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City Recorder
 541-997-3437

City Manager's Office
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Public Works
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Police Department
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Florence Events Center
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Important Reminder!
 Permanent business licenses will expire on December 31. Return your form with the annual fee before Jan. 1 to avoid late fees.

Focus on Florence

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

December 2012

Mayor Brubaker's Farewell

Submitted by Phil Brubaker, Florence Mayor



After four terms as your Mayor, and 12 years on the Florence City Council overall, it's time for me to say farewell. The job has been fun, or I

wouldn't have run for re-election all those times. And mercifully, details of the nasty political moments, including the unsuccessful attempt to have me recalled, have become fuzzy memories. On that score, what I always will "recall" is the great and undying gratitude that I have for the Florence voters who overwhelmingly supported keeping me in office as your Mayor. Politically, it actually made the rest of my years easier.

But besides being fun, serving Florence has been rewarding because of what our community has been able to accomplish through generous philanthropy and volunteerism, great City staff, and dedicated elected and appointed City officials. As a result, during the past 12 years, I believe our municipal life in Florence has improved, and there are plenty of examples to illustrate this:

- We have seen the Florence Events Center mature into a successful conference, performing arts and community events facility, despite not having secured a neighboring hotel.
- We have enhanced public safety by adding officers to the Florence Police Department in order to provide 24/7 patrol, and to back them up, we have changed our holding facility into a full-fledged jail.
- We have developed our water and sewer utilities into solid, sustainable enterprises, with sufficient plant capacity, underground piping systems and emergency power to more than adequately serve

Florence needs for the next generation.

- Speaking of emergencies, the recognition of our earthquake and tsunami threat, added to the perpetual challenge of surviving storms on the central Oregon Coast, has resulted in the great work being performed by the West Lane Emergency Operations Group to keep us better prepared.
- We have established a cost-effective Urban Renewal Agency which has aided in financing the Siuslaw Library expansion, and is currently making the water and sewer infrastructure improvements which Old Town so desperately needs.
- We have an ongoing cooperative and productive relationship with the Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians, and a bilateral good-neighbor policy with the Three Rivers Casino and Hotel.
- We have brought the Siuslaw Pioneer Museum back to Old Town where it truly belongs, built a new Senior Center, and at long last, created an off-leash dog park (despite having no Parks & Recreation Department!)
- We have the new Interpretive Site (don't dare call it a park because of the grant funding conditions) in Old Town adjacent to the Bridge.
- We have Florence Airport staffed daily by a group of dedicated and capable volunteers.

And the list could go on and on. But enough. In saying farewell, my final words are "thank you, thank you, thank you" to all who have helped me help Florence. Most of all, thank you to Bobbi. I've even managed to become successfully married during this time! These have been the best years of my life.

Employee Spotlight

Finance Director Erin Reynolds

Erin Reynolds, knows a thing or two about the auditing process, having spent seven years auditing governmental entities for CPA firms in Albany and Eugene. It's that experience that has served Erin so well since she started her job as the City of Florence's Finance Director a year-and-a-half ago.

A certified public accountant and graduate of Oregon State University, where she earned a BS in Business Administration, Erin oversees the City Finance Department, utility billing and Municipal Court operations.

The world of government finance can be a complicated place. Erin said her goal when she started was to simplify and clarify that world, as well as report the City's financial and budgetary information in a timely manner.

"The City's budget season had historically ran over several months, with 10 meetings lasting for hours," said Erin.

That can be hard on the budget committee and City Council, who are made up of citizen volunteers that have to go over complicated budgets and financing issues. Like any good accountant, Erin knew she could do more, with less.

"It was my intent to have three budget committee meetings where an entire balanced budget document was presented and discussed in a logical, summarized manner," she said. "I think that if you really know your subject, you should be able to boil it down to fine points and transmit that knowledge to others."



City of Florence Finance Director Erin Reynolds has been with the City for a year-and-a-half.

Family?

"I live here in Florence with my husband Greg and two children, Madison (12-years-old) and Maximus (6-years-old). We are from Albany, where both sets of our parents still live, along with the majority of our extended family."

Hobbies?

"When I have free time, I enjoy reading as well as spending time with family and friends. My parents recently bought a vacation home on the Alsea River, so fishing and crabbing are quickly becoming a hobby for me as well."

What do you like most about being Finance Director?

"I love being behind the scenes in helping the City Manager and other Directors 'run the City' by providing a financial point-of-view. I truly enjoy governmental accounting and I get to use it everyday. I feel like I will never be bored because not only do I work with numbers, I have a wide variety of responsibilities, while at the same time, I get to work with a lot of great people (employees, volunteers and the public)."

