

*This document is supplemented by agenda packet materials, meeting materials distributed and electronic audio / video recordings of the meeting and may be reviewed upon request to the City Recorder.*

---

**City of Florence  
City Council Regular Session  
Florence City Hall  
250 Hwy 101, Florence, Oregon  
Final Action Minutes  
May 20, 2024**

---

Councilors Present: Mayor Ward, Councilors Sally Wantz, Bill Meyer, Jo Beaudreau, and Robert Carp.

Councilors Absent: None.

Staff Present: City Manager Erin Reynolds, City Recorder Lindsey White, Assistant City Manager Megan Messmer, Community Development Director Wendy FarleyCampbell, Police Chief John Pitcher, and Economic Development and Communications Analyst Chantelle Meyer.

Guests Present: US Coast Guard Auxiliary Representatives Robert Redfern, Doug Wisman, Joe Giammona, Carole Cohen, Steve Nichols, and Joseph Cohen.

Handout: 5.20.24 City Council Meeting Base Presentation

**CALL TO ORDER - ROLL CALL - PLEDGE OF ALLEGIANCE**

Meeting called to order at 5:31 p.m.

**PRESENTATIONS & ANNOUNCEMENTS**

- Employee Recognitions by Human Resources Director Alex Ferguson.
  - Start Time: 5:32 p.m.
  - Discussion: Police Chief Pitcher recognized Years of Service milestones.
    - Laura Olson, Communications Officer – 10 years of service.
    - Rob Merryman, Police Officer – 20 years of service.
- Employee Recognitions by Human Resources Director Alex Ferguson.

- Start Time: 5:34 p.m.  
Discussion: PWD Miller recognized Public Works employee Recent Achievement.
- Cindy Ichikawa, Public Works (Streets) – CDL Class A Training completion.
- Employee Recognitions by Human Resources Director Alex Ferguson.  
Start Time: 5:36 p.m.  
Discussion: PWD Miller introduced new employees.
    - Daniel Foster – Public Works Management Analyst.
    - Brett West – Public Works Utility Worker I (Stormwater).
- Proclamations for Boating Safety Week, Public Works Week, and Building Safety Month.  
Start Time: 5:38 p.m.  
Discussion: Mayor Ward presented the Boating Safety Week proclamation.
- Start Time: 5:43 p.m.  
Discussion: Mayor Ward presented the Public Works Week proclamation.
- Start Time: 5:49 p.m.  
Discussion: Mayor Ward presented the Building Safety Month proclamation.
- Committee, Board, and Commission Appointments Announcement.  
Start Time: 5:53 p.m.  
Discussion: Mayor Ward announced the Committee, Board, and Commission appointments.
    - Planning Commission
      - Laurie Green
      - Kevin Harris
    - Florence Urban Renewal Agency
      - Dave Braley
      - Ken Henderson
      - Sally Wantz (Councilor Position)
    - Public Arts Committee
      - Christine Santiago
      - Carole Cohen
      - Deb Ripley
      - Steve Ball
    - Environmental Management Advisory Committee

▪ Brian Carmer

- Recruitment continues for Transportation Committee and Environmental Management Advisory Committee Members.

Start Time: 5:58 p.m.

Discussion: CR White announced the City is expanding recruitment for the Transportation Committee and the Environmental Management Advisory Committee Members.

- City of Florence 2024 Community Survey

Start Time: 6:00 p.m.

Discussion: ACM Messmer presented the 2024 Community Survey information and presentation.

**1. PUBLIC COMMENTS**

This is an opportunity for members of the public to bring to the Council's attention any item not otherwise listed on the agenda.

Start Time: 6:08 p.m.

Commenter 1: Ms. Kim Gomez – Florence, OR

Handout: Speaker's Card and Written Comments

Discussion: Ms. Gomez discussed...

- The Rolling Dunes Park expansion and pickleball growth in our community.
- Concerns about the length of time to improve the pickleball courts and losing grant money.

Start Time: 6:11 p.m.

Commenter 2: Ms. Radiant Gaines – Florence, OR

Handout: Speaker's Card and Written Comments

Discussion: Ms. Gaines discussed...

