



City of Florence
A City in Motion

Florence City Hall
250 Highway 101
Florence, OR 97439

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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Focus on Florence

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

January 2017

Groundbreaking in the Rain

Construction Begins on the Public Works Operations Facility

On Monday, January 9, 2017, the Florence City Council was joined by City staff, as well as the project contractors, for the groundbreaking of the new Florence Public Works Operations facility located at the southwest corner of 27th Street and Kingwood. The downpour of rain and hail cleared for about half an hour while City Manager Erin Reynolds and Mayor Henry spoke about the significance of this long-awaited project with our crews and members of the public who braved the weather to attend.



City Council, City Staff, and project contractors gather for the groundbreaking on Monday, January 9th.

The City of Florence will improve the 2.78 acre vacant lot at the southwest corner of the intersection located at 27th Street and Kingwood in the Pacific View Business Park. The new Public Works Operations Facility will include a 5,942 square-foot office building, 7,754 square-foot maintenance building, and associated site improvements. The Facility will incorporate secure storage and parking for Public Works equipment, materials, and vehicles; provide better access to the Municipal Airport; improve customer service opportunities; and provide demonstration features for the public, such as stormwater facilities, a green roof, and energy-efficient elements.

See Groundbreaking, Page 3

15th Annual Winter Music Festival



The 15th Annual Winter Music Festival will be held January 14 - 15, 2017 at the Florence Events Center, 715 Quince Street Florence, OR 97439.

WEEKEND PASSES are available for **\$45.00**.

The weekend pass includes **ALL** performances for both days, including the Saturday night headliner! Tickets for individual day passes for Saturday or Sunday are \$12.50 and the weekend day pass is \$25.00. An individual ticket for the headliners, Danny O'Keefe and Haley Johnsen, is \$28.00 on Saturday at 7:00 pm. Check out the Winter Music Festival website for tickets, performance schedule, and Artisan Fair information. www.wintermusicfestival.org



Danny O'Keefe's musical career has spanned four decades. He is best known for the hit single "Good Time Charlie's Got the Blues."
—dannyokeefe.com

Saturday, January 14 10:00 am – 5:00 pm

- RJ Ballard - 10:15 am – 11:00 am
- Cabin Fever Northwest - 11:20 am – 12:20 pm

Lunch and Pie Sale 12:20 pm – 1:00 pm

- Ian McFeron - 1:00 pm – 2:00 pm
- Halie and the Moon - 2:20 pm – 3:20 pm
- Pretty Gritty - 3:40 pm – 4:40 pm

Headliners: Saturday, January 14

- Haley Johnsen - 7:00 pm – 8:00 pm
- Danny O'Keefe - 8:20 pm – 9:20 pm

Sunday, January 15 10:30 am – 4:00 pm

- Midnight Darlins - 11:00 am – 11:50 am
- Castletown - 12:20 pm – 1:10 pm
- The Colin Trio - 1:30 pm – 2:20 pm
- Haley Johnsen - 2:40 pm – 3:30 pm



Haley Johnsen offers a mixture of anthemic and melancholic original works, with an alternative rock appeal.
—haleyjohnsenmusic.com

GROUNDBREAKING, Page 1

Public Works Operations Facility architectural renderings show the plans for the future office and maintenance buildings.

The current Public Works Operations are located on Spruce Street. The facility is the former location of the Florence Police Department and Municipal Jail, prior to those operations moving to the Florence Justice Center. Public Works moved into their current facility 20 years ago, as a temporary location. We are excited to begin construction and finally move our operations to the new facility.



The 2.78-acre lot was cleared in December, and construction officially began on January 9, 2017.

The contractor, 2G Construction out of Eugene, began work on the new facility on Monday, January 9th. They will continue construction over the next six months, with the goal of moving Public Works Operations to the new facility in mid-summer. The Spruce Street location will be deconstructed and converted into an expansion of Gallagher's Park. As the City moves forward with plans for transforming the Spruce Street location, there will be opportunities for public input and ideas.

