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

Focus on Florence

November 2012

Winter Folk Festival Celebrates 11 Years

Submitted by Florence Events Center

For the past 10 years, the Winter Folk Festival (WFF) has drawn some pretty spectacular entertainment to Florence. The WFF has become a much sought after venue for performers and artisans, international as well as local. However, what many don't



The Winter Folk Festival not only draws world class folk musicians, but also gives local school children a chance to learn from those same musicians.

realize is that this festival isn't just for our entertainment. The WFF exists to:

- Offer what, for many children, will be a once in a lifetime experience.
- Bring tourism to Florence, becoming a major tourist event.
- Bring other renowned performing artists to the festival.

See Winter Folk Festival Page 4

TRUST IN GOVERNMENT

Submitted by **Jacque Betz**
 City Manager



Jacque Betz Do you trust your local government? The single biggest challenge for non-partisan city officials is educating our community about local government; how policy is made, how priorities are set and budgets are developed.

We are focused on you – but it can be challenging, especially when we are faced with a presidential election as citizens often don't know the distinction between local, state and federal government. People in our communities are already stressed by the demands of making ends meet in a dismal economy and caring for their families, and that generally leaves little time for civic participation, which

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Employee Spotlight

Police Sergeant Carol Ward

Last July, the City of Florence hired Carol Ward as the newest Sergeant in the Florence Police Department. For the past decade, Sgt. Ward has been a police officer in Pomona, California, spending most of that time on patrol, in addition to working Major Narcotics and Vice for the city of 149,000 people.

Sgt. Ward said she first fell in love with Florence during a visit last January.

"We came back up for Rhody Days last May and saw the Sergeant position was open at the Police Department," said Ward who enjoys riding her motorcycle when she is off-duty. "I figured the path had opened up in front of me and I'd be foolish not to take it."

The Oregon Coast is a perfect match for her other hobbies: Fishing, crabbing and off road driving.

"I used to enjoy hiking and backpacking," said Ward. "I hope to get back into those when my life finally settles back down."

Sgt. Ward said she feels fortunate to be continuing her law enforcement career in a community such as Florence.

"If someone told me last year I would make such a total lifestyle change in so short a time, I would have called them crazy," she said. "When I found Florence and decided to move up here I never thought I would be continuing in law enforcement. Now that I'm here I feel fortunate to be able to do the job I love in such a beautiful place. I feel at home in the City, and my new family at the Department have made me feel like one of the team. The citizens of Florence have a great bunch of professionals at the Police Department who are dedicated to providing professional and proactive police service to the community, and I hope my past experiences will make this fine department even better."

What do you like most about being a Police Officer?

"What I like most about police work in general is the diversity of contacts. If we go to three family disturbance calls in one day,



Sgt. Carol Ward moved to Florence earlier this year from Pomona, California where she worked patrol, Major Narcotics and Vice.

they will all be different. Every traffic collision is different. Every trespass call is different. Every traffic stop is different. I also love working narcotics and enjoy the challenge of search and seizure."

What is your most rewarding/proudest moment as a Police Officer?

"My proudest moment as a police officer was when I wrote my first search warrant. There was a house notorious for crack cocaine sales in my patrol area that we just could not get into. It was heavily fortified and had plenty of lookouts and we were spotted from blocks away. I was working undercover one night and actually got someone to buy from the house for me, but when we arrested the subject, he would not tell us where he bought the

crack nor would he go back as a confidential informant to do a controlled buy. About a year later, I stopped a female on a bicycle who said, "You're Officer Ward? I have some information for you." The search warrant I wrote from that incident put five people in jail or prison and got five children placed into protective custody. The SWAT team pulled one of the illegally barred windows out of the front of the house, which caused so much damage the house was condemned for several months. During the execution of the search warrant, one of the SWAT team members, who was also my favorite field training officer while I was going through training, told me what a great thing it was to finally shut down the house."

