hall	15	16 TAC 1:30 pm, City Hall	17 EMAC 2 pm, City Hall	18 SOLD OUT Pink Martini 7 pm, FEC	19 Pink Martini 7:30 pm, FEC
20	21 City Council 6 pm, City Hall	22 Planning Commission 7 pm, City Hall	23	24 Happy THANKSGIVING! City Offices Closed	25 Turkey	26 Florence Holiday Festival 3:30—6 pm, Old Town
27	28 Public Art Committee 10 am, City Hall	29	30			