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

"An unhappy utility customer paid for their bill in quarters."

MAKE A DIFFERENCE — JOIN A CITY COMMITTEE

Submitted by City Manager's Office



The City currently has vacancies on six committees. These positions offer citizens an excellent opportunity to volunteer their services and get involved in decisions on significant matters. City of Florence boards, commissions and committees are a vital part of City business. Committee members make invaluable contributions to the Mayor, the City Council, and the City itself.

The following boards and committees are currently filling vacancies for varying term lengths, with positions set to begin on January 31, 2013.

- Audit Committee – 1 open position
- Budget Committee – 3 open positions
- Environmental Management Advisory Committee (EMAC) – 3 open positions
- Florence Events Center Advisory Committee – 4 open positions
- Florence Urban Renewal Agency – 1 open position
- Planning Commission – 2 open positions

More information about all the City boards, commissions and committees can be found on the City website (www.ci.florence.or.us) under City Leadership – Boards & Commissions. Here is a short introduction to each of them:

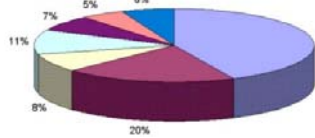
Audit Committee

The Audit Committee is responsible for reviewing the City's annual financial audit, including working with independent auditors. It consists of the Mayor, a member of the City's budget committee, and a citizen with interest/experience in audits and municipal accounting. Meetings are held as needed during and in preparation for the audit process. For more information about the Committee and its meeting times please contact Finance Director Erin Reynolds at 541-997-3436 or erin.reynolds@ci.florence.or.us



Budget Committee

The Budget Committee serves as the fiscal planning board for the City. The Committee reviews the budget proposed by City Staff before it is forwarded to the Council for formal adoption prior to June 30th of each year. There are ten committee members consisting of the City Council and an equal number of citizen members appointed by the Council. Members serve for a term of three years. Budget Committee meetings are held on Thursday evenings as needed during the budgeting process. For more information about the Committee and its meeting times please contact Finance Director Erin Reynolds at 541-997-3436 or erin.reynolds@ci.florence.or.us



Environmental Management Advisory Committee (EMAC)

EMAC serves to inform the public and the City Council on issues concerning solid waste management, fees, and service provider licensing. EMAC also strives to improve public knowledge on conserving energy and material resources, promoting resource recovery (e.g. yard debris, biosolids), and protecting the health of the environment through public disposal events and programs. It consists of seven members, of which the majority must be residents of the City. Members serve for a term of three years. EMAC meetings are held on the third Thursday of every month but less frequently in the summer. For more information about the committee and its meeting times please contact RARE Volunteer Katya Reyna at 541-997-8237 or katya.reyna@ci.florence.or.us

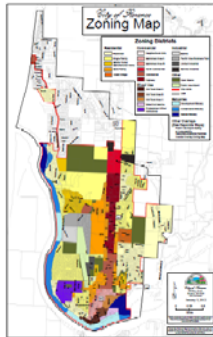


BOARDS & COMMITTEES from Page 3Florence Events Center Advisory Committee

The Florence Events Center (FEC) Advisory Committee serves to support and guide the FEC Director on specific issues including policies and procedures, rental agreements, finding adequate funding, and reviewing budgets. The committee consists of eleven members, one of which is a local high school student. Members serve for a term of three years, except for the student who serves for a term of one year. Meetings are held on the last Tuesday of each month at 4:00 p.m. For more information on the committee and its meeting times please contact FEC Director Kevin Rhodes at 541-997-1994 or kevin@eventscenter.org

Florence Urban Renewal Agency (FURA)

The mission of the Urban Renewal Agency is to revitalize the Florence Downtown Area as the primary cultural, tourist, commercial and community core to serve all Florence's citizens and visitors, encouraging continuing growth, development and enhancement consistent with Florence's small-town ambiance and character. The board has 9 members: the Mayor of Florence, two City Councilors, members nominated by the Lane County Board of Commissioners, the Western Lane Ambulance District, and the Port of Siuslaw and/or the Siuslaw Library District. The remaining members are Citizens at large. Board members serve for a term of 3 years. Meetings typically take place on the fourth Wednesday of the month at 6:30 pm. For more information about FURA, please contact the City Manager, Jacque Betz at 541-997-3437.

