



City of Florence
A City in Motion

City of Florence Community & Economic Development Committee Regular Session

Florence City Hall
250 Hwy 101
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting and can be found of the City of Florence website at www.ci.florence.or.us.
- Items distributed during the meeting, meeting minutes, and a link to the meeting audio are posted to the City's website at www.ci.florence.or.us as soon as practicable after the meeting.
- To be notified of committee meetings via email, please visit the City's website at <http://www.ci.florence.or.us/newsletter/subscriptions>.

October 15, 2020

AGENDA

3:45 p.m.

Members:	Robbie Wright, Chairperson	Bill Prosser, Vice-Chairperson
Carla Twombly	Nicholas Costa	David West
Jeff Ashmead	Russ Pierson	Daniel Lofy
Kelli Weese, Staff Ex-Officio	Joe Henry, City Council Ex-Officio	

With 48-hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible.

COVID-19 UPDATE

Due to federal and state restrictions on public gatherings, the Florence Community & Economic Development Committee meetings shall be held via videoconference. Members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:
<https://register.gotowebinar.com/register/6162490404919624462>

Meetings are also shown live on Cable Channel 191 and online at
<https://www.ci.florence.or.us/citymanager/public-meetings-live>.

**In person attendance is not allowed at
Community & Economic Development Committee meetings.**

In accordance with Oregon Governor's Office Executive Order No. 20-16, to protect safety and ensure social distancing, members of the public will not be allowed to attend the Community & Economic Development Committee meeting.

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda or visit the City of Florence website at
<https://www.ci.florence.or.us/bc-cedc/community-economic-development-committee-speakers-card>.

CALL TO ORDER – ROLL CALL

3:45 p.m.

1. PUBLIC COMMENTS – *Items Not on the Agenda*

This is an opportunity for members of the audience to bring to the committee's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Please sign-in, then state your name for the audio record when called upon.

2. COMMITTEE WORK PLAN DISCUSSION

Continued discussion by CEDC members of current work plan and ideas for the committee's future work plan

*Approx.
4:00 p.m.*

Report Items:

3. BUSINESS RETENTION & EXPANSION PROGRAM UPDATE

Discussion of BR&E program and the CEDC's in the action planning process

*Approx.
4:45 p.m.*

4. CDBG - Environmental Services Aide Scholarship Program

Discussion of ESA Scholarship program and upcoming marketing program

*Approx.
5:00 p.m.*

5. CLOSING COMMENTS, NEXT MEETING DATES & FUTURE AGENDA TOPICS

*Approx.
5:15 p.m.*

TENATIVE MEETING CALENDAR		
<i>All meetings will be held virtually unless otherwise indicated</i>		
Date	Time	Description
November 19, 2020	3:45 p.m.	Community and Economic Development Committee Meeting
December 17, 2020	3:45 p.m.	Community and Economic Development Committee Meeting

UPDATED PUBLIC MEETINGS PROCEDURES – COVID-19

Given executive orders from Governor Brown concerning COVID-19 and social distancing requirements, the City of Florence has established temporary procedures for public meetings in order to protect our volunteers, public and staff.

In person attendance is not allowed at Community & Economic Development Committee (CEDC) meetings.

Expressing Views to the Community & Economic Development Committee: Citizens wishing to express their views to the CEDC may do so in both written and verbal formats.

1. **Written Testimony:** Citizens wishing to express their views to the CEDC are encouraged to submit written testimony in one of the following ways:
 - a. Submit written comments via email to Economic Development Catalyst: Sarah.Moehrke@ci.florence.or.us
 - b. Mail written comments to Florence City Hall, Attn: Community & Economic Development Committee, 250 Hwy 101, Florence, OR 97439
 - c. Drop off written comments to the City of Florence drop box located at Florence City Hall (250 Hwy 101) to the right of the main entrance.

**** Note:** Written comments received at least 2 hours prior to the meeting (October 15 at 1:45 p.m.) will be distributed to the CEDC, posted to the City of Florence website, and made part of the record.