- Pickleball at Rolling Dunes Park.
- Inviting City Council to play pickleball at Rolling Dunes Park.

Start Time: 6:14 p.m.

Commenter 3: Mr. Chad Olsen – Mapleton, OR

Handout: Speaker's Card and Written Comments

Discussion: Mr. Olsen discussed...

- Information about the Florence Oregon Pickleball Club.
- Expanding and improving pickleball courts at Rolling Dunes Park.

Start Time: 6:17 p.m.  
Commenter 4: Ms. Patricia Burke – Westlake, OR  
Handout: Speaker's Card and Written Comments  
Discussion: Ms. Burke discussed...

- Questions about renovation status of pickleball courts at Rolling Dunes Park.

Start Time: 6:19 p.m.  
Commenter 5: Ms. Michele Furtado – Florence, OR  
Handout: Speaker's Card and Written Comments  
Discussion: Ms. Furtado discussed...

- Supporting all comments of previous speakers.
- Requesting indoor multi-purpose recreational facilities.

Start Time: 6:22 p.m.  
Discussion: Staff discussed...

- Delay due to Public Works staffing issue.
- Application has been submitted for Land Use approval and Public Hearing is in June.
- Project consists of expansion and resurfacing of pickleball courts, and parking upgrades. Plan includes demolishing shelter and restrooms.
- Grant funds are secure.
- Restrooms are closed early due to vandalism issues.
- Construction should start by end of July.

Comments: PWD Miller.

Discussion: The City Council discussed...

- Communicating with Florence Area Chamber of Commerce and the Oregon Coast Visitor's Association about pickleball asset.

Comments: Councilor Beaudreau.

Discussion: Staff discussed...

- Travel Lane County has committed to the Emerald Valley Pickleball facility being built near Lane Community College.
- Acquainting Travel Lane County with park facilities in Florence.

Comments: ACM Messmer.

Discussion: The City Council discussed...

- Showing the proposed logo for the Florence Oregon Pickleball Club.

Comments: Councilor Carp.

## **PUBLIC HEARING ITEMS**

### **2. ANNUAL UPDATE TO CITY FEES**

#### **A. PUBLIC HEARING**

Hear and consider written and oral testimony regarding the proposed City of Florence Fee Schedule.

Start Time: 6:31 p.m.

Process Reading: CR White read the Public Hearing Script and officiated the procedures.

Handouts: Public Hearing Script

Public Hearing: Opened at 6:32 p.m.

Start Time: 6:33 p.m.

Discussion: ASD Baker and CDD FarleyCampbell presented the staff presentation.

Handouts: Staff Presentation

Discussion: The City Council discussed...

- Is every community being subjected to these rules and regulations and motivation is to recoup actual costs?
- Projecting the amount for the Builder Reserve Fund?
- Do we have several departments that are not fully funded such as Streets Fund, Airport Fund, and FEC? Being more specific, I mean underfunded.
- Using the airport as an example, it could be said that the airport is underfunded because the revenue that it generates is less than what it costs to run the airport. The airport is a public service that we offer and is paid for out of the General Fund. It is an expectation of the City.
- Appreciating that this is reviewed annually while being mindful of the charges and the impact on the citizens.

Comments: Councilors Meyer, Wantz, Carp, and Beaudreau and Mayor Ward.

Discussion: Staff discussed...

- Efforts to keep standalone building program local.
- Proposed fees are consistent with other jurisdictions charges and percentage.

- During the biennial budget, General fund was budgeted to supplement building fund \$50,000 for each year of the biennium. Building fund is in the negative this year and not supporting itself at this point.
- Other proposed fees outside of Building and Planning were included in the budget process for the current biennial budget.
- Using a formula to calculate an acceptable amount for each fund during the budget process.
- Desired Building Fund reserve is a 60-day reserve which fluctuates from biennium to biennium.
- Florence Events Center is self-supporting.
- Depending on how you look at the funding, it could be considered underfunded if there were a lot of projects that were needed to be done and the funds were not there to do the projects. Airport and Streets do not spend anything they do not have.
- What is taken in at the airport in the form of leases does not cover the maintenance of the runways. Public Works is able to obtain grants to pay for those items.
- Forecasting into the future as preparations are made for the biennial budget, we will be talking about that subject of underfunding.

