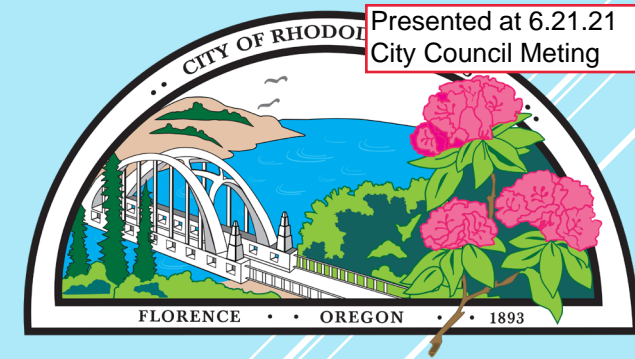


WELCOME TO THE VIDEOCONFERENCE MEETING OF THE FLORENCE CITY COUNCIL



City of Florence
A City in Motion

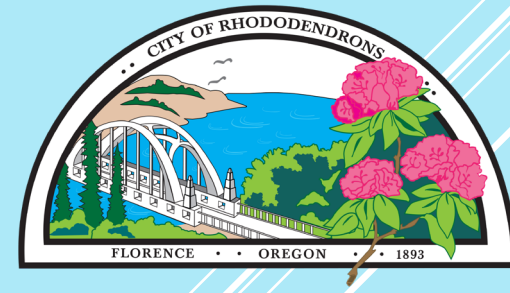
Due to federal and state restrictions on public gatherings, the Florence City Council meetings shall be held via videoconference using the gotowebinar platform and shown live on Cable Channel 191 and online at www.ci.Florence.or.us/citymanager/public-meetings-live.

Citizens wishing to express their views may provide verbal or written comments. For more information, visit the City of Florence website at www.ci.Florence.or.us/council/request-address-city-council-speakers-card.



CITY OF FLORENCE
CITY HALL
250 HWY 101

CITY OF FLORENCE
City Hall



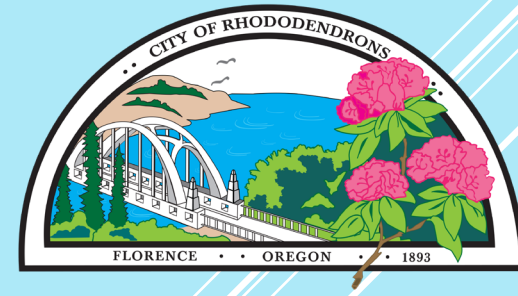
City of Florence
A City in Motion

PRESENTATIONS & ANNOUNCEMENTS

BUREAU OF OCEAN ENERGY MANAGEMENT (BOEM) AND STATE OF OREGON OFF-SHORE WIND ENERGY PLANNING

PUBLIC COMMENTS

Comments are allowed in both written and verbal format for public hearing / action items as well as items not on the agenda:



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A City in Motion

Written Comments:

- Email to kelli.weese@ci.Florence.or.us
- Mail to Florence City Hall, Attn: City Council, 250 Hwy 101, Florence, OR 97439
- Drop Off at Florence City Hall (250 Hwy 101) drop box
(to the right of the main entrance)

NOTE: Comments must be received at least 2 hours prior to start of meeting.

Comments Distributed: To City Council, Posted to City of Florence Website, and made part of the record. (1 hour prior to meeting)

Verbal Comments:

- Speaker's Card: Commenters must complete a speaker's card available online at www.ci.Florence.or.us/council/request-address-city-council-speakers-card
- NOTE: Cards must be received at least 1 hour prior to meeting start
- Time Limits: General Comments (Not a Public Hearing) are limited to 3 minutes per person, with a maximum of 15 minutes for all items.

**PUBLIC COMMENTS –
3 MINUTE COUNT DOWN TIMER**

2 Minutes Left

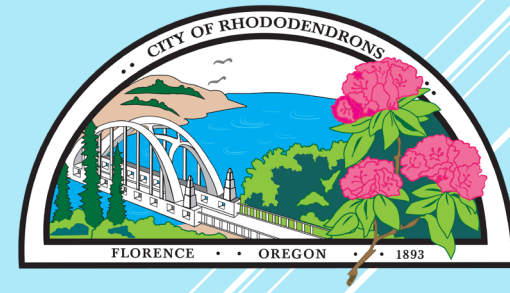
1 Minute Left

30 Seconds Left

Time is Complete

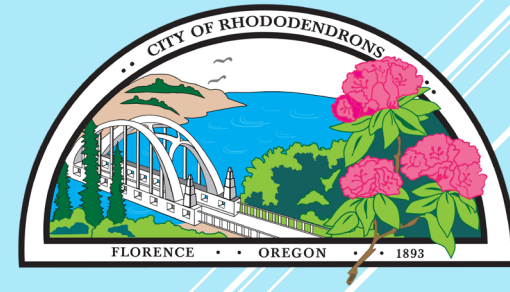
AGENDA ITEM #2

EXTENSION OF DEVELOPMENT TIMELINES FOR LAND USE DECISIONS



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PUBLIC HEARING PROCESS

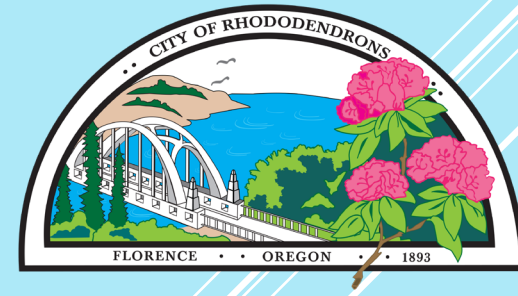


City of Florence
A City in Motion

1. **Public Hearing Process Reading**
2. **Staff Report & Questions**
3. **Public Hearing**
 - *Parties will be called in the order Speaker's Cards were Received*
 - *Time Limits: 5 minutes*
 - *Written Testimony: Comments have been distributed to the City Council & made part of record*
4. **Staff Response & Council Questions**
5. **Decision to Close or Leave Open Public Hearing**

PUBLIC TESTIMONY

Testimony are allowed in both written and verbal format for public hearing / action items:



City of Florence
A City in Motion

Written Comments:

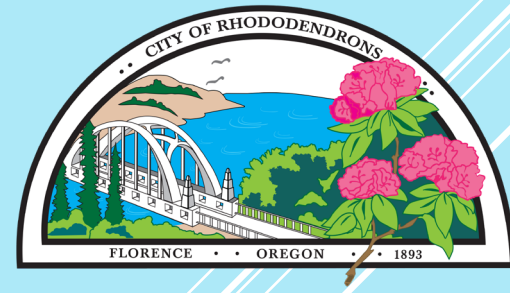
- Email to kelli.weese@ci.Florence.or.us
- Mail to Florence City Hall, Attn: City Council, 250 Hwy 101, Florence, OR 97439
- Drop Off at Florence City Hall (250 Hwy 101) drop box
(to the right of the main entrance)

NOTE: Comments must be received at least 2 hours prior to start of meeting.

Comments Distributed: To City Council, Posted to City of Florence Website, and made part of the record. (1 hour prior to meeting)

Verbal Comments:

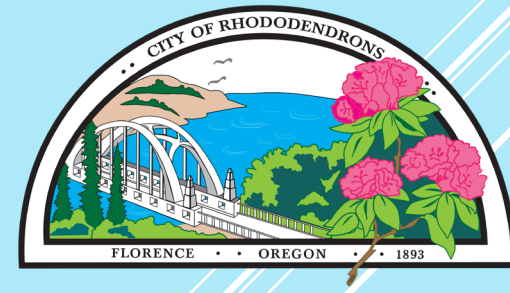
- Speaker's Card: Commenters must complete a speaker's card available online at www.ci.Florence.or.us/council/request-address-city-council-speakers-card
- NOTE: Cards must be received at least 1 hour prior to meeting start
- Time Limits: Public Hearing comments are limited to 5 minutes per person.



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STAFF REPORT & QUESTIONS

PUBLIC HEARING PROCESS



City of Florence
A City in Motion

1. Public Hearing Process Reading
2. Staff Report & Questions
3. Public Hearing
 - *Parties will be called in the order Speaker's Cards were Received*
 - *Time Limits: 5 minutes*
 - *Written Testimony: Comments have been distributed to the City Council & made part of record*
4. Staff Response & Council Questions
5. Decision to Close or Leave Open Public Hearing

When called to speak, don't forget to unmute yourself



Green = Unmuted



Grey = Muted

**PUBLIC COMMENTS –
5 MINUTE COUNT DOWN TIMER**

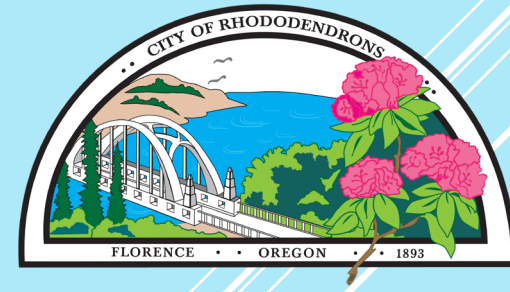
2 Minutes Left

1 Minute Left

30 Seconds Left

Time is Complete

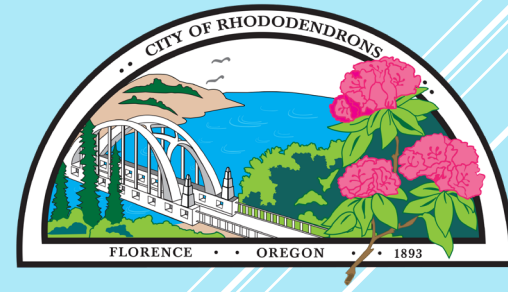
PUBLIC HEARING PROCESS



City of Florence
A City in Motion

1. **Public Hearing Process Reading**
2. **Staff Report & Questions**
3. **Public Hearing**
 - *Parties will be called in the order Speaker's Cards were Received*
 - *Time Limits: 5 minutes*
 - *Written Testimony: Comments have been distributed to the City Council & made part of record*
4. **Staff Response & Council Questions**
5. **Decision to Close or Leave Open Public Hearing**

