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**City of Florence  
City Council Work Session  
Held at the Florence Events Center  
715 Quince Street, Florence, Oregon  
Final Action Minutes  
February 13, 2019**

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**CALL TO ORDER - ROLL CALL**

City Council Work Session called to order at 8:30 a.m.

Councilors Present: Councilors Woody Woodbury, Ron Preisler, Joshua Greene and Mayor Joe Henry. Councilor Geraldine Lucio left at 10:02 a.m.

Councilors Absent: None

Florence Staff Present: City Manager Erin Reynolds, Planning Director Wendy FarleyCampbell, City Recorder / Economic Development Coordinator Kelli Weese, FEC Director Kevin Rhodes and City Project Manager Megan Messmer.

**1. WORK SESSION DISCUSSION TOPICS**

- Work Session Date / Times: Discuss Council availability and potential work session date / time amendments.
- City Code Amendments: Discuss potential code amendments to Title 2, Chapter 5 – Urban Renewal Agency.
- 2019-2020 City of Florence Goals & Work Plan: Review and consider Draft City of Florence Goals and Work Plan.
- Review of upcoming agenda items

Start Time: 8:30 a.m.

Topic: Work Session Date / Times

Discussion: The City Council discussed...

- Potential options for work session date and times
- Consensus to meet in work sessions at 10:30 a.m. to 12:00 p.m. on City Council meeting Mondays

Start Time: 8:37 a.m.  
Topic: City Code Amendments  
Handouts: Definitions of Agency and Commissions Sheet  
Title 2 Chapter 5 – Urban Renewal Agency of the City of Florence  
Title 2 Chapter 1 – Commissions & Committees – General Provisions  
Florence Urban Renewal Agency Bylaws  
Discussion: The City Council discussed...

- Disconnect between the City's Committees and Commissions and the Florence Urban Renewal Agency
- Florence Urban Renewal Agencies role and relationship with the City of Florence
- How the Florence Urban Renewal Agency was created
- Steps for City Code amendments
- Considerations for ways to strengthen the Urban Renewal Agency to attain consistency with promises of vote of the people
- Lack of inter-relationship between other taxing agencies
- Opportunities for special districts to work with Urban Renewal agencies
- Ways to respect the structure of the of the Urban Renewal Agency
- Potential to review the past history of the Florence Urban Renewal Agency including past items voted on by the citizens of Florence
- Asking representative districts to appoint parties to the board as a first step toward appointments
- Pulling the history of the recording of the report of the Downtown Urban Renewal Agency Committee (DURAC)
- Discussion about whether or not the Urban Renewal Agency is a tool of the City of Florence, or a standalone agency
- Recommendation from Mayor Henry to place proposed Ordinance on the next City Council meeting agenda

Start Time: 9:20 a.m.  
Topic: 2019-2020 City of Florence Goals & Work Plan  
Discussion: The City Council discussed...

- Timeline for Work Plan creation
- First meeting of the Budget Committee
- Upcoming Budget Committee Training
- Public Art's role in the Florence Work Plan
  - Priority level of Public Art within other City priorities

- Concerns about the Public Arts Committee receiving funding from the Urban Renewal Agency
  - Role of the Public Arts Committee to help the City market its Florence to the public
  - Concerns that Public Art is a personal objective of one Councilor
- Visioning for the City of Florence over the last few years
- Discussions about the role of the City of Florence in coordinating with the School District
- Role of Committees and communications with the City Council
- Monument signs at the entrances to Florence
- Public Safety and Homelessness
  - Conversation about the need to bring forward public safety and drug usage as a higher priority item
  - Concerns for panhandling and drug usage
- Public transit
  - Route between Florence and Yachats and potential field trip with Council to do so
  - Grant funding for both Florence and Yachats and Florence and Eugene
- Parking in Old Town
  - Discussion for code enforcement to enforce old town parking, need to educate the local business owners on employee parking locations
  - Need for Americans with Disabilities Act (ADA) spaces in Old Town
  - Potential opportunities to work with the Chamber for business communication
  - Potential to add topic review to the Transportation Committee's work plan
  - Potential for sidewalk updates to Maple and Laurel Street with the help of the Florence Urban Renewal Agency
  - Potential to establish a major parking area and then have a trolley take people through town
- Potential to have a larger conversation with the Council about the direction of the City

Councilor Lucio left at 10:02 a.m.

Start Time: 10:02 p.m.

Topic: 19-20 City of Florence Goals & Work Plan Continued

Discussion: The City Council discussed...


- Role of the City of Florence within the Schools and the school bond

- Discussion about Council role in support of bond elections
  - Discussion about the costs of the school bond
  - Discussion about the role of the schools in economic development
  - Potential to have a joint work session with the school board
  - Potential to establish carpentry and other similar programs
- Need for additional housing opportunities
  - Potential for state mandates to require duplexes be allowed in all residential zones
  - Concerns for recent legislation to require rent control
  - Potential to provide incentives and land for housing
  - Work communicating with local contractors
- Transportation Funding Options
  - City's funding opportunities with Transportation
  - Significant capital improvement projects intended to be within the upcoming work plan and budget
- Workforce and Family Wage Job Development
  - Potential opportunities to attract families including schools and quality of life
  - Role of the City in supporting homeless families and working poor
- Community Outreach
  - City's ability to reach the heart of the community
  - Potential to rebrand housing to starter housing
- Housing
  - Potential to establish homes in the 700-1000 square foot range to attract persons of working age
  - Housing incentives performed in other communities
  - Potential to establish an artist of residence program
- Parks
  - Planned improvements for the City's parks
  - Connectivity of bicycle paths and opportunities
  - Potential to allow for trade off's in development code requirements for parks
  - Progress toward Siuslaw Estuary Trail development
- ReVision Florence use of property across from the Florence Events Center
- Chamber of Commerce's hosting of noon forum for Cannery Station
- Central Lincoln PUD Mural placement
- Upcoming City Hall & ReVision Florence Open House Open Houses

Florence City Council meeting adjourned at 10:57 a.m.

  
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Joe Henry, Mayor

**ATTEST:**

  
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Kelli Weese  
City Recorder