Comments: CM Reynolds, CDD FarleyCampbell, and ASD Baker.

Public Hearing: Closed 7:02 p.m.

#### **B. FEE SCHEDULE PROPOSAL**

Consider approval of **Resolution No. 9, Series 2024**, a resolution repealing Resolution No. 11, Series 2023, and adjusting the City of Florence Fee Schedule.

Start Time: 7:02 p.m.  
 Action: Approve Resolution No. 9, Series 2024 as presented.  
 Motion: Councilor Meyer  
 Second: Councilor Carp  
 Roll Call: Councilor Carp, 'Aye'  
 Councilor Wantz, 'Aye'  
 Councilor Meyer, 'Aye'  
 Councilor Beaudreau, 'Aye'  
 Mayor Ward, 'Aye'  
 Motion passes 'unanimously'

Council took a break from 7:06 p.m. to 7:12 p.m.

## **ACTION ITEMS**

### **3. SOLID WASTE RATE ADJUSTMENT**

Consider approval of **Resolution No. 10, Series 2024**, a resolution governing rates for solid waste services and repealing Resolution No. 21, Series 2023.

Start Time: 7:12 p.m.

Discussion: CDD Farley Campbell presented the staff presentation.

Handouts: Staff Presentation

Discussion: The City Council discussed...

- Does this item require a Public Hearing?
- Clarification on fee schedule, is it possible to add 1% to help pay for a professional and to help EMAC do their work and recycling activities?

Comments: Councilor Beaudreau and Mayor Ward.

Discussion: Staff discussed...

- No, this is acted on through existing code authority for increase.
- This isn't revenue to the City. This is your authority to regulate a licensee. This is the rate schedule that they are allowed to charge.

Comments: CM Reynolds.

Action: Approve Resolution No. 10, Series 2024 as presented.

Motion: Councilor Wantz

Second: Councilor Carp

Roll Call: Councilor Beaudreau, 'Aye'

Councilor Meyer, 'Aye'

Councilor Wantz, 'Aye'

Councilor Carp, 'Aye'

Mayor Ward, 'Aye'

Motion passes 'unanimously'

### **4. SYSTEM DEVELOPMENT CHARGES (SDC) DISCOUNT & DEFERRAL EXTENSION**

Consider approval of Ordinance No. 2, Series 2024, an Ordinance amending the City of Florence City Code Title 9, Chapter 1 related to System Development

Charges to continue to make available a process for waiving and deferring the collection of certain system development charges to encourage development of affordable housing.

Start Time: 7:32 p.m.  
Discussion: PWD Miller presented the staff presentation.  
Handouts: Staff Presentation

Discussion:

- Councilor Carp – Not supportive of extending this process.
- Councilor Wantz - Was this designed as an incentive to build or make housing more affordable? Needing additional information before considering. **CM Reynolds - System Development Charges are restricted and regulated by State law. Funds are only to be used for capacity increase projects related to the utility that it was collected for. We do not have a Parks SDC. We would not allow any collected System Development Charges to be used for something else. PWD Miller - Defining increasing capacity such as sewer. Using Driftwood Shores as an example, when sewer was extended to Driftwood Shores, there was ample coverage for the entire area.**
- Mayor Ward - Has this program accomplished what it was supposed to accomplish?
- Councilor Beaudreau - This is a really good tool to access more affordable housing in this marketplace. Would like to discuss shifting exemption percentage to encourage smaller housing. Wanting to know more about economic factors. **CM Reynolds - There is no scientific modeling to share what works for increasing more affordable housing. The number one suggestion to incentivize housing is the SDC discount.**
- Councilor Meyer - When adopting the discount based on dwelling size, it was an incentive to construct houses that are more affordable. It looks like the incentive is there. My position at this point is to continue the program.
- Councilor Wantz - Is Florence a friendly place to build? **PWD Miller - Florence does not have a true developer in town. Understanding how development happens with developers.**
- Councilor Wantz – If we can be inviting to contractors or homebuilders and we can help them out with a discount, I am okay with that.
- Councilor Carp - This Council and previous Councils have done a tremendous job with increasing housing. Now we need to focus on finances and what the City needs financially. All costs are increasing including employee and material costs. My position is to stay financially strong. I am opposed to extending this Ordinance.
- Mayor Ward - Having mixed emotions about this issue.