ORDINANCE APPROVAL STEPS

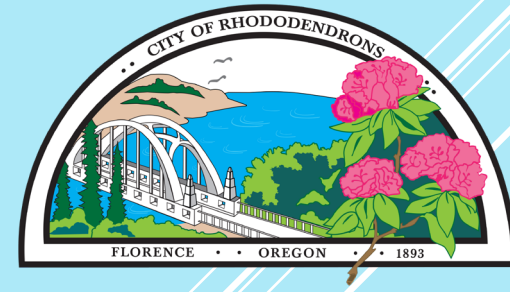


City of Florence

A City in Motion

1. **Call for the First Reading – Short Title Only**
2. **City Recorder Performs 1st Reading**
3. **Council Vote to Move to 2nd Reading**
(Unanimous Consent Required)
4. **City Recorder Performs 2nd Reading**
5. **Motion & Second**
6. **Discussion on the Motion**
7. **Roll Call Vote**

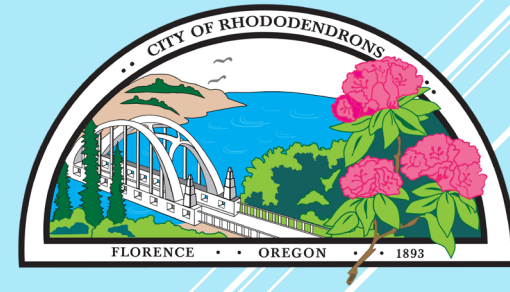
AGENDA ITEM #3



City of Florence
A City in Motion

REGIONAL ACCELERATOR & INNOVATION NETWORK (RAIN)

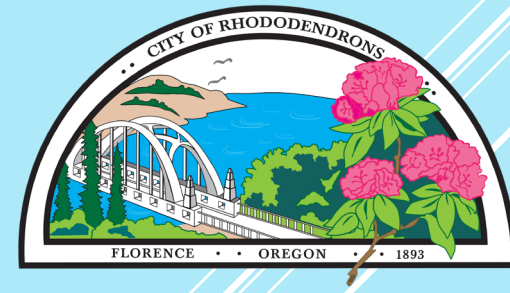
AGENDA ITEM #4



City of Florence
A City in Motion

AUDITED FINANCIAL STATEMENTS

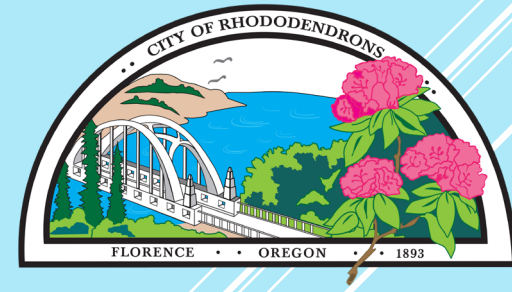
AGENDA ITEM #5



City of Florence
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FY 2020-2021 SUPPLEMENTAL BUDGET

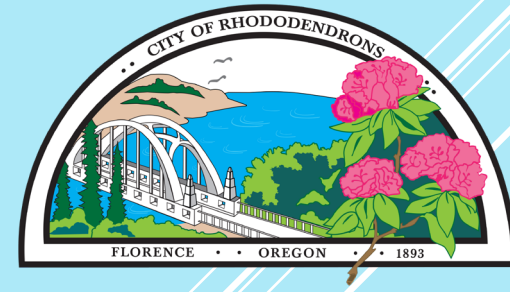
AGENDA ITEM #6



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FLORENCE ENTERPRISE ZONE

AGENDA ITEMS #7-12

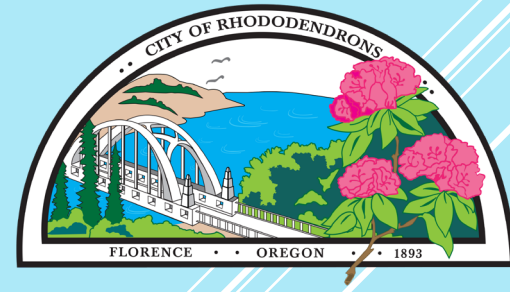


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CONSENT AGENDA

7. Automated Weather Observation System (AWOS) Bid Award
8. Tourism Marketing & Visitor Promotion Services Agreement
9. Coast Guard City Recertification Application
10. 2021 Annual Chip / Liquid Road Seal Program
11. City Council Meeting Minutes
12. The Laughing Crab Liquor License

AGENDA ITEMS #13

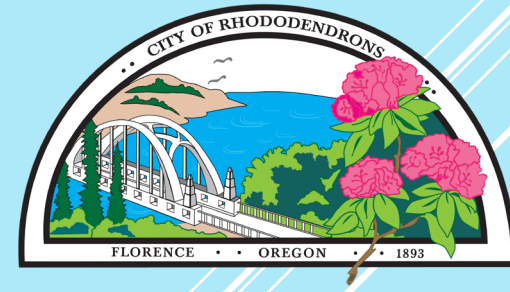


City of Florence
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GENERAL REPORTS

- May Committee, Commission & Volunteer Reports

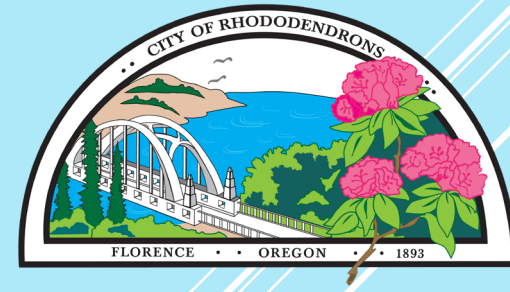
AGENDA ITEM #14



City of Florence
A City in Motion

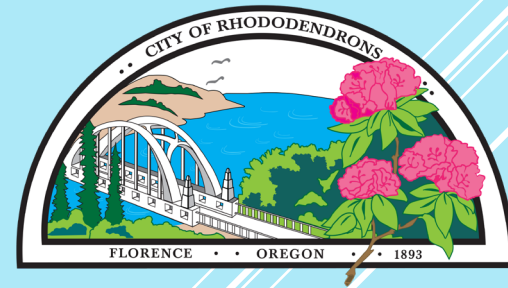
CITY MANAGER REPORT & DISCUSSION ITEMS

AGENDA ITEM #15



City of Florence
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CITY COUNCIL REPORT & DISCUSSION ITEMS

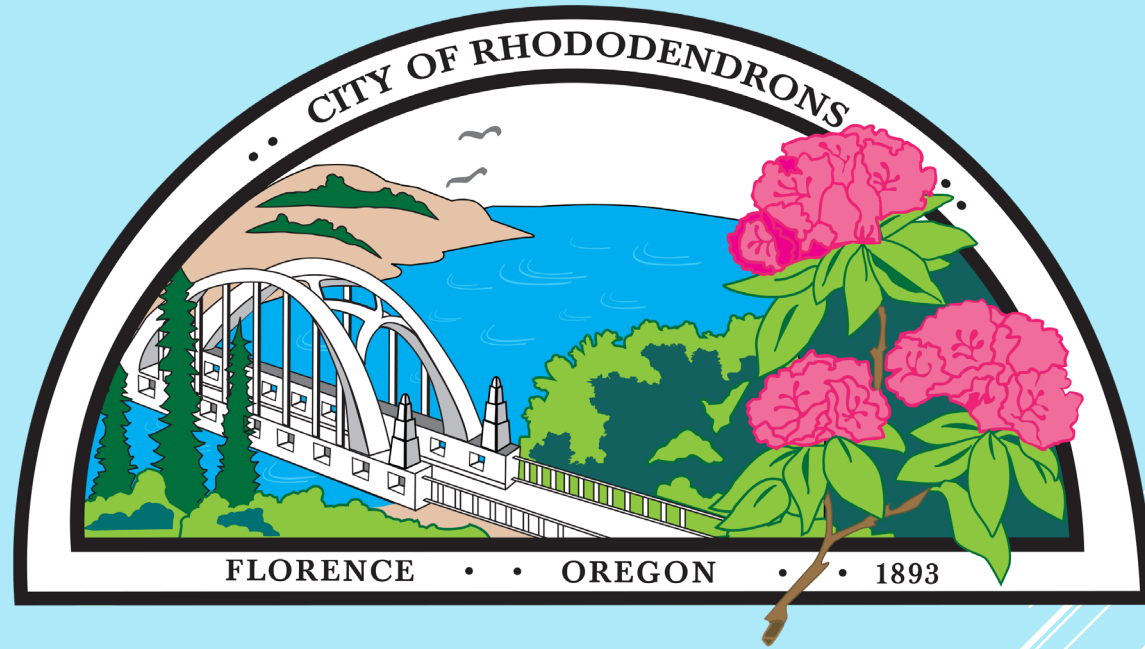


City of Florence
A City in Motion

COUNCIL CALENDAR

All meetings are held Virtually via GotoWebinar unless otherwise indicated

Date	Time	Description
July 5, 2021	---	Independence Day Holiday Observed City Offices Closed
	---	City Council Work Session Canceled
	---	City Council Meeting Canceled
July 19, 2021	10:30 a.m.	City Council Work Session <i>Tentative</i>
	5:30 p.m.	City Council Meeting
August 2, 2021	10:30 a.m.	City Council Work Session <i>Tentative</i>
	5:30 p.m.	City Council Meeting
August 16, 2021	10:30 a.m.	City Council Work Session <i>Tentative</i>
	5:30 p.m.	City Council Meeting
September 6, 2021	---	Labor Day Holiday City Offices Closed
	---	City Council Work Session Canceled
	---	City Council Meeting Canceled
September 20, 2021	10:30 a.m.	City Council Work Session <i>Tentative</i>
	5:30 p.m.	City Council Meeting



City of Florence
A City in Motion

5 MINUTE BREAK – COUNT DOWN TIMER

2 Minutes Left

1 Minute Left

30 Seconds Left

Time is Complete

10 MINUTE BREAK – COUNT DOWN TIMER

2 Minutes Left

1 Minute Left

30 Seconds Left

Time is Complete

Oregon Offshore Wind Energy Planning

Florence City Council

June 21, 2021

Whitney Hauer, Ph.D., Bureau of Ocean Energy Management (BOEM) Pacific Regional Office