Planning Commission

The Planning Commission serves to advise the Mayor, Council, and Planning Director in all matters concerning planning and land use. The Commission reviews and makes recommendations on the Comprehensive Plan, subdivision and zoning ordinances, and other planning rules and regulations. The Commission also serves as the Design Review Board and in doing so holds public hearings on these and other actions. The Commission consists of five members, of whom four must be residents of the City and one may be resident within the Urban Growth Boundary. Members serve for a term of three years. Planning Commission meetings are typically held on the second and fourth Tuesday of every month at 7:00 p.m. For more information about the Commission please contact Interim Planning Director/City Recorder Kelli Weese at 541-997-8237.

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 for applications is December 31, 2012.

Applicants will be interviewed by the City Council on January 9th & 10th, 2013 for ultimate appointment by the Mayor during the City Council meeting on January 22, 2013. For more information about the duties and responsibilities of these bodies, residency requirements of applicants, term lengths, or any other questions, please contact City Recorder Kelli Weese at

541-997-3437 or at kelli.weese@ci.florence.or.us

BUSINESS LICENSES — FREQUENTLY ASKED QUESTIONS

Submitted by the City Recorder

Who needs a business license?

A City business license is required prior to opening a business within Florence City limits, or before doing business within the City. Here are some checkpoints to see if your business would require a City of Florence Business License.

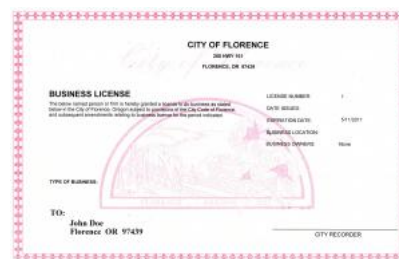
- Is your business's physical address located within Florence City Limits? (is your office located in Florence?)
- Does your business come into Florence City Limits to do work? (Examples include contractors, traveling salesman, and consultants)
- Do you advertise your business within the Florence City Limits, with the intent to sell your products or services to City residents?

If you said yes to any of the above, then your business is likely required to obtain a Florence business license. The City of Florence regulates all kinds of businesses from bakeries, contractors, specialized consultants, retail establishments, and everything in between. More information on the business license requirements can be found in Florence City Code Title 3 Chapter 1 located on the City of Florence website (www.ci.florence.or.us) or by contacting the City Recorder's office.

What types of business licenses are there?

There are four types of business licenses for the City...

- 1) Permanent – Any business that seeks to set up a permanent business license with the City of Florence (most businesses fall into this category)
- 2) Temporary – Businesses that seek to operate on a timeframe of 6 months or less may apply for a temporary business license (examples include vendors, contractors, and salesman)
- 3) Home Occupation – Businesses that operate out of a person's home (primary place of residents) in order to make a product or provide a service directly from that home. (Examples include accountants, craftsman, etc.) This definition does not include businesses that travel from location to location (examples include housekeepers, contractors, handymen). All Home Occupations must fill out the "Home Occupation" form. For more information on qualifying for a Home Occupation license please contact the City Recorder's office.
- 4) Master Vendor/Vendors – Used for festivals and other instances when multiple vendors will be set up at a single location



What are the business license fees?

The amount of fees that you pay depends on the type of business license you need, depending on the work you will be doing and how long you plan to work in the City.

- 1) Permanent Business license fees are \$80 per year, which is prorated for the second half of the year at \$40. The fee is waived for non-profit organizations with a valid 501(c)3. This means that if you apply from January 1st through June 30th your business license fee will be \$80 for that calendar year. If you apply from July 1st through December 31st your business license fee will be \$40 for that calendar year.
- 2) Temporary Business License fees are \$45 for a one time job, or for six months.
- 3) Home Occupation Fees are \$45 per year, which is prorated for the second half of the year at \$22.50 (see permanent business licenses).
- 4) Master Vendor/Vendors fees are \$20 per vendor, with one person / organization applying for a master vendor's license.

What does the business license fee pay for?

The City of Florence strives to provide for the health, safety, and welfare of citizens of Florence through regulation of businesses. The business license fees help pay for City review of the new and renewing businesses to verify that applicants comply with City, State, and Federal regulations and that they will not endanger property or public health/safety.

How long does a business license last?

Each type of business license lasts a different length of time. Permanent business licenses & home occupations are good until the end of the calendar year (December 31st) of the year you apply, and are renewable annually after that. A temporary business license lasts for six months from the date of approval. Master Vendor/Vendor licenses last for as long as the special event / season applied for (usually one weekend).

How do I apply for a business license?

You may apply for a city business license at Florence City Hall, 250 Hwy 101, during regular business hours (Monday – Friday 8am to 12pm & 1pm to 5pm). You may also obtain a business license application at the City of Florence website (<http://www.ci.florence.or.us/citymanager/business-licenses>) and mail, fax, or email your completed form and licensing fee information.

What if I have other questions?

