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City Recorder
 541-997-3437

City Manager's Office
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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

April 2013

Challenge or Opportunity?

Submitted by Jacque Betz, City Manager



Jacque Betz

Thomas Edison once said, "We often miss an opportunity because it's dressed in overalls and looks like work." When life hands you a problem, how you respond to it reveals a lot about your attitude, perception and most likely, it will decide what the outcome will be. The word "challenge" in my worn, dark red American Heritage Dictionary that my predecessor, no doubt intentionally left for me buried on my book shelf, is defined as "*an invitation to compete in a fight, contest, or competition.*" The word "opportunity" on the other hand is defined as "*a favorable or advantageous combination of circumstances.*"

Opportunities inspire me to take action and I choose to believe that finding sustainable funding for our Florence Event Center (FEC) is an opportunity; not a challenge. Welcoming situations and having a positive shift in perception can make the difference between a happy successful outcome and a dismal failure. I will be curious to discover what new advantages (solutions) this way of thinking might provide our community as we move forward addressing this council goal.

The development of our long range financial plan identified our #1 significant opportunity as finding sustainable resources to adequately fund the FEC. During fiscal year 2015-16, the FEC will be at a \$98,000 deficit; primarily because of the recession, impacts from the Casino, and a host hotel next to the facility not coming to fruition, which the council/FEC research committee in 1992 assumed would happen. Also, during the long range financial planning process we discovered that debt service monies that the City receives from Lane County for the FEC will expire in 2014 instead of 2016, as the city presumed. To assist in budgeting for two future debt payments, the city will hold \$26,000 that the FEC has used for operating purposes in reserve, but it's still not enough.

In November of 1993, the citizens of Florence were asked to vote on whether or not they wanted a FEC. The ballot title explicitly stated that it would be constructed and operated without using property taxes. It passed by a mere 71 votes however, history doesn't reveal if it was close because the people didn't want it or because they did want it, but wanted the City to be able to

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Employee Spotlight

Public Works Executive Assistant Shawn Penrod

Shawn Penrod began working at the City of Florence more than 2 years ago, starting as the Executive Assistant to the City Manager's Office. In order to broaden his experience, last summer, Shawn went to work in the Public Works Department.

Some of Shawn's duties at Public Works include answering phones, managing purchases and grant administration. In addition, Shawn serves as the City's IT coordinator, website administrator and newsletter editor. Before beginning at the City, Shawn was an award-winning writer and photographer at the Siuslaw News, where he served as Assistant Editor.

When he's not working, Shawn enjoys reading, watching sports (particularly the Ducks, Chargers and Padres) and playing fantasy baseball. He also likes to hang out with his wife Shannon and 5-year-old son Shiloh.

"I recently started coaching my son's T-ball team," said Shawn. "I really enjoy it and appreciate the extra time I get to spend with Shiloh."

"Shawn has been an integral part of the City since he started here," said City Manager Jacque Betz. "I thought it was time to pull the curtain back and introduce the man behind the newsletter."

What is your most rewarding/proudest moment at the City?

"I am most proud of the technological advances the City has made since I started in 2010. I have helped lead a complete modernization of the City's workstations, coordinated the City's transition to a VoIP phone system as well as assisted with the redesign of the City's website. As editor of the City newsletter, keeping the public informed of what



Shawn Penrod has been an Executive Assistant at the City of Florence for more than two years.

we are up to is important to me, so I find it rewarding when I receive comments (positive or negative) or see people reading the newsletter."

What do you like most about your job?

"I like that my job has a genuine impact on the lives of Florence residents and I enjoy trying to change the public's perception of government employees."

What is the strangest incident you've had at the City?

"The strangest incident I've had since I've been at the City was probably last summer when I was serving as tour guide for the Mayor's spouses and guests when Florence hosted last year's Oregon Mayors Association Conference. Our tour bus was a little too large to maneuver the driveway at the Heceta Lighthouse Bed and Breakfast and we all found ourselves nervously staring over the edge of the driveway at the beach and ocean below. We all ended up exiting the bus and the driver was able to eventually "shimmy" the bus around the driveway. Later on, when we were leaving, myself, former Newport Mayor James White and others had to stop traffic on Highway 101 in order to help back the tour bus out of the bed and breakfast entrance."

Anything else you want to add?

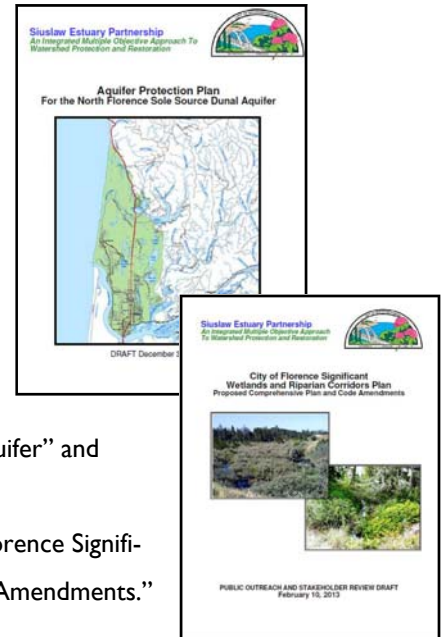
"As corny as it sounds, I truly believe in the good that local government can do for people. Things actually get done at the local level and I'm proud of the fact that City elected officials don't bother with the partisan political wars that seem to paralyze government at the state and federal levels."

