



City of Florence Council Regular Session

In Person & Videoconference
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 on the City of Florence website at www.ci.florence.or.us/council.
- Items distributed during the meeting, meeting minutes, and a link to the meeting video are posted to the City's website at www.ci.florence.or.us/council after the meeting.
- To be notified of City Council meetings via email, please visit the City's website at <http://www.ci.florence.or.us/newsletter/subscriptions>.

July 21, 2025

AGENDA

5:30 p.m.

Councilors:

Rob Ward, Mayor

Robert Carp, Council President Jo Beaudreau, Council Vice-President
Sally Wantz, Councilor Mike Webb, Councilor

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

Proceedings will be shown live and for rebroadcast on Cable Channel 191 and online at www.ci.florence.or.us/citymanager/public-meetings-live and will be available after the meeting on the City's Vimeo Site.

In addition to attending in person, members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/4395314673290261343>

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

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](http://www.ci.florence.or.us).

CALL TO ORDER – ROLL CALL – PLEDGE OF ALLEGIANCE

5:30 p.m.

PRESENTATIONS & ANNOUNCEMENTS

- Coast Guard City Day and 234th Birthday Proclamation
- Power of Florence Proclamation
- Florence Area Chamber of Commerce Annual Report- *Bettina Hannigan, CEO*

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. *Please see the end of this agenda for methods to provide comments on items that are not on the agenda.*

PUBLIC HEARING ITEMS

Please see the end of this agenda for methods to provide comments on public hearing items.

2. DEVELOPMENT ESTUARY CODE AND COMP PLAN AMENDMENT TO USE PRE-EXISTING NONCONFORMING BUILDINGS WITH NONCONFORMING USES

A. PUBLIC HEARING ON DEVELOPMENT ESTUARY CODE AND COMP PLAN AMENDMENT

Hear and consider written and oral testimony regarding Ordinance No. 8, Series 2025.

B. ORDINANCE NO. 8, SERIES 2025

Consider approval of **Ordinance No. 8, Series 2025**, an ordinance to: 1) amend zoning text in FCC Title 10 Chapter 19, section 4-F.10, and 2) amend policy 18.C.10, in chapter 16 of the Florence Realization 2020 Comprehensive Plan to allow continued use of nonconforming structures with nonconforming uses in the Development Estuary (DE) District until the structure is converted to a conforming use.

Jacob Foutz
Planning
Manager

3. FEMA FLOODPLAIN MANAGEMENT MODEL CODE AMENDMENT

- A. PUBLIC HEARING ON FEMA FLOODPLAIN MANAGEMENT MODEL CODE**
Hear and consider written and oral testimony regarding Ordinance No. 9, Series 2025.

Wendy
Farley-
Campbell
Com. Dev.

- B. ORDINANCE NO. 9, SERIES 2025**
Consider approval of **Ordinance No. 9, Series 2025**, a legislative amendment to FCC Title 4 Chapter 4 Flood Damage Prevention to comply with FEMA's National Flood Insurance Program related to pre-implementation compliance measures.

CONSENT AGENDA

4. CITY COUNCIL MEETING MINUTES

Consider approval of the meeting minutes for April 7, 2025 City Council Regular Session, April 17, 2025 City Council Work Session, April 21, 2025 City Council Regular Session, May 5, 2025 City Council Regular Session, May 8, 2025 City Council Work Session, and the May 19, 2025 City Council Work Session.

Lindsey White
City Recorder

REPORT & DISCUSSION ITEMS

5. ANNUAL ECONOMIC DEVELOPMENT REPORT

Economic Development and Communications Analyst Chantelle Meyer will provide an annual update on the City's economic development efforts, highlighting key initiatives, accomplishments, and future priorities.

Chantelle
Meyer
Ec. Dev. &
Comm. Analyst

6. GENERAL REPORTS— *Council Question & Answer Only – No Presentations*

- June Committee, Commission & Volunteer Reports

7. DEPARTMENT DIRECTOR UPDATES

Management
Team

8. CITY MANAGER REPORT & DISCUSSION ITEM

Erin Reynolds
City Manager

9. CITY COUNCIL REPORTS & DISCUSSION ITEMS

City Council

COUNCIL CALENDAR		
<i>All meetings are held in person with a virtual option unless otherwise indicated</i>		
Date	Time	Description
July 24, 2025	8:30 a.m.	City Council Work Session
August 4, 2025	5:30 p.m.	City Council Meeting
August 5, 2025	Save the Date	National Night Out
August 18, 2025	5:30 p.m.	City Council Meeting

PUBLIC MEETINGS PROCEDURES

The July 21, 2025 City Council meeting will be held in person, with the option to view / listen to the meeting virtually through the GotoWebinar platform.

Expressing Views to the City Council: Citizens wishing to express their views to the City Council may do so in both written and verbal formats.

1. Written Testimony: Citizens wishing to express their views to the City Council are encouraged to submit written testimony in one of the following ways:
 - a. Submit written comments via email to City Recorder at cityrecorder@ci.florence.or.us;
 - b. Mail written comments to Florence City Hall, Attn: City Council, 250 Hwy 101, Florence, OR 97439
 - c. Drop off written comments at Florence City Hall (250 Hwy 101) during regular office hours (Monday through Friday 8 a.m. – Noon and 1:00 p.m. – 4 p.m.) or at the City of Florence drop box located at Florence City Hall to the right of the main entrance.
- ** Note:** Written comments received at least 2 hours prior to the meeting (July 21, 2025 at 3:30 p.m.) will be distributed to the City Council, posted to the City of Florence website, and made part of the record.
2. Verbal Testimony: Citizens wishing to express their views to the City Council may participate in the meeting at Florence City Hall or via GoToWebinar. To do so, please complete a speaker's card online at www.ci.florence.or.us/council/request-address-city-council-speakers-card at least 1 hour prior to the meeting (July 21, 2025 at 4:30 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 City Council agenda) will be allowed at each City Council 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 Hearing Testimony: Testimony on public hearing items will be allowed when a public hearing is held. Verbal comments will be allowed on public hearing items after staff has given their report and have allowed time for initial Council questions. In general (with some exceptions for Land Use hearings), comments are limited to five minutes per person with no limit on the number of speakers.
 - c. Public Comments on Action Items: Public Comments will be allowed on each action item on the City Council agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Council 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 Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/council/rules-procedure>.