- Councilor Meyer - Does this encourage building houses larger than 1800 square feet? **CM Reynolds - SDC fees are a flat fee. The purpose was to encourage building work force housing.**
- Mayor Ward - Due to the fact starter homes start at \$400,000, the apartments that are being built are incredibly important. If we are going to give discounts, that is what we need to focus on.
- Councilor Beaudreau - It is important to have a variety of stock of houses available to people. It is important having different types of housing for people in their different stages of life. I don't think apartments are the only answer. It is a multi-faceted issue.
- Mayor Ward - I wasn't implying apartments are the only answer. I only mentioned apartments because they are severely lacking.

Start Time: 8:14 p.m.  
 Action: Approve first reading of Ordinance No. 2, Series 2024.  
 Motion: Mayor Ward  
 Second: Councilor Beaudreau  
 Roll Call: Councilor Beaudreau, 'Aye'  
 Councilor Meyer, 'Aye'  
 Councilor Wantz, 'Aye'  
 Councilor Carp, 'Nay'  
 Mayor Ward, 'Nay'

The vote for approval of the first reading of Ordinance No. 2, Series 2024, was not unanimous, so a second reading of the Ordinance will be held at the next City Council meeting occurring on June 10, 2024.

Discussion: Staff discussed...  
 • At the next meeting the second reading will be performed and then will be opened for deliberations. As it will be an "Action Item," it will be open for public comments at the next meeting.  
 Comments: CR White

Council took a break from 8:20 p.m. to 8:23 p.m.

## 5. **MUPTE EXTENSION REQUESTS**

As allowed by Florence City Code 1-17-9, the City Council will consider two requests from property owners for deadline extensions related to their Multi-Unit Property Tax Exemption (MUPTE) approvals.

- A.** Consider approval of **Resolution No. 11, Series 2024**, a resolution amending Resolution No. 6, Series 2022 to grant an extension to the MUPTE for the Shore Pines at Munsel Creek Development by Northwest Housing Alternatives at Map and Tax Lot 18-12-14-33-01302.

**B.** Consider approval of **Resolution No. 12, Series 2024**, a resolution amending Resolution No. 7, Series 2022 to grant an extension to the MUPTE for the Oak Manor Apartments by Our Coastal Village Development at Map and Tax Lot 18-12-14-33-01302.

Start Time: 8:23 p.m.  
Discussion: CM Reynolds presented the staff presentation.  
Handouts: Staff presentation

Discussion: The City Council discussed...  
• How is the new date determined?  
Comments: Councilor Wantz.

Discussion: Staff discussed...  
• The date was extended by one year.  
Comments: CM Reynolds

Start Time: 8:29 p.m.  
Action: Approve Resolution No. 11, Series 2024 as presented.  
Motion: Councilor Meyer  
Second: Councilor Beaudreau  
Roll Call: Councilor Beaudreau, 'Aye'  
Councilor Meyer, 'Aye'  
Councilor Wantz, 'Aye'  
Councilor Carp, 'Aye'  
Mayor Ward, 'Aye'  
Motion passes 'unanimously'

Start Time: 8:30 p.m.  
Action: Approve Resolution No. 12, Series 2024 as presented.  
Motion: Councilor Meyer  
Second: Councilor Beaudreau  
Roll Call: Councilor Carp, 'Aye'  
Councilor Wantz, 'Aye'  
Councilor Meyer, 'Aye'  
Councilor Beaudreau, 'Aye'  
Mayor Ward, 'Aye'  
Motion passes 'unanimously'

## **CONSENT AGENDA**

### **6. CITY COUNCIL MINUTES**

Consider approval of the meeting minutes for the March 21, 2024 Work Session, April 4, 2024 Work Session, April 11, 2024 Work Session, April 15,

2024 Regular Session, April 29, 2024 Special Meeting for Public Input, and May 6, 2024 Regular Session.

Start Time: 8:31 p.m.  
Discussion: City Council discussed...