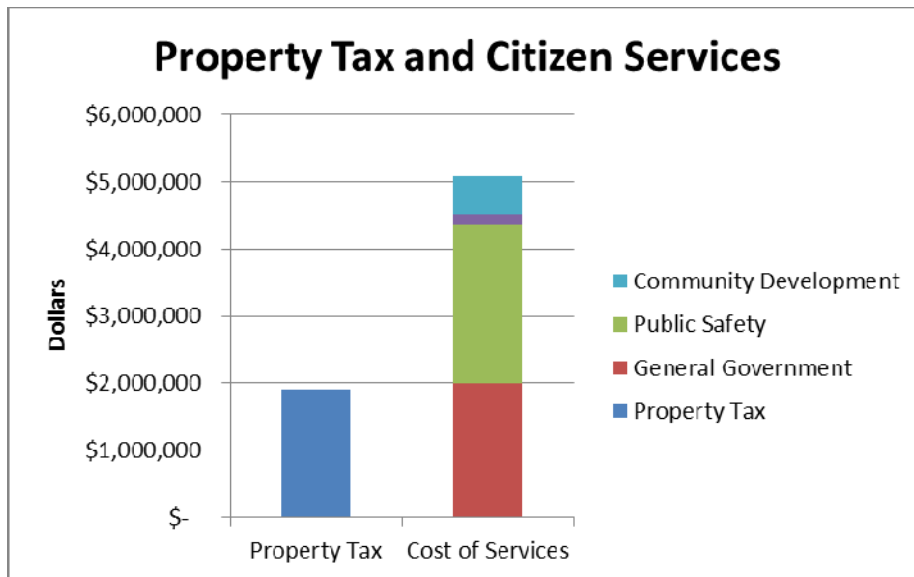
Family?

"My mom and dad are both 81 years old this year and are still married after 63 years. They met in elementary school and were married after my dad left the Marine Corps after fighting in Korea. They moved to Southern California from Buffalo, New York, in the early '50s. My dad owned a drapery/interiors business for many years that my oldest brother now runs. My three sisters are teachers, and my two younger brothers, who are fraternal twins, both work for the City of Los Angeles; one as a police officer and the other as a firefighter."

WHERE DO YOUR TAX DOLLARS GO?

Submitted by Finance Department

November is the month of the year that County Property Tax statements show up in our mail boxes. While much attention is given to property taxes the reality is for the City of Florence, property taxes collected are just enough to pay for the City's Public Safety. Following is a visual representation of the gap in the General Fund between property tax revenues and the cost of providing basic governmental services. As you can see from the chart below, property taxes collected by the City only fund about 37% of our General Fund budgeted expenditures.



A City of Florence citizen's property tax dollars are allocated to fund many different governmental agencies. For every property tax dollar paid 21% of that goes to the City of Florence. The other 79% of the property tax dollars paid by a City of Florence resident is allocated 10% to County; 50% to Education; with the remaining 19% to Special Districts.



WINTER FOLK FESTIVAL from Page 1**Children**

The Winter Folk Festival is able to provide music and art programs to our local schools. Our Kid Konzerts have become an eagerly anticipated event for area school children. Since 2004, the Florence Events Center has brought historic folk music education and world renowned professional performers to over 6,000 local school children. The WFF committee develops a curriculum and teachers' guide. Committee members work with teachers so the children become acquainted with the stories behind the music and learn the songs so they can sing along with the band. The festival pays for teachers to teach the songs. The curriculum includes both music and other learning activities for children. A local school choir learns the songs and is on stage to sing along with the performers. In addition, children design and create the stage decorations, supervised by WFF volunteers. For 2013, our Saturday evening headliners, Barry McGuire and John York will perform two special Kid Konzerts. The children will be bused to the Florence Events Center on Thursday, January 24, 2013. We have developed (in conjunction with Peace Health and Barry McGuire) an anti-smoking curriculum for grades 4-6 to go along with the "Mr. Hakk N. Koff" song that the children will be learning to sing.

