
**City of Florence
City Council Work Session
Held at Driftwood Shores Resort
88416 1st Ave., Florence, Oregon
Final Action Minutes
January 14, 2019**

CALL TO ORDER - ROLL CALL

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

Councilors Present: Councilors Woodbury, Preisler, Greene, Lucio and Mayor Henry.

Councilors Absent: None

Florence Staff Present: City Manager Erin Reynolds, Public Works Director Mike Miller, Planning Director Wendy FarleyCampbell, City Recorder / Economic Development Coordinator Kelli Weese, IT Manager Les Cardwell, HR Analyst Alex Ferguson, FEC Director Kevin Rhodes, Chief of Police Tom Turner and City Project Manager Megan Messmer.

1. WORK SESSION DISCUSSION TOPICS

- Committees, Commissions & Volunteer Policies & Programs: Review the structure and mission of the City of Florence's Committees, Commissions and volunteer programs and consider potential policy amendments.
- Review of upcoming agenda items

Start Time: 8:30 a.m.

Topic: Introduction, Benefits from Good Government and Refresher on the form of government

Handouts: Mejorando Group Agenda & Handouts
Easel Notes

Discussion: The City Council discussed...

- The benefits of good governance including...
 - Making the community a better place to live,
 - Improving the city,
 - Minimizing bureaucracy whenever possible,

- How to determine what the public wants,
 - Creating a community where people want to move / relocate to,
- The Role of the Mayor in the community,
 - Ceremonial Functions,
 - Leader of community & local government,
 - Communication to the community at large,
 - Mediator with the Council,
 - Level of Authority,
- The Role of the Councilors,
 - Listening to people in community and working in their behalf and pushing good ideas through,
 - Treat other Councilors and staff with respect,
 - Spend time to learn about issues and relationship to change,
- The Role of the City Manager,
 - Catalyst between staff & governing body and channeling the right direction,
 - Chief Executive Officer and Chief Example Officer, and Chief Operating Officer,
 - Able to inspire staff and give them the freedom to take risks,
 - Operationalizing the Council's vision,
 - Planning, Organizing, Directing and Controlling,
 - Teaching,
 - Problem Solving,
 - Outreach & Communication,
 - Carry forward policies & goals,
- The Role of Department Directors,
 - Translating vision into action,
 - Implementation,
 - Internal set of advisors,
 - Recommendation, guidance & advice,
 - Specific knowledge,
 - Neutral and objective,
 - Exercise their point of view,
 - Communicative of all the City's issues,
 - Synthesize and understand how their roles work toward the entire city,
 - Fiduciary responsibility for efficiency & effectiveness,
 - Innovation & flexibility,
 - Good buffer between public and council,
- The Role of City Staff,
 - Leadership,
 - Good customer service,
 - Making sure they feel valued,

- The Role of Community Members,
 - Communication & input,
 - Skills & volunteerism,
 - Role of non-profits,
- Enhancing Credibility as a governing body,
 - Understanding the different types of people in the community and their opinions of the community,

Start Time: 10:00 a.m.

Topic: Staff Updates

Handouts: PowerPoint Presentation

Discussion: The City Council discussed...

- Accomplishments of each of the City's departments over the past year
- Potential next steps with objectives in the future

Start Time: 11:17 a.m.

Topic: Identified topics discussion

Discussion: The City Council discussed...

- Community - Housing
 - Potential solutions to the need for various types of housing including starter homes, move up homes and final homes
 - How to pay for workforce housing
 - Homeless housing needs
 - Incentives to create affordable housing

Florence City Council Adjourned for a lunch break from 11:36 – 12:35 p.m.

Start Time: 12:35 p.m.

Topic: Identified topics discussion

Discussion: The City Council discussed...

- Economic Development
 - Role of housing in economic development
 - Potential business incentives
 - Next steps for the Pacific View Business Park
- Quality of Life
 - Needs and community expectations for the City's parks
 - Role of the Arts in the community and next steps with Public Art program

Florence City Council Adjourned for a break from 2:12 – 2:30 p.m.

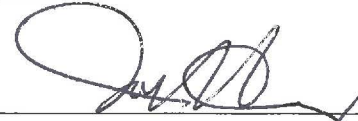
Start Time: 2:30 p.m.
Topic: Headwinds, Changes as a process
Discussion: The City Council discussed...

- Technology needs in the community
- Influence of Retirees and understanding demographic needs
- Constituents outside city limits seeking services and influence

Start Time: 2:53 p.m.
Topic: Goal Setting / Strategic Plan
Discussion: The City Council discussed...

- Park improvements including Gallagher and River parks
- Monument signs at city entry points
- City Hall office hours to be open at lunch
- Old town park needs
- Additional Rhody Drive bike path expansions
- Small development of starter homes and potential incentives to achieve
- Steps to obtain better paying jobs in the community
- Port of Siuslaw's ability to have vacation rentals
- Panhandling
- Environmental related issues including Styrofoam, plastic bags and precious plastic
- Role of the City in supporting the Siuslaw Schools bond
- Better working relationships with the schools
- Special events including national night out
- Needs for emergency management
- ReVision Florence construction and future decision points
- Next steps with public art
- Tailoring volunteers toward their skill sets
- Timeframes for work plan
- Steps to keep work plan in front of the Council
- Parking in Old Town, potential to add handicapped spaces on Bay Street
- Council grant program
- Target examples of workforce housing and how developers can accomplish

Florence City Council meeting adjourned at 4:09 p.m.



Joe Henry, Mayor

ATTEST:



Kelli Weese
City Recorder