Andy Lanier, Oregon Department of Land Conservation and Development (DLCD)

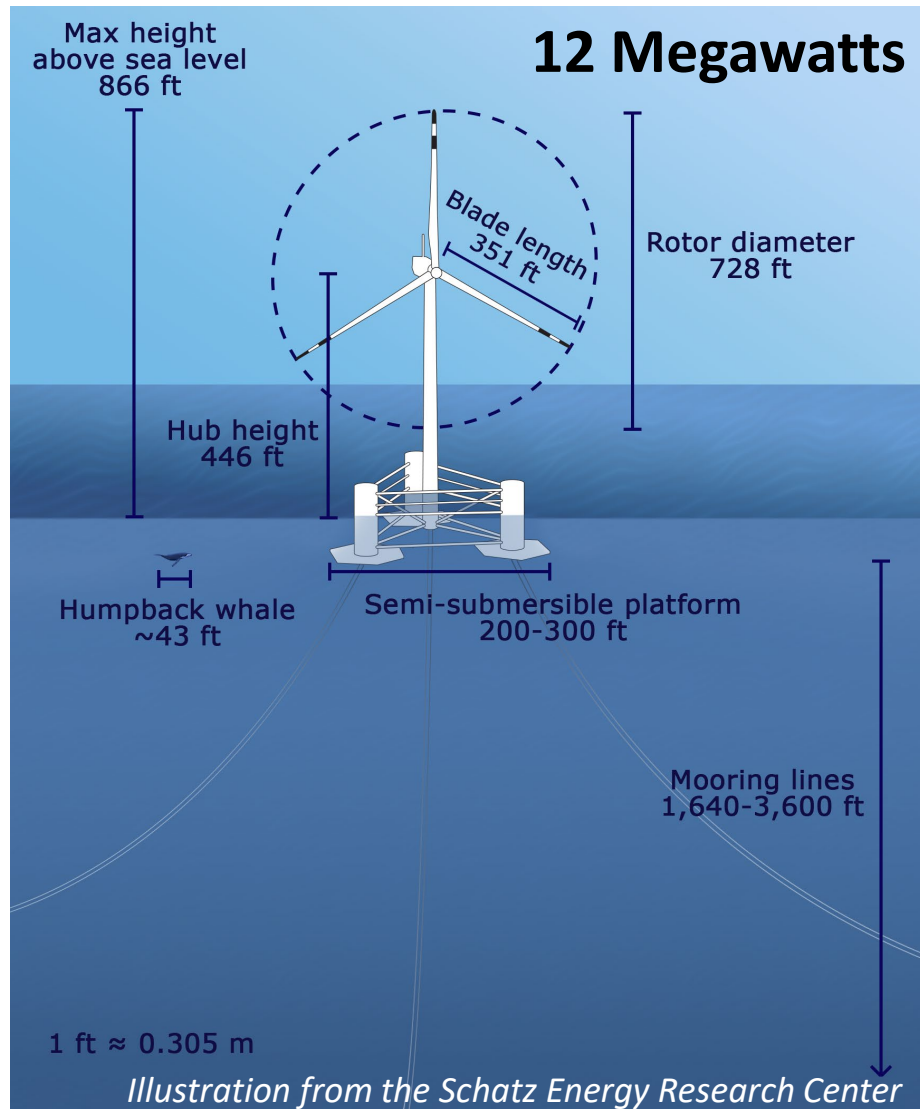


Presentation Topics

- **Introduction and Background**
- **BOEM Offshore Wind Energy Authorization Process**
- **BOEM Oregon Offshore Wind Energy Planning Effort**
- **Data Gathering: Oregon Offshore Wind Mapping Tool (OROWindMap)**
- **Discussion and Next Steps**



Offshore Wind Energy Resource and Technologies



Strong and consistent wind energy resource offshore

Fixed-bottom foundations

Shallow waters (<60 m)

Floating systems

Deep waters (>60 m)

Floating offshore wind technology likely for the West Coast

Turbine technology at 12 MW available for deployment

Bureau of Ocean Energy Management (BOEM)



Mission: Manage the development of U.S. Outer Continental Shelf (OCS) energy and mineral resources in an environmentally and economically responsible way.

Jurisdiction on the U.S. West Coast

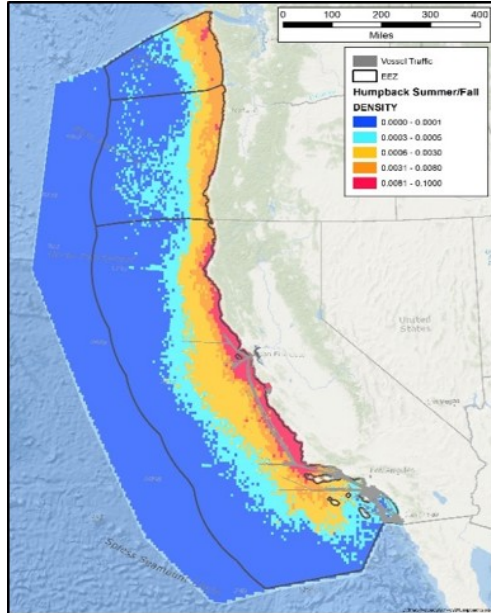
Federal waters from 3 to 200 nautical miles (i.e., the OCS)

Excludes National Marine Sanctuaries

OCS Renewable Energy Authorization Process

Multi – year Process

Planning
& Analysis



Leasing



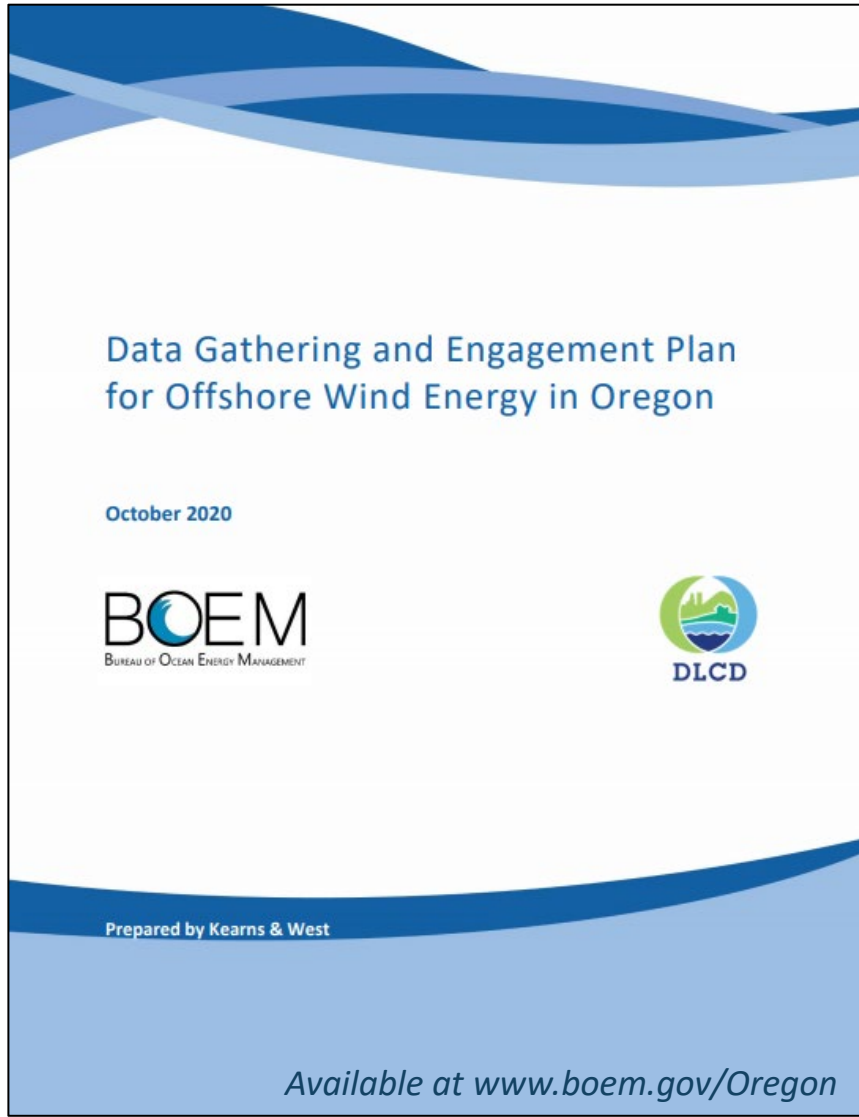
Site Assessment



Construction
& Operations



BOEM Oregon Intergovernmental Renewable Energy Task Force



Provides coordination with governmental bodies and input into BOEM’s renewable energy leasing process