Tourism

The Winter Folk Festival is like a pearl in its shell that continues to grow more valuable every year. January is, traditionally, the *shoulder season* for tourism, a time when local businesses are struggling. As the Florence Winter Folk Festival continues to grow, so does the number of out-of-area guests which, in turn, helps our local economy.

Performers

We've continued to bring major performing artists such as Tom Pax-



ton, The Brothers Four, The New Christy Minstrels, The Limelighters, Chad and Jeremy, Tom Chapin, Misty River and the Trail Band to Florence. Getting top acts includes provision of lodging as well as payment of an honorarium. In-kind donations of first-class lodging have enabled us to entice artists to come to Florence and perform for far less payment than they normally receive. Some of our artists have also performed in separate concerts for the Siuslaw Middle School and other organizations. This year some artists, in addition to performing at the Florence Events Center, will also appear at selected sponsor venues around the community

Sponsor

These cultural enrichment programs are only available with the help of businesses and individuals. Only with the support of our community will we be able to continue providing increased tourism and bringing major performers to our area.

What can you do? There are various levels of sponsorships available. At the Kid-tributor level, a \$50 contribution supports 8 students to attend the Kids Konzert, \$100 helps 16. Other levels include Underwriter (\$1,000+), Sponsor (\$500), and Supporter (\$250). Each level brings the donor special considerations from advertising, promotions, VIP reception, to free admission to concerts. All donation are to the Friends of the Florence Event Center, which is a 501C(3).

Exposing young minds to music can change a life. To learn more about how you can support the Winter Folk Festival, both monetarily and in-kind, please contact the Florence Event Center at 541-997-1994.

TRUST IN GOVERNMENT from Page 1

can increase public distrust of government in general. I am pleased to announce, however, that the latest issue of the Gallup Poll shows that trust in government has increased this year, with 74 percent of those polled expressing a great deal or fair amount of trust in local government and 65 percent in state government. Americans have traditionally expressed greater trust in local and state governments than in the federal government primarily because the federal government is more remote to citizens than local and state governments. So how do we

keep the momentum of confidence flowing? By making sure our elected officials and city managers are current on matters affecting their municipalities and networking with other cities that share similar situations.

At the annual League of Oregon Cities Conference held in Salem last September, our keynote speaker talked about the "The Trust Edge", which basically emphasized that few things are more important in life than earning the trust of others. But how do you earn that trust? By being consistent, clear, compassionate and appreciative. That is what

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CHIEF GUTIERREZ'S DRIVING PET PEEVES PART III

Submitted by Chief of Police Ray Gutierrez

On September 16th we lost one of our volunteer firefighters and community members Robby Oakley. He was a pedestrian crossing Hwy 101 at 17th street. In Part I of Chief's Driving Pet Peeves I mentioned pedestrian crosswalks. Drivers and pedestrians please be careful and watch for each other.

Over the Labor Day weekend the Florence Police Department participated in a statewide blitz. Grant money was secured to call in officers on overtime to enforce seatbelt and car seat violations. The Blitz was mentioned on KCST as well as in the Siuslaw News. There were a total of 113 citations issued over the weekend with 88 stemming from the Blitz. 22 citations were issued for seatbelt violations (Pet Peeves part I) and 19 citations were issued for violating the hands-free device violation (Pet Peeves part II).