- No discussion.

Action: Approve the consent agenda as presented.  
Motion: Councilor Wantz  
Second: Councilor Beaudreau  
Roll Call: Councilor Carp, 'Aye'  
Councilor Wantz, 'Aye'  
Councilor Meyer, 'Aye'  
Councilor Beaudreau, 'Aye'  
Mayor Ward, 'Aye'  
Motion passes 'unanimously'

## **REPORT & DISCUSSION ITEMS**

### **7. 2024 CITY ELECTION PROCESS**

Overview of the 2024 City Council election process and timeline for the City of Florence Mayor and Council candidates.

Start Time: 8:32 p.m.  
Discussion: CR White presented the staff presentation.  
Handouts: Staff presentation

Discussion: The City Council discussed...

- Information for the voter's pamphlet.
- Just for information the City Council position is a volunteer position.

Comments: Mayor Ward and Councilor Beaudreau.

Discussion: Staff discussed...

- The County does not manage or pay at the local level for the voter's pamphlet.

Comments: CM Reynolds

### **8. GENERAL REPORTS – Council Question and Answer Only – No Presentations**

- April Committee, Commission, and Volunteer Reports

Start Time: 8:51 p.m.  
Discussion: The City Council discussed...

- No discussion.

Comments: All Councilors present.

## **9. DEPARTMENT DIRECTOR UPDATES**

Start Time: 8:52 p.m.

Discussion: The Department Directors discussed...

- Update on utility bill system and bills will go out on the new system at the end of May.
- Police update on Rhody Days weekend. Officers performed twenty traffic stops and wrote four citations. Officers found three lost children with the youngest at two years old. Overall, it was a calm weekend.
- Big shout out to all Public Works staff that worked behind the scenes to make sure cones, barricades, landscaping, flower baskets, and even the new public art was out and securely in place. We had employees working all weekend cleaning restrooms in Old Town and trash detail. Prep work for Rhody Days starts six weeks before the festival.
- Lane County crews worked with a private property owner to remove an obstruction that was creating localized flooding in the Heceta Beach Road area. The obstruction was a beaver dam.
- Update on Rhododendron Drive Project - the contractor is scheduled to pave New Hope Lane beginning Wednesday. Just a reminder this is an active construction zone.
- Upcoming events at the Florence Events Center.

Comments: ASD Baker, Police Chief Pitcher, PWD Miller, and ACM Messmer.

## **10. CITY MANAGER REPORT & DISCUSSION ITEM**

Start Time: 9:10 p.m.

Discussion: Staff discussed...

- Upcoming City Council Work Session on Thursday.
- Upcoming City Council meetings and agenda items.
- Gratitude to the Police Department staff and the Public Works staff for all their hard work during the Rhododendron Days Festival weekend.

Comments: CM Reynolds

## **11. CITY COUNCIL REPORT & DISCUSSION ITEMS**

Start Time: 9:13 p.m.

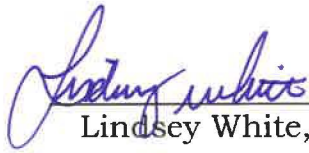
Discussion: The City Council discussed...

- Shoutout to City staff, the Chamber of Commerce, and all volunteers for their work on the Rhododendron Days Festival.
- Sharing data on the Arts in Oregon.
- Shoutout to EMAC for their work; encouraging applicants to apply for this committee.
- It was impressive seeing all the work managing the streets during the parade on Sunday.
- Receiving many compliments on the appearance of the City.

Comments: All Councilors present.

Meeting adjourned at 9:18 p.m.

**ATTEST:**



Lindsey White, City Recorder

  
\_\_\_\_\_  
Rob Ward, Mayor