September 2019 meeting: discussed planning approach

Result: BOEM and DLCD drafted data gathering and engagement plan

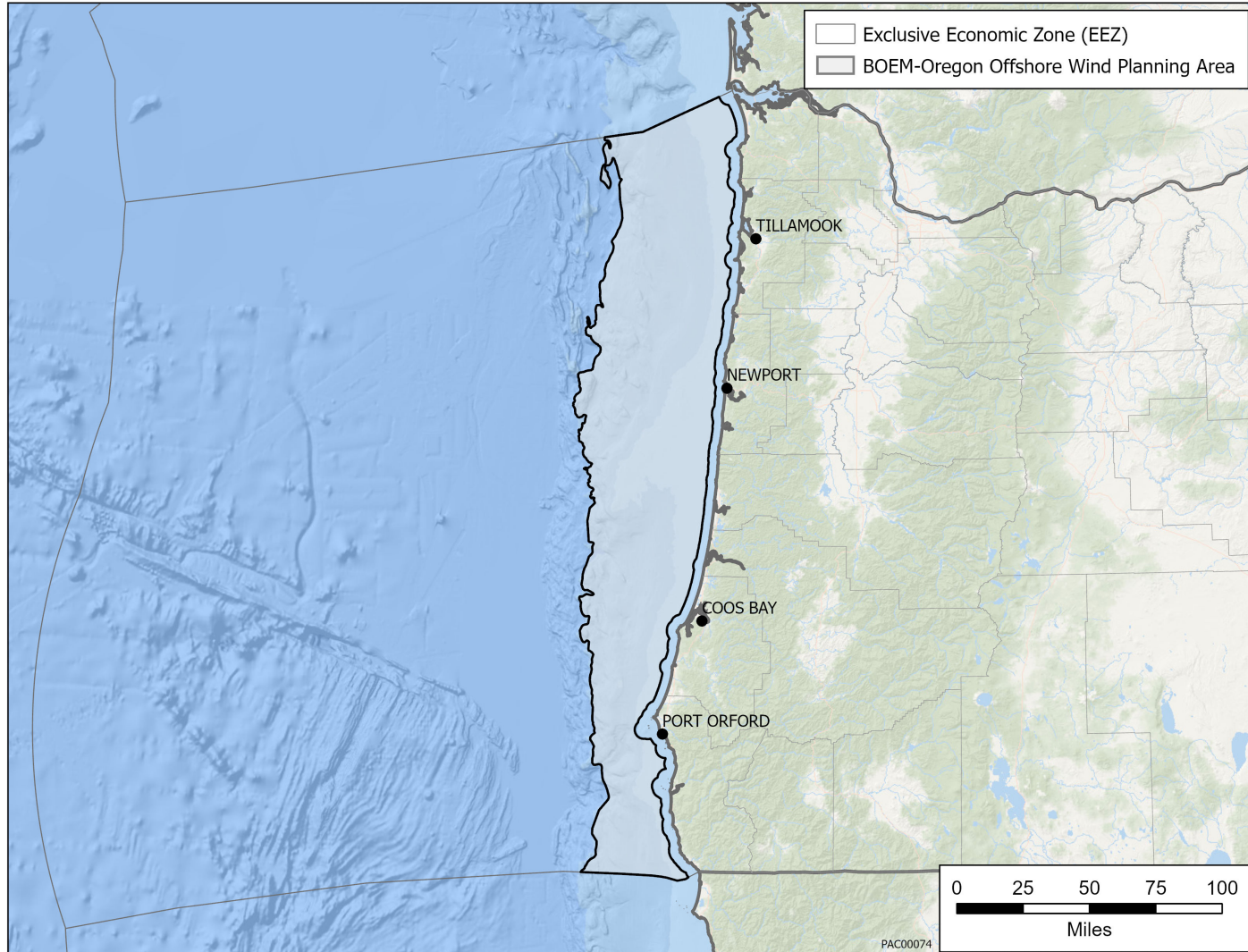
Oregon Ocean Policy Advisory Council (OPAC) letter to the Governor supports planning

June 2020 meeting: discussed draft plan

Result: BOEM and the State of Oregon committed to offshore wind energy planning

○ **October 2020: BOEM and DLCD finalized “Data Gathering and Engagement Plan for Offshore Wind Energy in Oregon”**

Oregon Offshore Wind Energy Planning: Data Gathering



Oregon Offshore Wind Mapping Tool (OROWindMap)

Planning Area: State and federal waters, and onshore with pertinent data and information

Potential Area for Leasing:

Federal waters offshore Oregon
Water depths <1,300 m (4,625 ft)
Average wind speed >7 m/s
(13.6 knots)

Ocean Planning with the Oregon Coastal Management Program

Oregon's ocean planning framework:

- **Statewide Planning Goal 19, Ocean Resources**
(mandates protection of important marine habitat and fisheries)
- **Oregon Ocean Resources Management Act (ORS 196.405)**
(creates state-ocean governance structure)
- **Ocean Policy Advisory Council** (legislatively established stakeholder advisory body)
- **Oregon Territorial Sea Plan (TSP) – Rocky Habitats (Part 3), Subsea Cables (Part 4), Marine Renewable Energy (Part 5)**
(TSP contains specific enforceable policies for state ocean management)
- **CZMA Review Authority for Marine Renewable Energy** (through a GLD)



Offshore Wind Data Catalog Organizational Plan

Oregon Data Catalogs

+

Federal Data Catalogs



Curated Offshore Wind Catalog

Coastal and Marine Data

Oregon Coastal Atlas



Oregon Statewide GIS Data Catalog

Oregon Spatial Data Library



Oregon Ocean Information



Oregon Explorer (ORES A Project)



Marine Cadastre
Ocean Reporting Tool
Digital Coast
NOAA Fisheries (FRAM)
NREL Data Catalog
Ocean Observing Initiative
USGS
...and many more



Offshore Wind Catalog
(Combination of Records from Oregon and Federal Data Catalogs)

OROWindMap Webinar

- March 11, 2021
- Introductory webinar to share the functionality of OROWindMap with key data users and data providers.
- Recording available at www.boem.gov/orowindmap-webinar



OROWindMap Webinar Recording

Watch later Sign in Share

Oregon Offshore Wind Energy Mapping Tool (OROWindMap)

Introductory Webinar

March 11, 2021

Whitney Hauer, Ph.D. and Frank Pendleton
Bureau of Ocean Energy Management (BOEM) Pacific Regional Office
Andy Lanier
Oregon Department of Land Conservation and Development (DLCD)
Facilitated by Jamie Damon, Kearns & West

For help with technical difficulties, please contact Gillian Garber-Yonts
Watch on  www.youtube.com/watch?v=... [kwest.com](http://www.kwest.com), (206) 617-7626 for assistance.



Offshore Wind Planning Data Catalog (In Progress)

The screenshot displays the West Coast Ocean Data Portal interface. At the top left is the logo for the West Coast Ocean Data Portal. To the right are navigation tabs: DISCOVER, INFORM, VISUALIZE, and ABOUT. Below the logo is a search bar with the text "Search the Catalog..." and a magnifying glass icon. To the right of the search bar is a filter dropdown menu currently set to "Biological" with a "Clear All" option. Below the search bar is a "Map" section with a map of the West Coast of the United States and Canada. The map includes a search bar, zoom controls, and a legend with options for "Any", "Intersects", and "Within". Below the map are sections for "Time Period", "Date", and "Hierarchical Category". The "Hierarchical Category" section is expanded, showing a tree view of categories: Biological (281), Species And Habitats (280), Fish (198), Marine Mammals And Turtl, Birds (15), and Marine Plants And Algae. To the right of the map and filters is a list of data layers. The first layer is "VISUAL SURVEY TRANSECTS" with a description: "This data layer depicts all known visual surveys employing remotely operated vehicles (ROV) or autonomous underwater vehicles (AUV) conducted by the NOAA Office for Ocean Exploration and Data Synthesis." Below the description are links for "HTML", "XML", and "JSON". The second layer is "SEASONAL LONG TERM PREDICTIVE MAPS" with a description: "This mapping service comprises seasonal distribution maps of selected seabird, pinniped and cetacean species off the Pacific coast of Washington. The maps were developed by predicting seasonal distribution maps of selected seabird, pinniped and cetacean species off the Pacific coast of Washington. The maps were developed by predicting seasonal distribution maps of selected seabird, pinniped and cetacean species off the Pacific coast of Washington." Below the description are links for "HTML", "XML", and "JSON". The third layer is "SHIPBOARD VISUAL VIDEO OBSERVATIONS" with a description: "This feature layer contains point features representing individual video drop-camera observation locations conducted by the USGS Western Region Coastal and Marine Geology Program and the Oregon Department of the Interior." Below the description are links for "HTML", "XML", and "JSON". The fourth layer is "PMEP FUNDED PROJECTS" with a description: "This map shows the locations of projects funded by the Pacific Marine and Estuarine Fish Habitat Partnership." Below the description are links for "HTML", "XML", and "JSON". The fifth layer is "ALL BIRDS ALL TRANSECTS" with a description: "This data set was created as a summary layer to more easily represent the original PacSEA bird transect counts at a consistent scale across the transect for display within MarineCadastr.gov." Below the description are links for "HTML", "XML", and "JSON". The sixth layer is "USGS PACSEA SEABIRD DENSITY 7KM-ORIGINAL" with a description: "Original Polygon layer showing actual final transect locations for each year and season. Each polygon shows the number of birds counted for each species within the transect divided by the bin size." Below the description are links for "HTML", "XML", and "JSON".