Citing the Municipal Code

Hello Florence, and Happy New Year,

This month I would like to discuss the nuisance code a little bit. The nuisance code, put simply, is there to prevent properties from becoming less attractive due to the accumulation of junked vehicles, brush, trash, or anything that is unsightly. The code exists to keep the nice, clean community feeling that Florence offers to residents and guests alike.

I have begun to focus more on the nuisance code, with several bigger challenges in the clean-up process now. I will be focusing on this more moving forward for the next few months, so let's beat me to the punch and clean up those neglected areas of our property that have become unsightly.

If we all do our part to maintain our own properties, Florence will continue to be the shining city on the coast, and a great place to live and visit.

May this year be a happier and more prosperous year for everyone.



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. 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

Contact: dan.frazier@ci.florence.or.us | 541-902-2180

Renew Business Licenses by January 20 to Avoid Fees!

Florence Business Licenses are valid through the end of the calendar year from the date of issuance. In November of every year the City Recorder's office issues business license renewals for each permanent business. These business license renewals are due by January 1st of each year. All renewals received after January 20, 2017, will be subject to a penalty fine of half the value of the business license (\$40 for permanent, \$22.50 for home occupation), and legal business status will be suspended.

If you have questions please contact Florence City Hall at 541-997-3437.

The City of Florence is Online! Get the latest news and 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
facebook

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florenceoregon](http://www.vimeo.com/florenceoregon)

Sign up to receive the newsletter via e-mail at
www.ci.florence.or.us/community/city-florence-newsletter.

Recorder's Corner

News from the December Council Meetings



The Florence City Council ended the 2016 year with a series of five Council meetings marking the end to many projects from the 2016 work plan. The City Council and staff met on December 14th in a five-hour retreat to review the accomplishments of 2016 and begin to lay the groundwork for the 2017 work plan and budget.

The Council also met on December 19th to finish off the calendar year. The evening started with an executive session to review the second-year performance for City Manager Erin Reynolds. Congratulations to Ms. Reynolds on her outstanding job performance in 2016. After completion of the executive session the City Council held their final 2016 regular meeting to hold a public hearing concerning the annexation of properties along the north side of Highway 126.

During December the City Council also completed the following:

- Approval of amendments to the Marijuana tax code to allow for the Oregon Department of Revenue to process the City's new recreational marijuana tax
- Continued progress toward the two major capital improvements for the upcoming year with the selection of an architect for the City Hall remodel and the construction contract for the Public Works Facility
- Award of the contract to complete the Highway 101 and 8th Street waterline crossing
- Purchase of a plant digester for the Wastewater Treatment Plant
- Approval of an agreement with the Regional Accelerator & Innovation Network (RAIN) for City assistance in efforts to promote entrepreneurial support programs in Florence
- Approval of amendments to the Florence City Code to discontinue the City's dog licensing program
- Approval of an intergovernmental agreement with the Siuslaw School District for the new School Resource Officer
- Introduction of new employees including Management Analyst Stephanie Shepard, Water Treatment Plant Operator Matthew Hiatt, and Police Officer Matthew Braaten
- Proclamation certifying the results of the 2016 election.

For more information about Florence City Council meetings and actions, please contact City Recorder Kelli Weese at 541-997-3437, or via e-mail at kelli.weese@ci.florence.or.us. Information from all Council meetings and actions is available on the City of Florence website at www.ci.florence.or.us.

Florence Economic Update

News from the City's Economic Development Efforts

Demand Grows for Venomous Sandboards

It is a little known fact that Sand Master Park in Florence is the world's first sandboarding park and home to the longest running sandboard competition, the Sand Master Jam. The 40 miles of beach running from North Bend to Florence is considered the largest expanse of coastal sand dunes in North America, and with rain constantly washing the sand clean, it is considered some of the best quality sand available to ride. The owner of Sand Master Park, Lon Beale, is also the innovator and creator of the top-selling brand, Venomous Sandboards. As the sport continues to grow, demand for his boards has expanded to Peru, Brazil, Chile, Mexico, Egypt, Dubai, South Africa, and most recently to Ireland!



