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**City of Florence
City Council Meeting
250 Hwy 101, Florence, Oregon
Final Action Minutes
March 6, 2017**

CALL TO ORDER - ROLL CALL - PLEDGE OF ALLEGIANCE

Meeting called to order at 5:30 p.m.

Councilors Present: Mayor Joe Henry, Councilors Joshua Greene, Ron Preisler, George Lyddon and Susy Lacer.

Councilors Absent: None

Staff Present: City Manager Erin Reynolds, Public Works Director Mike Miller, Chief of Police Tom Turner, Planning Director Wendy FarleyCampbell, City Recorder / Economic Development Coordinator Kelli Weese, Project Manager Megan Messmer, Interim Finance Director Andy Parks and Florence Events Center Director Kevin Rhodes.

ANNOUNCEMENTS

- Ken Larson – School Resource Officer
- Sean Selig – Utility Worker II / Engineering Technician

Start Time: 5:30 p.m.

Action: Mr. Larson and Selig were introduced to the City Council.

PRESENTATION

- Chamber of Commerce Marketing Committee

Start Time: 5:37 p.m.

Action: Mr. Scott Steward of Creative Wave Marketing presented the Chamber of Commerce marketing committee work.

1. APPROVAL OF AGENDA

Start Time: 5:50 p.m.
Action: Approve agenda as shown.
Vote: Unanimous

2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Council'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. Speakers may not yield their time to others.

Start Time: 5:51 p.m.

Commenter 1: Robin Smith – Charter Communications
• Comcast Cable Franchise Agreement

CONSENT AGENDA

3. APPROVAL OF MINUTES

Consider approval of the regular meeting minutes of January 23, 2017 and February 6, 2017.

4. LIQUOR LICENSE FOR LITTLE BROWN HEN CAFE

Consider ratification of Staff's decision to approve the change of ownership liquor license for Little Brown Hen Café located at 435 Hwy 101.

5. LIQUOR LICENSE FOR THE WATERFRONT WINE STORE

Consider approval of a new outlet liquor license for The Waterfront Wine Store located at 1300 Bay Street.

Start Time: 5:40 p.m.

Action: Approve consent agenda items as shown in the meeting materials
Motion: Councilor Lacer
Second: Councilor Lyddon
Vote: Unanimous

REPORT ITEMS

6. AUDITED FINANCIAL STATEMENTS FOR FISCAL YEAR 2015 / 16

Consider accepting the audited financial statements for the fiscal year ending June 30, 2016.

Start Time: 6:01 p.m.

Discussion: The City Council discussed...

- Net position change
- Planned reductions to ending fund balances
- Public Employee Retirement System (PERS) increases

Comments: Councilor Preisler and Mayor Henry

7. HOUSING AND ECONOMIC OPPORTUNITIES

Review status of the buildable lands inventory, housing needs analysis and economic opportunities analysis.

Start Time: 6:12 p.m.

Discussion: The City Council discussed...

- Timeline for completion
- Purpose of the comprehensive plan
- Funding for the studies
- Amendments to the Planned Unit Development Code
- Definition of workforce housing
- Park model regulations
- Accessory dwelling units
- Citizen Advisory Committee and Structure
- Cost to perform work and potential funding sources
- Commonality of changes in other jurisdictions

Comments: Councilor Greene, Preisler and Mayor Henry

Action: The City Council requested staff bring back amendments to the Planned Unit Development Code to the City Council for initiation of code amendments.

8. CITY MANAGER REPORT

- Revision Florence project status, timeline & budget

Start Time: 7:00 p.m.

Discussion: The City Council discussed the Revision Florence project including...

- Purpose of discussions for upcoming meeting
- Timeline for committing the additional MSA funding
- Oregon Department of Transportation funding contribution

- Other potential funding opportunities and next steps
- Potential for the City to fund the \$3.5 million funding deficit
- Request for the City Council to make a decision on the funding deficit prior to the Urban Renewal Agency decision
- Potential for the City of Florence to fund the debt service on the funding deficit

Comments: Councilor Greene, Preisler and Mayor Henry

Start Time: 7:48 p.m.

Action: Mayor Henry led a straw-poll vote to determine if the City Council was willing to allow the Urban Renewal Board to commit the City to assist in funding the unfunded portion of the ReVision Florence project.

Vote: Councilor Lyddon – No
 Councilor Preisler – Yes
 Councilor Greene - Yes
 Councilor Lacer – Yes
 Mayor Henry – No

Decision: The City Council decided to allow the March 8, 2017 Florence Urban Renewal meeting to proceed as planned.

Discussion: The City Council continued to discuss the Revision Florence project including...

- Ability of the City of Florence to shoulder the debt of the unfunded portion of the ReVision Florence project
- Methods of dealing with the unfunded portion of the project including...
 - project scaling,
 - structure of the debt to allow for increasing payments,
 - urban renewal’s capability of shouldering debt, and
 - potential additional funding partners including Lane County Transient Room Tax funding.

Comments: Councilor Lacer and Mayor Henry

Start Time: 7:53 p.m.

Discussion: The City Council discussed...

- March City of Florence Newsletter


9. CITY COUNCIL REPORTS

Start Time: 7:55 p.m.

Discussion: The City Council discussed...


- Council activities in the community and community announcements

Meeting adjourned at 7:58 p.m.



Joe Henry, Mayor

ATTEST:



Kelli Weese, City Recorder