<https://portal.westcoastoceans.org/>

OROWindMap Data Visualization Tool



BOEM

OROWindMap
Supporting the Offshore Wind Planning Process in Oregon

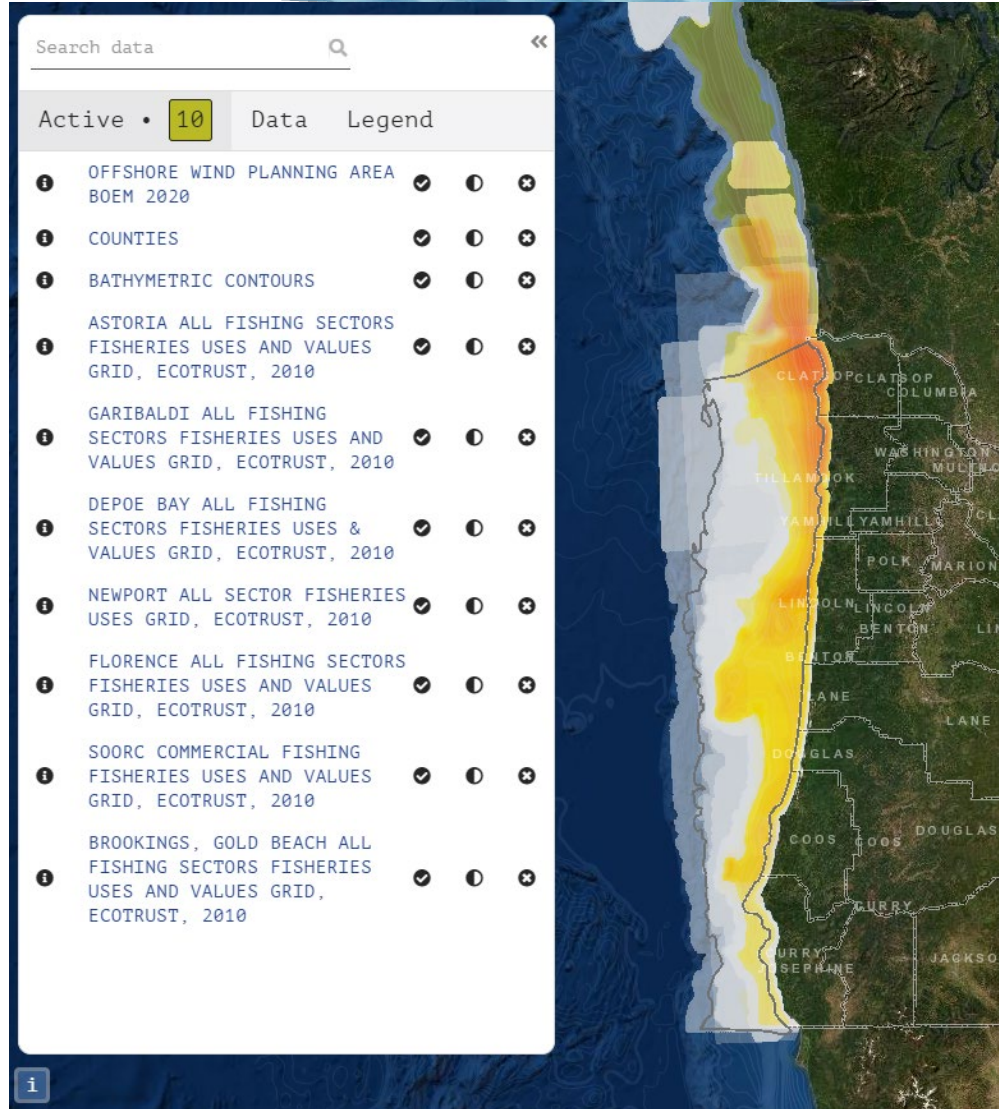
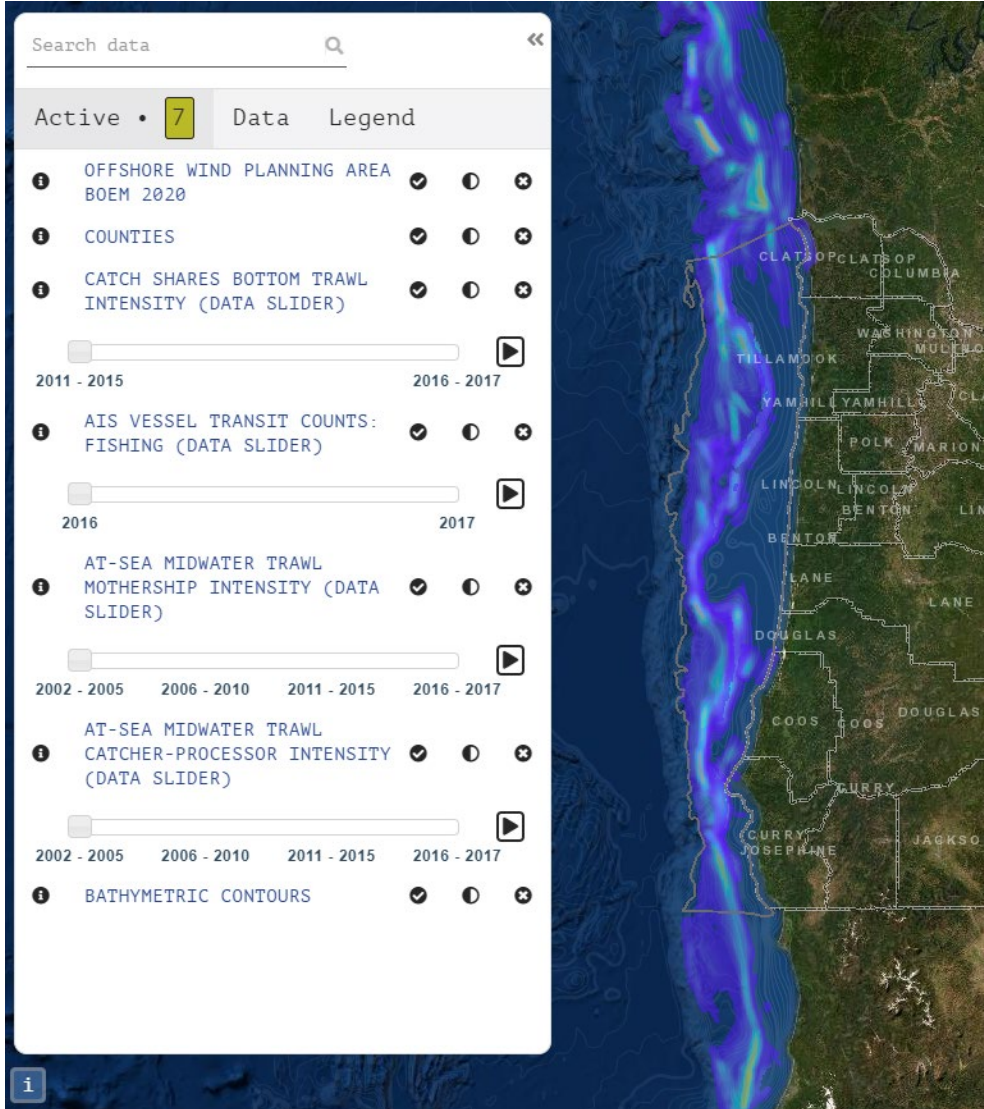
<https://offshorewind.westcoastoceans.org/>



Marine Fisheries

NOAA Fisheries

TSP Part Five



Visual Resource Management



BOEM

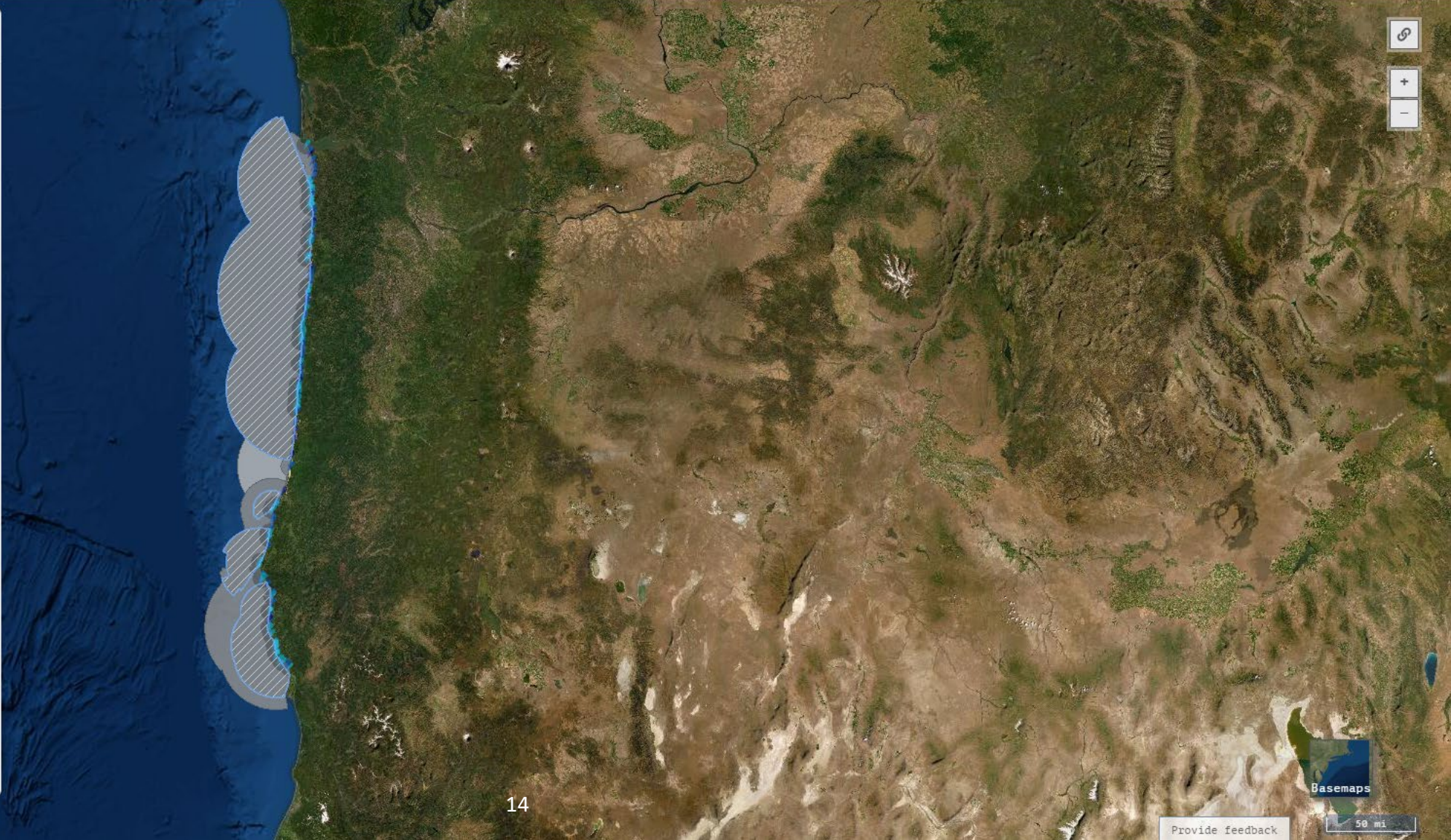
OROWindMap
Supporting the Offshore Wind Planning Process in Oregon

WEST COAST OCEAN
DATA PORTAL

Search data

Active • 4 Data Legend

- TSP VISUAL RESOURCE MANAGEMENT, SPECIAL AREA VIEWSHEDS
- TSP VISUAL RESOURCE MANAGEMENT, SCENIC QUALITY EVALUATIONS
- TSP VISUAL RESOURCE MANAGEMENT, SCENIC CLASS VALUE VIEWSHEDS
- TSP VISUAL RESOURCES MANAGEMENT, SPECIAL AREA VIEWPOINTS