SIUSLAW ESTUARY PARTNERSHIP PUBLIC HEARINGS

The Siuslaw Estuary Partnership project will be wrapping up with final products proposed for City and County adoption over the next several months. A City Planning Commission-City Council work session is scheduled for 6 pm on April 15th, followed by Council action to initiate the Comprehensive Plan amendments. A joint City-County Planning Commission public hearing is set for 7 pm on May 7th in Florence. A joint City-County elected officials' public hearing will be held this summer, date and time to be set.

Specific products proposed for adoption are:

- ⇒ “2013 Aquifer Protection Plan for the North Florence Sole Source Dunal Aquifer” and related Comprehensive Plan amendments.
- ⇒ “2013 Florence Area Wetlands and Riparian Inventory” and “2013 City of Florence Significant Wetlands and Riparian Corridors Plan: Comprehensive Plan and Code Amendments.”



In addition, the Siuslaw Interpretive Site Stormwater Demonstration Project, now under construction in Old Town, is a match project for the Partnership and tidal wetland delineations are being conducted through the Siuslaw Watershed Council.



Stormwater, surface water, groundwater — it's all connected. Protecting one protects the other.

The Siuslaw Estuary Partnership began in 2009 when the City was awarded a grant from the U.S. Environmental Protection Agency (EPA) for this multi-year project “to protect and improve water quality and fish and wildlife habitat in the lower Siuslaw Watershed.”

Several products have been completed:

- ⇒ Guiding Principles (endorsed by the City and its partners).
- ⇒ Siuslaw Estuary Trail Vision: Preferred Location and Design (to be submitted to City Council for approval on April 15th).
- ⇒ Stormwater Design Manual and Comprehensive Plan and Code Amendments.
- ⇒ Climate Change Report (specific to Florence area).
- ⇒ Surface and Groundwater Monitoring Program (new EPA grant funding will continue for 2 more years).
- ⇒ Key Estuary Wetlands Acquisition and Restoration (by the Siuslaw Watershed Council).

For more information, please contact: Carol Heinkel, Project Coordinator, 541-345-8660; or Mike Miller, Florence Public Works Director, Project Manager, 541-997-5822; or visit the web sit: www.SiuslawWaters.org.

If I were Mayor..



The Oregon Mayors Association and your city invite you to enter the
"If I were Mayor..." contest.

Share your creative ideas about what you would do as mayor!

Local winners are entered into the state contest for a chance to win a **NEW LAPTOP!**

CONTEST DEADLINE: April 25, 2013

Contest Rules:

GENERAL RULES:

- All submissions must be accompanied by a completed entry form. All forms for students under age 18 must be signed by the student's parent or guardian. Entry forms may be photocopied.
- Only one submission per student will be accepted at the state level (MULTIPLE LOCAL ENTRIES OK).
- Submissions will not be returned and will become the property of the Oregon Mayors Association (OMA).
- OMA retains the right to publish essays and posters along with the names and likenesses of each student.
- Previous local and statewide winners may participate, but they will not be eligible for prizes.
- League of Oregon Cities (LOC) employees and dependents are not eligible to enter.

Entry Forms, Complete Rules, and Contest Information can be found at:
www.ci.florence.or.us
www.dunescity.com

POSTERS:

- The poster contest is open to students enrolled in elementary school (grades 4-6) or being home-schooled at the same grade level for the 2012-13 school year.
- Students are encouraged to be creative and may use any art medium (e.g., poster paints, felt pens, colored pencils, pastels, crayons, etc.). The poster may be in color or black and white.
- The student's name and a daytime phone number or email address for their parent or guardian must appear on the back of the poster.



ESSAYS:

- The essay contest is open to students enrolled in middle school (grades 7-8) or being home-schooled at the middle school grade level for the 2012-13 school year.
- Essays must be 500 to 1,000 words in length and typed.
- The student's name and a daytime phone number or email address for their parent or guardian must appear at the top of the essay.

VIDEO or POWERPOINT PRESENTATIONS:

- The video/PowerPoint contest is open to students enrolled in high school (grades 9-12) or being home-schooled at the high school level for the 2012-13 school year.
- Presentations must be one to three minutes in length and submitted on DVD or CD.
- The student's name and a daytime phone number or email address for their parent or guardian must be written on the disk.

Visit www.oregonmayors.org to learn more about what your mayor does and download an entry form.