2. **Verbal Testimony:** Citizens wishing to express their views to the CEDC may participate in the meeting via GotoWebinar. To do so, please complete a speaker's card online at <https://www.ci.florence.or.us/bc-cedc/community-economic-development-committee-speakers-card> at least 3 hour prior to the meeting (October 15 at 12:45 p.m.) City staff will then contact the speaker to let them know the process to participate in the meeting.
 - a. **Public Comments on items not on the agenda:** General public comments (on items not on the CEDC agenda) will be allowed at each CEDC meeting during the public comment agenda item. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all items. In practicality, this means no more than five individuals will be allowed to comment verbally. There is no limit on written public comments.
 - b. **Public Comments on Action Items:** Public Comments will be allowed on each action item on the CEDC agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Committee questions. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all comments on each action item. In practicality, this means no more than five (5) individuals will be allowed to comment verbally. There is no limit on written public comments.

For more information on the City of Florence's Temporary Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/em/public-meeting-during-covid-19>.

Community & Economic Development Committee

Memorandum:

To: Community & Economic Development Committee

From: Sarah Moehrke, Economic Development Catalyst

Date: October 15, 2020 Meeting Date

Subj: CEDC Work Plan Discussion Review

Review of September CEDC Meeting:

At the September meeting of the Community and Economic Development, the Committee reviewed their current work plan and projects and discussed the upcoming work session with City Council and the future Committee work plan.

The current work plan for CEDC breaks the Committee's work into four sections: housing, economic development, community development and parks. Some of the projects that were not completed in the last work plan, but could be included in the future work plan:

- Florence Rental Housing Market Study
- Promotion of ADU program and SDC discount program
- Welcome Gateway Signage
- Holiday Lighting Program / Banner Design Contest
- Parks Master Plan
- Gallagher Park expansion project

The committee also discussed their interests in the following subjects and desire to focus the Committee's energy on these topics:

- Family Wage Jobs
- Workforce development – internships, apprenticeships, and job shadows
- Workforce Housing / Transitional Housing
- Parks – Including Disk Golf course and recreational activities
- Housing incentives
- Create better relationships with business community

Next Steps:

At October Committee meeting, the committee will need to determine if the Committee will participate in the City Council work session on November 16th, and if so, direct the Committee Chair and/or subcommittee(s) to prepare a memo and detail the feedback to the City Council.

Item Attached:

- 2019 Community and Economic Development Committee Work Plan



City of Florence
A City in Motion

City of Florence
 Community and Economic Development
 Committee Work Plan
 July 2019 – June 2020

Community and Economic Development Committee (CEDC) Overview:

The Community and Economic Development Committee is a newly established committee, formed by the Florence City Council in November 2018. The Community and Economic Development Committee strives to advise the Council and implement the provisions of the City Council goals and work plan related to the City’s community and economic development initiatives.

The objective of this document is to create priorities for the 2019 and 2021 biennial cycle. In Florence City Code Title 2, Chapter 2, the City Council directed the CEDC to advise the council and implement the provisions of the City Council goals and work plan related to Community and Economic initiatives. Community and economic development matters to be considered include, but are not limited to the following:

- Housing
- Economic Development
- Parks and Recreation
- Community Development

Community and Economic Development Committee Members:		
Robbie Wright; Chairperson	Bill Prosser; Vice-Chairperson	Graham Ross
Kurt Vander Bogart	Russ Pierson	Vanessa Buss
Claire Waggoner	David Montes	Jeff Ashmead
Joe Henry; Ex Officio Member- City Council	Erin Reynolds; Ex-Officio Member- City Staff	
Peggy Meyer; Ex-Officio Member- Public Art Committee	Robert Steele; Ex-Officio Member- Transportation	

Committee Priorities:

Housing:

The City Council has made housing their top priority for the 2019 – 2020 biennial. The CEDC is committed to implementing the City Council's goals by working with City staff to adopt new residential housing codes that are more progressive and allow for a wider range of housing stock in the Florence area as well as other initiatives as they arise.