Next Steps

- Tell us what you think
- Explore OROWindMap at offshorewind.westcoastoceans.org
 - Share relevant data (see www.boem.gov/OROWindMapInfo)
- Stay informed and connected about Oregon offshore wind activities and any scheduled Task Force meetings
 - Visit the BOEM Oregon webpage at www.boem.gov/Oregon
 - Sign up for announcements at www.boem.gov/OregonUpdates
- Let Whitney Hauer (whitney.hauer@boem.gov) and Andy Lanier (andy.lanier@state.or.us) know if there are other organizations, groups, or members of the public that BOEM and DLCD should engage with for offshore wind energy planning

Whitney Hauer, Ph.D. | BOEM Oregon Task Force Coordinator
whitney.hauer@boem.gov | 805-384-6263

Andy Lanier | Oregon DLCD Marine Affairs Coordinator
andy.lanier@dlcd.oregon.gov | 503-206-2291



Extra Slides



Floating Offshore Wind Energy Projects in Operation

Hywind Scotland, UK

Operational in 2017

30-MW Project

5 x 6-MW Turbines

112 m (367 ft) Water depth

WindFloat Atlantic, Portugal

Operational in 2020

25 MW Project

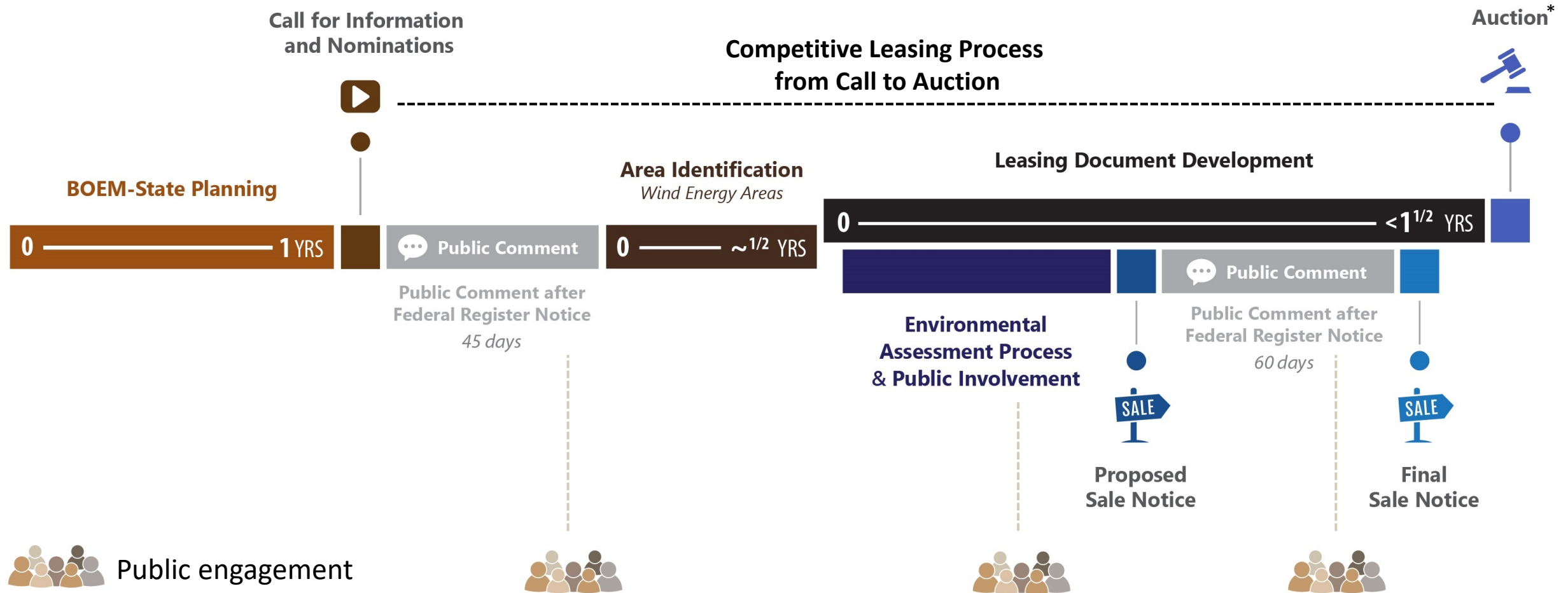
3 x 8.3-MW Turbines

100 m (328 ft) Water depth



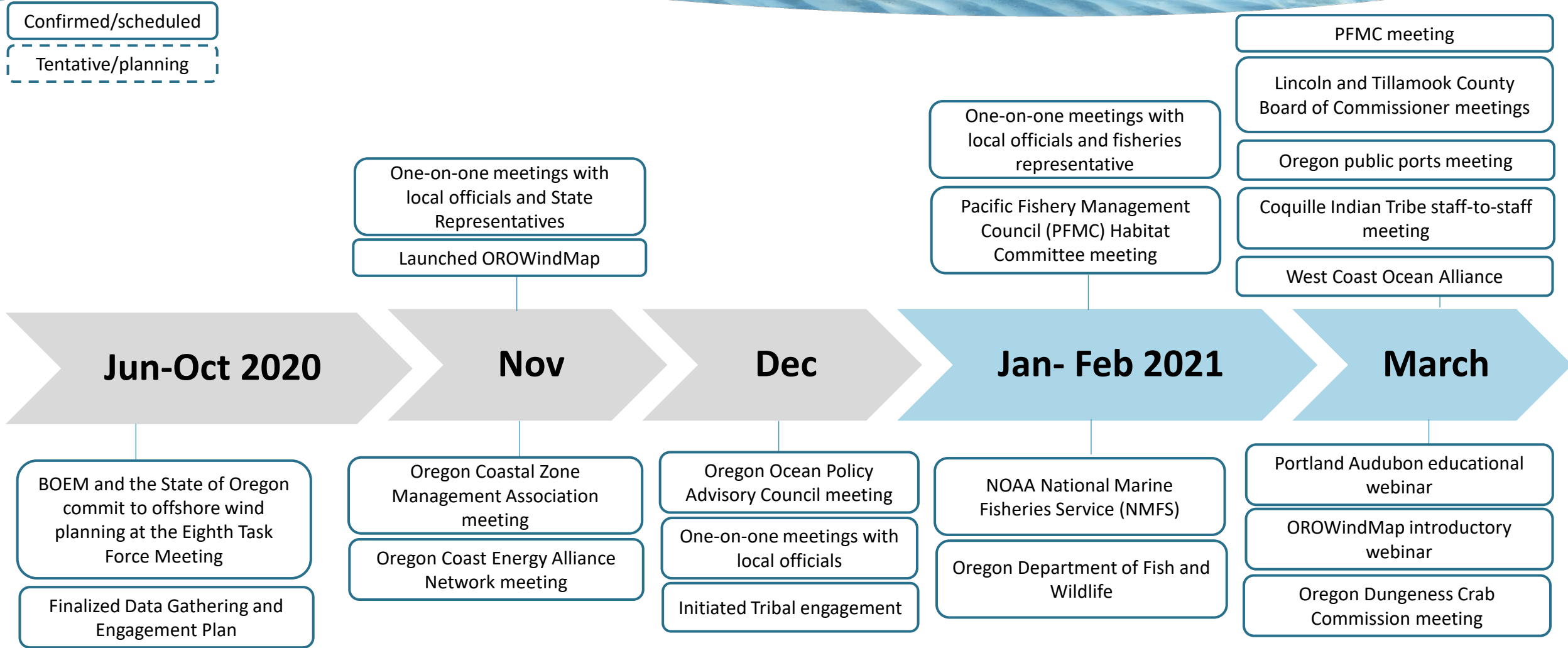
Reference: <https://www.nrel.gov/docs/fy21osti/77411.pdf>

Oregon Planning and Public Input Opportunities Prior to a Lease Auction

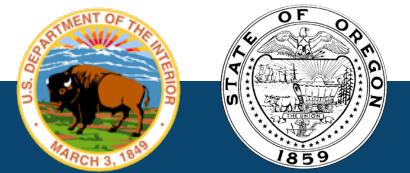


*A lease provides the lessee the right to submit a Site Assessment Plan (SAP) and a Construction and Operations Plan (COP) for technical and environmental review and approval. A lease does not, by itself, authorize any activity within the leased area.