December 16, 1978, I was a young officer patrolling the streets of Myrtle Point working the swing shift. The dispatcher radioed me to return to the police station telling me there is a family member on the phone wanting to speak with me. I instantly thought the worst because it was unusual for dispatch to have a long distance caller waiting on hold rather than taking a message and returning the call. Just that morning I put my younger brother on the bus to Sacramento and all I could think of was that something must have happened to him while he was on his way home. Having prepared myself mentally to hear bad news about my brother I got on the phone. It was the oldest of my three sisters. She said, "Dad is dead." Looking back, I can see how difficult it was for her to tell me, there just isn't an easy way, I know, I've had to deliver bad news on a number of occasions during my career as a police officer. The phone went quiet for several moments and after the initial shock I was able to break the silence and ask questions. My father was t-boned in an intersection and killed instantly. The crash was alcohol related, just as his mother's was two years prior. My grandmother was a passenger killed by an intoxicated driver. The crash happened on Christmas Eve while family members were on their way to enjoy the evening by looking at Christmas lights. My grandmother died on Christmas Day from her injuries. My Uncle Joe, who was sitting behind my grandmother, was taken to the hospital where he was in critical condition. My Uncle Joe missed many months of work. That terrible crash took the mother of 12 children and many, many grandkids away from us.

Many times during my career while administering (FST's) Filed Sobriety Tests, or after I have put the hand cuffs on someone, I have been told by the intoxicated driver, "Why don't you go arrest real criminals?" Or, "You know you're ruining my life." I often wonder how many families I or one of our officers has prevented from having to experience what my family had to.

Sadly my father and grandmother became statistics, every day in America, another 28 people die as a result of drunk driving crashes.

Some more facts:

- Over 1.41 million drivers were arrested in 2010 for driving under the influence of alcohol or narcotics.
- In fatal crashes in 2010, the highest percentage of drunk drivers was for drivers ages 21 to 24 (34%), followed by ages 25 to 34 (30%) and 35 to 44 (25%).
- The percentages of drivers involved in fatal crashes with a BAC level of .08 or higher in 2010 were 28 percent for motorcycle riders, 23 percent for passenger cars, and 22 percent for light trucks. The percentage of drivers with BAC levels of .08 or higher in fatal crashes was the lowest for large trucks (2%).
- Depending on the circumstances the minimum fine for driving while under the influence of intoxicants in Oregon is \$1,000 with a maximum fine of \$10,000. Refer to ORS 812.010.

Please..... If you drink, don't drive we are watching for you....

Chief Ray Gutierrez

Florence City Council



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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Trust in Government from Page 4

citizens truly want from their government, and it is what makes great leaders. When trust is established, in the proper framework, as the number one fundamental value, it becomes the path for improved morale, productivity, output and, most importantly, customer and employee retention.

Our organization practices expression of behaviors of:

- Integrity and honesty.
- Respect for fellow elected or appointed officials and staff.
- Fairness and accountability.

- Responsibility and protecting the public interests.
- And proper and efficient use of public resources.

In Florence, we will remain focused on providing our citizens quality services. I challenge you to choose one specific thing that you will consistently do for the next 90 days that will change your life in a positive manner. Mine is to not complain... and I realize that I feel lighter. Just try it, you might be pleasantly surprised. If we can collectively change one thing in our lives on a consistent basis then we, as a community, will be amazed at the positive impact it can have in our workplace and home environments; and that is how we earn trust.

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 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 Celebrate Arts! Opens FEC 10 am	3
4	5 City Council Meeting 7pm	6 Tierra Santa Flamenco Concert FEC 7 pm	7	8	9 University of Oregon Wind Ensemble Concert FEC 10:30 am	10
11	12 Veterans Day City Departments Closed	13 Environmental Management Advisory Committee (EMAC) Meeting 2 pm	14 Middle School Honor Band/Chorus Concert FEC 7 pm	15	16 Julian Gargiulo Concert FEC 7 pm	17 Yard Debris Disposal Day 9 am to 2 pm
18	19 City Council Meeting 7 pm	20	21	22 Thanksgiving City Departments Closed	23	24
25 FloTones Concert FEC 3 pm	26	27 Planning Commission Meeting 7:00 pm	28	29	30 Art Fest FEC 4 pm to 7:30 pm Empty Bowls FEC 5 pm to 7:30 pm	