The next steps regarding housing for the CEDC are...

- Continue working with City Staff to complete Housing Code Update project, including assisting with the adoption and implementation process as needed
- Work with city staff to conduct an analysis of the Florence rental housing market
- Support non-profit housing organizations' efforts to increase affordable housing options in Florence. These organizations should include, but is not limited to, Northwest Housing Alternatives, Neighborhood Economic Development Corporation and St Vincent De Paul
- Create marketing materials to promote system development charges discount program & Affordable Dwelling Unit (ADU) projects to promote more affordable and workforce housing
- Champion & communicate city efforts regarding all housing matters

Economic Development:

Economic Development is the backbone of every healthy community. The Community and Economic Development committee is committed to working with local businesses to ensure success while also supporting initiatives that allow for the creation and expansion of new businesses in the city. Since economic development is such a broad category, the CEDC has broken it into three separate categories; business retention & expansion, workforce development, and marketing & recruitment.

The CEDC's next steps regarding business retention & expansion efforts are...

- Develop and conduct an annual business survey to be conducted in conjunction with the business license renewal in December 2019
- Conduct business interviews in conjunction with the South Coast Development Council
- Partner with Chamber and other business-oriented organizations in forming a welcoming committee for new businesses in Florence.
- Maintain a committee liaison for the Florence Regional Accelerator and Innovation Network (RAIN) program
- Evaluate Florence's current short-term rental policies and research other programs in communities around the region and state
- Champion and communicate city efforts regarding all business retention and expansion efforts

The CEDC's next steps regarding workforce development efforts are...

- Continue to work with Lane Workforce Partnership and Lane Education Service District on workforce initiatives, including, but not limited to the Elevate the Coast program
- Partner with City Staff, Siuslaw High School staff, and Chamber of Commerce Staff in organizing and promoting Job Shadow Day in early February 2020.
- Continue to market and promote Florence Workforce video
- Champion and communicate city efforts regarding all workforce development efforts

The CEDC's next steps regarding marketing and recruitment efforts are...

- Evaluate and update Florence's Economic Development Website: FlorenceBusiness.org
- Work with city staff on updating Available Building and Properties Map
- Market and promote the various catalyst sites with initial focus on the Quince Street Site
- Champion and communicate city efforts regarding all marketing and recruitment efforts

Community Development:

Community development as defined in the CEDC's duties is working to promote livability and quality of life initiatives. Most of these projects cannot be done just by the CEDC or by the City of Florence. Fostering partnerships throughout our city will be imperative to making these initiatives come to life.

The CEDC's next steps regarding community development initiatives are...

- Work with Florence Urban Renewal Agency to research and implement a façade improvement program within the urban renewal district boundaries
- Support community efforts toward public space beautification including but not limited to a holiday lighting program and banner design contest for new light poles installed during ReVision Florence
- Support and participate in community building events including Block Party, National Night Out, Public Works Open House, State of the City and other community-wide events
- Assist city staff in researching the process of creating new welcoming gateway signage for the north and south city boundaries of Florence
- Champion and communicate city efforts regarding all community development efforts

Parks and Recreation:

The natural beauty of the Oregon Coast is what draws visitors and citizens alike to Florence. As a community, we are lucky to have so many parks and recreation opportunities right out our front door. The CEDC is committed to making the parks and recreation opportunities in the Florence area the best they possibly can be with focus of health, safety, and access.

The CEDC's next steps regarding parks and recreation initiatives are...

- Conduct public outreach regarding Gallagher Park's future expansion project
- Work with City Staff to update Parks Master Plan, including conducting public outreach and assisting in marketing and promoting the plan update during 2020
- Support community efforts to promote recreational activities
- Champion and communicate city efforts regarding all parks and recreation efforts