BUDGET COMMITTEE MEETINGS STARTS THIS WEEK



The Finance Staff is busy preparing for the 2013-14 Budget Season. As legally required by State Law, the City has a Budget Committee that reviews the budget as proposed by the Budget

Officer and monitors the process to ensure adherence to State Law. Ultimately the five Budget Committee Members who serve alongside our City Council will approve the City's budget for the fiscal year ending June 30, 2014. The Budget Committee will hold public meetings in April and May where the members of the Budget Committee have the opportunity to listen to comments and questions from interested citizens. We encourage citizen participation in the budget-

making process. All meetings are held at City Hall in the Council Chambers. Keep an eye out for meeting notices that will be published in the Siuslaw News and posted on the City's website.

City of Florence Budget Committee Meeting Calendar

April 8th – Orientation Meeting

April 29th – Budget Committee Meeting Budget Message and Proposed Budget Document Presented

May 13th – Budget Committee Meeting Public Hearing for State Shared Revenues Opportunity for Citizen Comment

June 17th – City Council Public Hearing and Adoption of the 2013-14 Budget



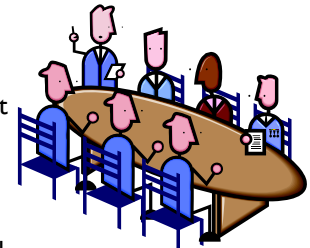
TRANSIT ADVISORY COMMITTEE SEEKING MEMBERS

The City of Florence is currently announcing 5 vacancies on the City of Florence Transit Advisory Committee, with one position reserved for a High School student interested in getting involved with the city and transit issues. Committee member contributions are invaluable to the Mayor, the City Council, as well as the City.

The committee would meet quarterly at city hall to discuss methods of making our local transit system more viable for its citizens. This may include making possible route adjustment recommendations, distribution of educational materials, and promotion events.

Applying for a position is easy. Applications are available at Florence City Hall and can be downloaded from the City's website at www.ci.florence.or.us. City Hall is open Monday thru Friday; 8 am to 12pm; 1pm to 5 pm. All qualified persons are encouraged to apply. The deadline to apply is April 26, 2013.

For details regarding the duties and responsibilities of the Transit Advisory Committee, residency requirements of applicants, term lengths, or any other questions, please contact RARE participant Katya Reyna at 541-997-3437.



CHALLENGE OR OPPORTUNITY Page 1

utilize other sources of funding? So we built it and promised the citizens of the community that we would only use transient room tax dollars to operate and maintain it. That promise, however, is no longer realistic because of the reasons mentioned above, and there is no Plan B. We must find a different funding mechanism if this facility is to remain a vibrant asset in our community.

A lot has changed since the FEC opened its doors in 1996 and what many people don't realize is that the State regulates how transient room tax (TRT) money can be spent. ORS 320.350 lays out the specifics

but for the purposes of this article I will summarize by saying it has to go towards promotion of tourism and tourism related facilities (we also provide TRT to the Chamber of Commerce). We have to spend the money on marketing special events and festivals designed to attract tourists and generate a majority of business income from tourists.

That can sometimes be a challenge because over the years the FEC has grown into something more than just a place for conferences, in addition to being a conference center it is also our performing arts center that caters to all kinds of wonderful and diverse events. Does it now make sense to

general fund mon-ey towards operations, which could possibly free up TRT to go towards other services/projects? I don't know, but I'm willing to take a hard look at the options so that we can find permanent sustainable funding for the FEC.

This month, the Council will direct staff to form an advisory committee to research funding options, dis-

cuss future operations (which, thank goodness for the staff, we have a plethora of volunteers that get things done), and asses the value of what this facility brings to the community. Do we want to ask citizens if they want to use general fund money? Would there be support for a



An advisory committee will be formed to research funding options for the Florence Events Center.

five year local option tax levy? Do we want to create a special district; privatize the operations, or ask the Governor for relief through the Regional Solutions Team?

So many options and all of them come with some heartburn in a time when our nation is still in a recession. The one decision that I hope the community is in agreement on is that we need to keep this gem of a facility open. Let's put those overalls on and get to work on exploring options so we can provide the best recommendation possible to our elected officials. What a great opportunity.

general fund mon-



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

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Blast From the Past



Photo Courtesy of Siuslaw Pioneer Museum

Florence School (Callison Building), 1935.

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.

April 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 City Council Meeting 7pm	2 Audit Committee Meeting 7pm Bonneville Power Public Meeting FEC 5 pm	3	4	5 Health Fair FEC 1 to 6 pm	6
7	8	9	10	11 EMAC Meeting 2 pm	12 Music Man Jr. FEC 7 pm	13 Music Man Jr. FEC 2 & 7 pm
14 Music Man Jr. FEC 2 pm	15 City Council Work Session & Meeting 7pm	16	17	18	19	20 Yard Debris Disposal Day 27th St 9 am to 2 pm
21	22	23 Planning Commission Meeting 7pm	24 FURA Meeting 6:30 pm	25	26 Vocaldente FEC 7 pm	27 Green Fair FEC 10 to 5 pm
28 Community Chorus Concert FEC 2 pm	29	30				