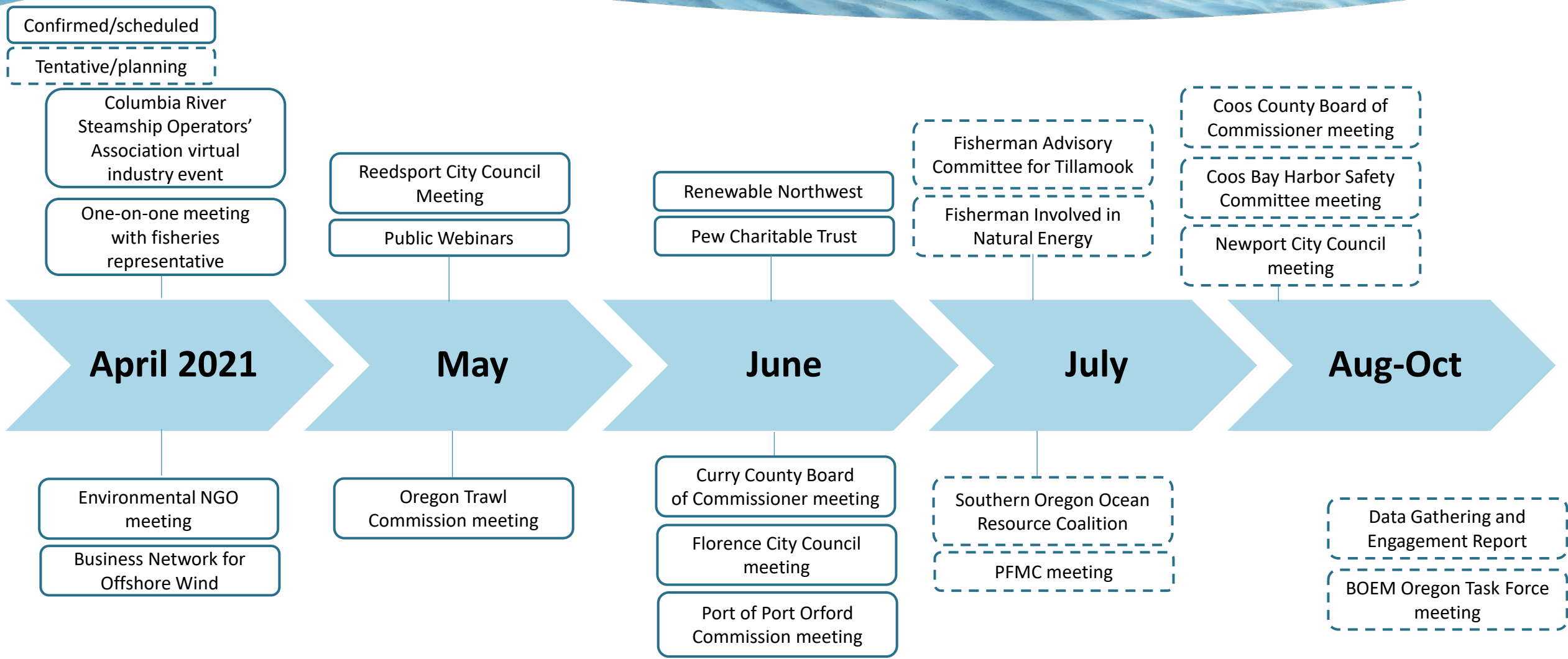
Data Gathering and Engagement Timeline



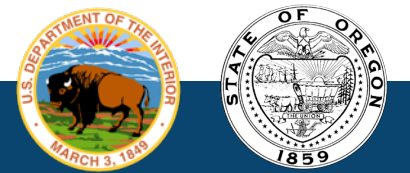
As of 6/9/21



Data Gathering and Engagement Timeline



As of 6/9/21



BOEM Oregon Intergovernmental Renewable Energy Task Force

Overview

- Established in 2011 per request from former Governor Kulongoski
- Eight meetings held
- Provides coordination with federal, state, local & tribal governments
- Provides input to BOEM renewable energy leasing decisions

Logistics

- Meetings are open to the public
- Roster, meeting agendas, attendees & materials are posted:

<https://www.boem.gov/Oregon/>

Charter

- Share information
- Coordinate approval & review processes for OCS renewable energy projects
- Identify information needs
- Discuss & identify opportunities

Federal Advisory Committee Act (FACA)

- Task Force is not chartered under FACA
- Membership is restricted to federal, state, local & tribal governmental bodies



June 21, 2021

City Council Meeting

Agenda Item #1

Public Comments

Speaker's Cards & Written Comments Received

Speaker's Cards - *In order of receipt*

- **Speaker 1** – Michael Allen (*including written comments*)

Published on *City of Florence Oregon* (<https://www.ci.florence.or.us>)

[Home](#) > [Request to Address City Council \(Speaker's Card\)](#) > [Webform results](#) > [Request to Address City Council \(Speaker's Card\)](#)

Submission information

Form: [Request to Address City Council \(Speaker's Card\)](#) [1]

Submitted by Visitor (not verified)

Mon, 06/21/2021 - 2:19pm

35.132.165.39

Name

Michael Allen

City Council Meeting Date

Mon, 06/21/2021

Agenda Item Number

1

Please note if you are speaking as an proponent, opponent, or neutral party
proponent

Brief Overview of What You Wish to Discuss

Announcement: Lane County Climate Action Plan - Greenhouse gas reduction

Do you Represent an Organization?

Yes

Name of Organization

Residence Address

87490 Rhodowood Drive

Email

mikepatallen@earthlink.net

Phone Number

5054017762

Source URL: <https://www.ci.florence.or.us/node/17771/submission/24601>

Links

[1] <https://www.ci.florence.or.us/council/request-address-city-council-speakers-card>

From: mikepatallen@earthlink.net
To: [Kelli Weese](#)
Cc: [Erin Reynolds](#); [Wendy Farley-Campbell](#); [Roxanne Johnston](#); [Mike Miller](#)
Subject: Announcement to City Council at meeting on June 21, 2021
Date: Monday, June 21, 2021 1:59:02 PM
Attachments: [Lane County Climate Action Plan - Greenhouse Gas Reduction Engagement.docx](#)

Hi Kelli,

Please share this announcement with members of the City Council and add it to the packet for the City Council meeting tonight, June 21, 2021. It will compliment my verbal public testimony.

Thanks,

Michael Allen

mikepatallen@earthlink.net

To: Mayor Henry, City councilors, City staff and members of the public

Date: June, 21, 2021

Subject: Lane County Climate Action Plan - Greenhouse gas reduction engagement

Lane County is developing a comprehensive county-wide Climate Action Plan (CAP) that will outline goals and strategies to reduce greenhouse gas emissions. In order for the CAP to represent the needs and concerns of Lane County residents, the County is conducting a robust public engagement process.

Mark your calendar!

Starting June 28, 2021 through July 31, Lane County will be hosting opportunities to get involved. This engagement period will allow everyone in the Lane County community who is interested to share their thoughts and ideas on a draft plan framework that will be a high-level version of the Climate Action Plan (CAP).

Engagement opportunities will include:

Stakeholder Interviews with Historically Marginalized Communities

Online Open House and Survey

Virtual Public Meetings

Mark Nystrom, the climate strategist for Lane County, asked me to share this information. In turn I ask you, the City Council, to share this important opportunity with all your committees and commissions, city staff and the public.

Please distribute the attached information describing the project and highlighting the ways individuals can participate.

Thank you for your cooperation. Let me know how I can be of help.

Michael Allen

Florence Climate Emergency Campaign, Founder

Elders Climate Action - Oregon Chapter, Leader

Climate Equity and Resilience Task Force, member

Lane County Climate Action Plan – Greenhouse Gas Reduction Engagement

Project Overview

Lane County is developing a comprehensive county-wide Climate Action Plan (CAP) that will outline goals and strategies to reduce greenhouse gas emissions. In order for the CAP to represent the needs and concerns of Lane County residents, the County is conducting a robust public engagement process. Lane County began this engagement process in September 2020 by conducting a survey to understand how residents want to learn about and participate in the development of the plan as well as their initial priorities for the plan.

Mark your calendar!

Starting June 28, 2021 through July 31, Lane County will be hosting opportunities to get involved. This engagement period will allow everyone in the Lane County community who is interested to share their thoughts and ideas on a draft plan framework that will be a high-level version of the Climate Action Plan (CAP). Using the feedback from the public engagement period and the results of technical analysis, Lane County will write a full plan that is responsive to the needs and goals of the Lane County community.

Engagement opportunities will include:

Stakeholder Interviews with Historically Marginalized Communities

- As a priority for Lane County, we will be engaging directly with residents who already experience greater barriers to public engagement through stakeholder interviews. This is an effort to support relationship building with these communities.

Online Open House and Survey

- Starting June 28, learn more about the project and share your ideas about the draft plan framework using our online survey tool. The survey will remain available through July 31.
- Bookmark the [Online Open House and Survey](#)

Virtual Public Meetings

- Lane County will be hosting five virtual meetings open to the public that will focus on the following elements: transportation, energy used in buildings/renewable energy production, consumption (the stuff we buy and use), coastal communities, and foothills communities.

Meeting	Date and Time	Link
Meeting 1 – Transportation	June 30, 5:30 – 7:30 p.m.	Register here
Meeting 2 – Energy Used in Buildings and Renewables	July 13, 5:30 – 7:30 p.m.	Register here
Meeting 3 – Consumption: Stuff	July 21, 5:30 – 7:30 p.m.	Register here

we Buy and Use, including food, agriculture, and forestry products		
Meeting 4 – Florence and Coast	July 27, 5:30 – 7:30 p.m.	Register here
Meeting 5 – East County Foothills	July 29, 5:30 – 7:30 p.m.	Register here

For more information about the project, visit the [online open house](#).

Contact: Mark Nystrom (Climate Strategist, Lane County, OR), climatestrategist@lanecountyor.gov.

Script for Public Comments

Good evening Mayor, Councilors and Interested Citizens,

Thank you for taking the time to listen and view the City Council meeting. The Council meeting procedures allow for both written and verbal public comments on all public hearing and action items, and for general public comments on items not on the agenda.

The instructions and timelines for providing both written and verbal testimony are shown on the screen and can also be found on the City of Florence's website for the June 21, 2021 City Council meeting.

This agenda item is to allow for public comments on items that are not an action or public hearing item on the agenda. Verbal comments will be limited to 3 minutes per person, with a maximum of 15 minutes for all items. We will also allow for an opportunity for verbal and written public comment on all public hearing and action items during those agenda items.

For public comments on all other items, which is this current agenda item, we have received **1** speaker's card.

In addition to those who have signed up to provide verbal comments, we have received **2** additional items of written comments.

These written comments were provided to the City Council one hour prior to the meeting, and were made accessible to the public on the **June 21, 2021** City Council meeting website.

For those who are providing verbal public comments, when I call your name you will be unmuted and it will be your opportunity to speak. A timer will be shown on the screen indicating the amount of time you have left to speak. Once your time limit has been completed, I will notify you that this is the case and you will be muted again.

Our first public commenter is **Mr. Michael Allen. Mr. Allen**, I have unmuted you and now is your opportunity to speak. City Council, please note Mr. Allen also provided written comments which were provided to the City Council an hour before the meeting and placed on the meeting website

Script for Public Hearing
Extension of Development Timelines

[TOPIC INTRO SLIDE #6]

Mayor: We will now move on to Item No. 2 on the agenda concerning the Extension of Development Timelines. We will be conducting a public hearing on this item. I will now turn it over to City Recorder Kelli Weese to officiate the public hearing proceedings.

City Recorder: Thank you Mayor Henry.

[PUBLIC HEARING PROCESS SLIDE #7]

This evening we will be holding a public hearing concerning the extension of development timelines for land use decisions.

This hearing will be held in accordance with the public hearing procedures for public hearings detailed in Chapter 5 of the Florence City Council Rules of Procedure.

This public hearing and action item will begin with the staff report and questions of the staff by the City Council. We will then continue the public hearing by proceeding with the parties interested in providing verbal comments in the order their speaker's cards were received.