The RAIN Organization Kicks Off the New Year in Florence

RAIN OREGON The RAIN Organization (Regional Accelerator & Innovation Network) has partnered with the City of Florence, Florence Area Chamber of Commerce, Lane Community College, The SBDC (Small Business Development Center), The Ford Family Foundation, and RAIN Eugene to seek and support entrepreneurs and innovators residing in and around the Florence area. On January 24th they are kicking off the year in Florence with a meet-up and speed pitch competition. Local entrepreneurs will be given 60 seconds to pitch their business idea and ask for help. The audience will vote, and one winner will walk away with \$500 in prizes! This will be a high-energy, fun event. For more information, please contact the event coordinator and Coastal Venture Catalyst for RAIN, David Youngtob at dcyounge@gmail.com.

Interested in sharing your new business ideas with like-minded people? Want to know more about how to get your small business off and running? Then join the Regional Accelerator & Innovation Network (RAIN) at their upcoming meet-up: "Sip Coffee, Talk Startups, Leave Happier," Thursday, January 12, 2017 at 9 AM - 12 PM; Beachcomber Pub - 1355 Bay St, Florence, Oregon 97439.

Local Business Top Hydraulics Expands Their Operation



The City of Florence is committed to helping our local businesses grow and thrive. Local business Top Hydraulics recently took advantage of our city's commercial land opportunities, expanding their business to the Pacific View Business Park. City Recorder Kelli Weese and the City of Florence team were dedicated to helping owner, Klaus Witte, make this happen gracefully. Witte wrote in a recent e-mail to Weese:

Who would have thought that we will actually be starting construction less than three months after I first contacted you about lots in the PVBP? It would have never happened without the enthusiasm from the whole team at the City, and that enthusiasm gave me the courage and confidence to ask others to put their best foot forward. This resulted in us being able to change the plans to a 9,000 sq. ft. building with plenty of capacity for growth. Actually, the support and excitement from some local contractors is quite touching. -Klaus Witte

Recreational Marijuana Tax

City of Florence recreational marijuana tax goes into effect January 1st

On November 8, 2016, Florence voters passed Ballot Measure 20-251, establishing a 3% tax on recreational marijuana sales in the City of Florence by enacting Florence City Code Title 3, Chapter 11. Revenue from recreational marijuana taxes is proposed to be distributed into the City of Florence general fund.

This tax went into effect on January 1, 2017. Recreational marijuana retailers are now required to collect a 3% retail sales tax from customers at the point of sale. This is in addition to the State's 17% tax on recreational marijuana sales.



More information about this new tax measure, as well as links to information for statewide recreational marijuana taxation, can be found on the City of Florence website at www.ci.florence.or.us. If you have questions about Florence's recreational marijuana tax, please contact City Recorder Kelli Weese at kelli.weese@ci.florence.or.us or 541-997-3437.

Dog License Changes



Never say never. City Council eliminated a law in December. It is no longer a requirement to license your dog with the City of Florence. On December 19, 2016, the City Council passed Ordinance No. 18, Series 2016, which eliminated the City's [Dog Licensing program](#).

After a review of the program, including its intended benefits, utilization, and costs, the City Council passed an ordinance presented by City staff to eliminate the City license requirement. The key public safety issue of the program was ensuring rabies vaccinations; however, the state already requires rabies vaccinations. Furthermore, with social media, name tags, and microchipping, the need for using the license program to reunite pet owners with their lost pets has become unnecessary. Elimination of the City license requirements reduces redundancy in dog licensing, rabies vaccinations requirements, and lost pet identification.

Lastly, many dog owners were not using the City program or were not even aware of the requirement, with less than 10% of dogs estimated to be licensed by the City. Eliminating the City dog license requirement does not change dog owner responsibilities, such as the leash law, barking, nuisance, waste pickup, or county license requirements. To license your dog with [Lane County Animal Services](#), visit lanecounty.org or e-mail Lane County Animal Services at LCAS@co.lane.or.us.