If you have any questions or need more information about the business license program, please contact Florence City Recorder Kelli Weese at (541) 997-3437, or via email at kelli.weese@ci.florence.or.us.

CITY BEGINS STREET REHABILITATION PROJECTS

Submitted by Public Works

One of the most difficult and most visible challenges facing cities is the task of maintaining — to say nothing of improving — local street networks. With costs rising and other revenue sources stagnant, cities in Oregon have had to get creative in finding consistent street maintenance funding sources.

Collectively, Florence's 43 miles of paved roads represents one of the biggest investments owned by the community. Unfortunately, pavement deteriorates over time as usage and weather wears down the top surface, in addition to the repeated pressures of vehicle loading (especially from trucks, RV's and buses) that wears down the underlying structure. Smooth, long-lasting roads ensure that goods and people can move efficiently throughout Florence, and enhance the appearance of our community. In contrast, roads in poor condition result in increased street maintenance costs, vehicle repair costs, unpleasant travel and are detrimental to the economy of our City.

Florence's paved street network represents an investment of more than \$68.6 million, with an additional \$58 million invested in curbing, sidewalks, drainage and right-of-way. With the limited resources available to the City, no substantial progress has been made to protect that investment and maintain City streets. Due to this lack of resources, we have witnessed the decreasing quality of street systems, increased complaints and more expensive costs to repair streets that have gone into failure due to a lack of adequate maintenance.

For those reasons, last July, the City of Florence City Council enacted a Street Maintenance fee to help provide the necessary funds to maintain our streets in a safe and economical fashion. Each City utility customer is assessed a \$5/month Street Maintenance fee. As a result, the City is leveraging this fee by borrowing additional funds to complete some of the larger, needed projects. The loan is allowing the City to totally rehabilitate some of the City's more degraded



streets by removing the existing pavement and base rock material and reconstructing the street.

Earlier this Fall, contractors completed the first round of street rehabilitation. Eugene Sand Construction excavated and reconstructed Spruce Street from 15th to 18th streets; 15th Street/Airport Road from Highway 101 to Kingwood Street; and 27th Street from Highway 101 to Oak Street. The project included 850 lineal feet of asphalt pavement saw cutting; removal and installation of 80 lineal feet of concrete curb and gutter; 40 lineal feet of sidewalk; minor adjustments to manholes and valve boxes as well as the restriping of pavement markings and stop bars. The result is immediately noticeable when driving along those streets.

Establishing the Street Maintenance fee, especially during these difficult economic times, was not taken lightly by City staff and the Council. Our goal is to use taxpayer dollars as efficiently and effectively as possible. At the same time, we as a community need to protect our investment in our streets by providing for their proper maintenance. While the economy has made it more difficult to fund our paving work, it has not slowed down the deterioration of our streets. The Street Maintenance fee makes efficient use of community dollars, protects our City from higher costs in the future and maintains functioning City streets for our residents and businesses. Public Works sincerely thanks the public for its patience, understanding and cooperation during the construction.



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

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Blast from the Past



Contractors working on the water system in Old Town unearthed an old redwood stave water pipe. When the pipe was in service, the wood would swell sealing the joints. The spiral winding kept the pipe from coming apart and the exterior was coated with asphaltic materials to slow down corrosion of the windings. Because the interior of the pipe was wet at all times, the wood would not rot. Public Works Director Mike Miller estimates that the redwood water line was installed sometime in the 1930's or 40's, when steel was scarce because of World War II.

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

December 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Empty Bowls FEC 10 am to 3 pm Art Fest FEC 10 am to 4 pm
2	3	4	5	6	7 Popovich Pet Comedy Theatre FEC 7 pm	8 Hospice Light Up a Life FEC 2 to 3:30 pm A Christmas Memory FEC 4 & 7 pm
9 A Christmas Memory FEC 2 pm	10 Eugene Blood Center FEC 11:30 am to 5:30 pm Siuslaw High School Concert FEC 7 pm	11 Emerald City Jazz Kings Concert FEC 7:30 pm	12	13 Environmental Management Advisory Committee (EMAC) Meeting 2 pm	14 Holly Jolly Follies FEC 7 pm	15 Holly Jolly Follies FEC 2 & 7 pm
16 Holly Jolly Follies FEC 2 pm	17 City Council Meeting 7pm	18 Eugene Ballet The Nutcracker FEC 7:30 pm	19 FURA Meeting 6:30 pm	20	21	22 Breakfast with Santa FEC 9 am
23	24	25 Christmas City Departments Closed	26 Meet Santa's Nerds FEC 3 to 8 pm	27	28	29
30	31					