Budget in Brief Available

CITY OF FLORENCE
Budget in Brief
FISCAL YEAR 2016 - 2017



The Budget in Brief for Fiscal Year 2016-2017 is available online and at several City facilities throughout the community. This Budget in Brief is intended to communicate an overview of the City's fiscal plan for fiscal year 2016-2017 and enhance citizen awareness of the City's finances. In addition to outlining the budget for the City's fiscal year, the Budget in Brief discusses the upcoming major capital projects and some of the accomplishments of the previous year.

Copies can be picked up at City Hall, the Florence Events Center, the Justice Center, the Chamber of Commerce, the Siuslaw Public Library, and the Florence Senior Center. You can also view the current and past editions on the City's website at www.ci.florence.or.us/finance/budget-brief.

The City of Florence
Invites You to the
State of the City

Monday, January 30
5:30 - 7:00 pm
Florence Events Center

PROGRAM

5:30 - 7 PM: Business After-Hours Open House

6:00 PM: STATE OF THE CITY
Presented by Mayor Henry

Supported by:

For more information, contact City Hall at (541) 997-3437

Florence OREGON COAST
Area Chamber of Commerce

City of Florence
A City in Motion

City Councilors Sworn In for 2017-18



City Recorder Kelli Weese performed the swearing in of re-elected Mayor Joe Henry, Councilor Greene, and Councilor Preisler during the City Council meeting on January 9, 2017. Councilors Lacer and Lyndon have two more years on their current terms. Per the City Charter, the Mayor serves a two-year term and City Councilors serve four-year terms.

Top: Mayor Joe Henry is sworn in for his second two-year term (2017-2018).



Bottom left: Councilor Preisler is sworn in for his first four-year term (2017-2020) after he was elected in 2015 to fulfill the remaining two years of the term vacated by Mayor Joe Henry.

Bottom right: Councilor Greene is sworn in for his second four-year term (2017-2020).

Winter is a Killer: Simple Steps to Stay Safe



Winter Prep: Simple Steps to Stay Safe

Winter is more than just snowy scenes. The season contains significant dangers such as wind storms, high surfs, snow storms, ice storms, and freezing temperatures.

Winter hazards can strike before you're ready. The past few years have seen cities like New York, Philadelphia and Washington D.C. shut down by blizzards. In 2014, Atlanta was reduced to gridlock by just a couple inches of snow. Now, we don't usually get extreme amounts of snow, but as we have seen in the past few weeks, we can expect snow and other winter hazards. You need to ask yourself, if the roads were impassable, could you survive at home for several days?

Preparing for winter isn't complicated or expensive. While winter can be dangerous, a few simple steps can help you and your family stay safe this season. Here is what NOAA's National Weather Service (NWS) recommends:



Green-Eyed Sue, one of Florence's iconic sea lion sculptures, is blanketed by snow on December 6, 2017.

I. Know your risk

High winds, ice storms and freezing temperatures can be a killer for the unprepared. Make sure that you're aware of the risk that winter brings. Here's what you need to know:

- ◆ A few inches of snow or ice can shut down a city and leave you trapped at home for days.
- ◆ Driving on ice and snow-covered roads can lead to car wrecks, injuries and death.
- ◆ Snow, ice and wind associated with winter storms can have a huge impact on travel, infrastructure, schools and businesses.
- ◆ Some winter storms can cover nearly half the nation, affecting tens of millions of people. Annually, damages from winter storms add up to over \$1 billion.
- ◆ Frostbite may develop on exposed skin when temperatures are below freezing. Add wind to below freezing temperatures and frostbite can set in even quicker.
- ◆ Other winter dangers include hypothermia and avalanches in the mountain areas.
- ◆ Flooding is also possible due to snowmelt and coastal storms.

*WINTER PREP, Page 9***2. Take Action**

While the weather outside might be frightful, it doesn't mean that you're powerless. Prepare for winter with these simple steps:

- ◆ Before you go out, check the forecast at weather.gov to make sure you're prepared for the elements. Follow NWS on Twitter and Facebook to stay up to date with the latest weather news.
- ◆ At home: have an Emergency Preparedness Kit with three days of food, water, prescription medications and other supplies. Also consider obtaining a NOAA Weather Radio.
- ◆ Make sure your cell phone is fully charged when a storm is approaching and also anytime you're planning to leave the house. It could become your life-line should disaster strike.
- ◆ In your car: make sure you have food, water and blankets in your trunk. Stay off the road when advised to do so by local authorities.
- ◆ Dress for the season: wear loose, warm clothing in layers.
- ◆ Don't forget your pets! Keep them inside during cold weather.
- ◆ During and after the storm: never use a generator or kerosene heater indoors - carbon monoxide poisoning is a silent killer.
- ◆ After the storm: take breaks when shoveling snow or clearing debris and stay clear of downed power lines.

**3. Be A Force of Nature**

Being an example works. By sharing your preparedness story, you will inspire others to also prepare for winter. Be a Force of Nature in Florence:

- ◆ Write a post on Facebook. Share with your friends and family the details of how you're winter-ready.
- ◆ Tweet that you're prepared with #WinterPrep. Help the NWS build an online community of the prepared.
- ◆ Create a Family Communication Plan so that your loved ones know how to get in touch during an emergency.
- ◆ Help your neighbors before and after winter storms - especially the elderly, who are particularly vulnerable.
- ◆ Look for opportunities to help our community to prepare, such as volunteering with the American Red Cross.
- ◆ Register for America's PrepareAthon! to learn how to stay safe during disasters..
- ◆ Winter weather can be deadly. But with a few simple steps, you can stay safe.

For More Information

Make sure that you're prepared for winter weather hazards by following NOAA's National Weather Service (NWS) on [Twitter](https://twitter.com/NWS) and [Facebook](https://www.facebook.com/nws). Get the latest forecasts and learn more about weather preparedness.



City E-mail Addresses

City Manager Erin Reynolds
erin.reynolds@ci.florence.or.us

City Recorder Kelli Weese
kelli.weese@ci.florence.or.us

Interim Finance Director
Andy Parks
andy.parks@ci.florence.or.us

Planning Director
Wendy FarleyCampbell
wendy.farleycampbell@ci.florence.or.us

Public Works Director Mike Miller
mike.miller@ci.florence.or.us

FEC Director Kevin Rhodes
kevin@eventcenter.org

Police Chief Tom Turner
tom.turner@ci.florence.or.us

Newsletter Editor Megan Messmer
megan.messmer@ci.florence.or.us



Visit the City of Florence
online at
www.ci.florence.or.us

FLORENCE CITY COUNCIL



Mayor
Joe Henry
joe.henry@
ci.florence.or.us



President
Joshua Greene
joshua.greene@
ci.florence.or.us



Vice-President
Ron Preisler
ron.preisler@
ci.florence.or.us



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., Jan. 9, 6:00 PM
Mon., Jan. 23, 6:00 PM

Work Session
Wed., Jan. 11, 9:00 AM
Wed., Jan. 25, 10:00 AM

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.

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: JANUARY 2017

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 New Year's Day City Offices Closed	3	4	5	6	7
8	9 Public Art Committee 10:00 am City Council 6 pm, City Hall	10 Planning Commission 7 pm, City Hall	11 City Council Work Session 9:00 am	12 RAIN Meetup 9:00 am	13	14 Winter Music Festival 10 am—5pm, FEC
15 Winter Music Festival 10:30 am—4pm, FEC	16 Martin Luther King, Jr. Day City Offices Closed	17	18 Transit Advisory Committee 1:30 pm Airport Committee 2:00 pm	19 Environmental Management Advisory Committee 2:00 pm	20	21 Joe Trio 7:00 pm, FEC
22	23 Public Art Committee 10:00 am City Council 6 pm, City Hall	24 Planning Commission 7 pm, City Hall	25 City Council Work Session 10:00 am FURA 6 pm, City Hall	26	27	28 Indoor Yard Sale 8:00 am, FEC
29	30 State of the City 5:30 pm, FEC	31				