The Council may ask questions after each speaker.

[PUBLIC TESTIMONY PROCESS SLIDE #8]

The instructions and timelines for providing both written and verbal testimony are shown on the screen and can also be found on the City of Florence's website for the June 21, 2021 City Council meeting.

We have not received any speaker's cards for tonight's public hearing.

City Recorder: Thank you everyone as we worked through these proceedings, we may now move forward with the public hearing procedures.

We will now open public hearing for Ordinance No. 11, Series 2021 Agenda Item. The time is _____ p.m.

[Staff Report]

[MOVE TO STAFF REPORT PRESENTATION]

City Recorder: We will turn it over to our Planning Director Wendy FarleyCampbell to begin the staff report.

Planning Staff: Presents staff report

[Staff introduces the topic, staff report, and presents background information, and states list of criteria for approval.]

City Recorder: Does any Councilor have questions of the staff?

[Council Questions of Staff – No Deliberations]

[DECISION TO CLOSE OR LEAVE OPEN PUBLIC HEARING SUBJECT MATTER]

City Recorder: Since we have not received any speaker’s cards, we can move immediately onto considerations for closing the public hearing.

Does either the City Council or staff see any reason to continue the public hearing or hold the record open to allow for additional testimony?

Council / Staff: Discussion

City Recorder: I now close the public hearing for Ordinance No. 11, Series 2021 at _____ - o’clock.

[If Public Hearing is left open or hearing is continued]

Mayor: The City Council will continue the public hearing concerning the Extension of Development Timelines for Land Use Decisions on at the **July 19, 2021** City Council meeting. – [DONE WITH AGENDA ITEM - MOVE ON TO NEXT ITEM ON AGENDA]

[City Council Deliberations / Decision]

City Recorder: Mayor Henry, will you please facilitate the deliberation on this agenda item, making sure to allow each Councilor an opportunity to speak.

Land Use Approval Extensions

Ordinance 11, Series 2021



Overview

- **Proposal:** Extend Land Use Approval Expiration Dates
- **Purpose:** Effects of COVID and Wildfires
- **Benefits:**
 - Save developers money and time
 - Save City resources for existing and future workload
- **Impact:**
 - 13 Existing Application Approvals Extended...6 issued but in jeopardy of missing deadline

Ordinances Explained

Section 31 of City Charter states:

“An ordinance shall take effect on the thirtieth day after its enactment. When the Council deems it advisable, however, an ordinance may provide a later or different time for it to take effect, and in case of an emergency, it may take effect immediately.”

Testimony

None Received as of 6/21/21 3:30

Alternatives

1. Adopt Ordinance No. 11 as proposed with an emergency clause; or
2. Adopt Ordinance No. 11 with changes directed by Council and with an emergency clause; or,
3. Adopt Ordinance No. 11 without an emergency clause adjustment; or,
4. Decide not to adopt Ordinance No. 11.

Staff Recommendation

Alternative 3:

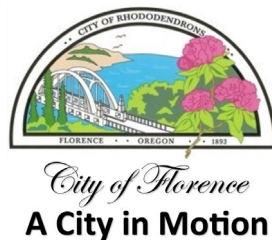
Adopt Ordinance No. 11 without an emergency clause adjustment.

Questions?

Regional Accelerator & Innovation Network (RAIN) Agreement

JUNE 21, 2021

FLORENCE CITY COUNCIL MEETING



Presentation Overview

1. Purpose of Meeting
2. RAIN Presentation
 - What is RAIN?
 - Why is entrepreneur support important?
 - RAIN's work over the past two years
 - What's next for RAIN in Florence?
3. Options, Recommendation & Council Action

Purpose of Meeting

Consider approval of 2 year agreement with RAIN for Entrepreneur support

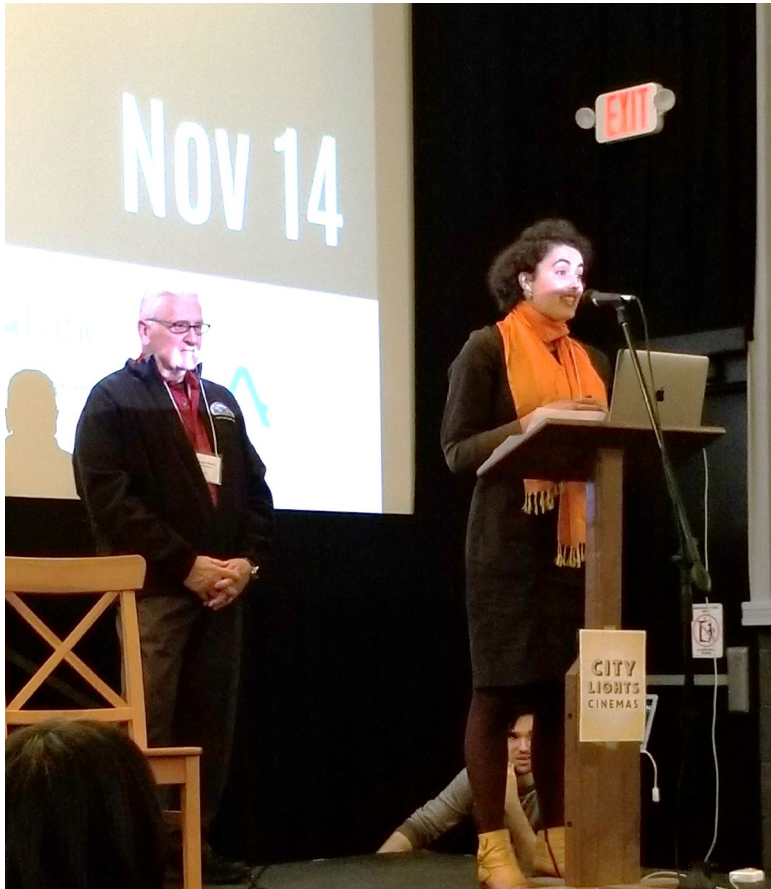
History of Program

Partnered with RAIN since 2015 – connecting entrepreneurs to resources

- Growing our own and supporting Florence businesses



Introduction



**Ariel Rubin –
RAIN Venture Catalyst**

Oregon RAIN 101

RAIN

OREGON

Ariel Ruben



ariel@oregonrain.org

Lane County Venture Catalyst
Oregon RAIN

Founder & CEO
ariel.ink, LLC - Marketing Firm

Innovation Strategist (family business)
Hummingbird Wholesale

Lynda Colter-Bergh



lynda@oregonrain.org

Florence EIC
Oregon RAIN

Business Consultant
Bottom Lines Consulting

Life Coach
Journey To Wisdom

Elaine McMillan



elaine@oregonrain.org

Florence EIC
Oregon RAIN

Founder & Operator
Beauty By Delivery Wellness Spa

Owner & Operator
Homegrown Public House & Brewery

Entrepreneur
Brewing Wellness

OUR MISSION



To partner with communities to:

Catalyze entrepreneurial ecosystems

Connect entrepreneurs to resources (including overlooked entrepreneurs)

Contribute to the creation of prosperous economies

Mentors

Physical Assets

Networking

Workshops

Capital

INFRASTRUCTURE FOR STARTUPS

News & Media

Local Government Support

Workforce

RAIN
OREGON




CONNECTING ENTREPRENEURS TO:




To People



To Programs



To Physical Assets



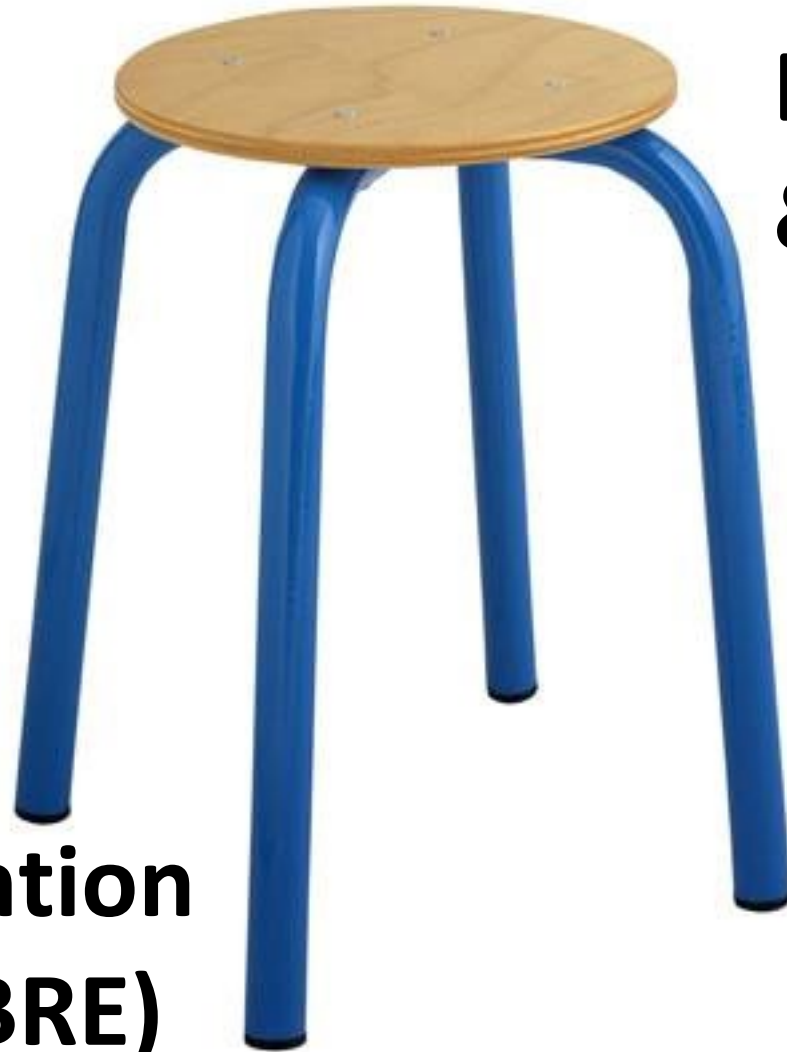
To Capital

Recruitment



**Marketing Region
for Tourism**

**Business Retention
& Expansion (BRE)**

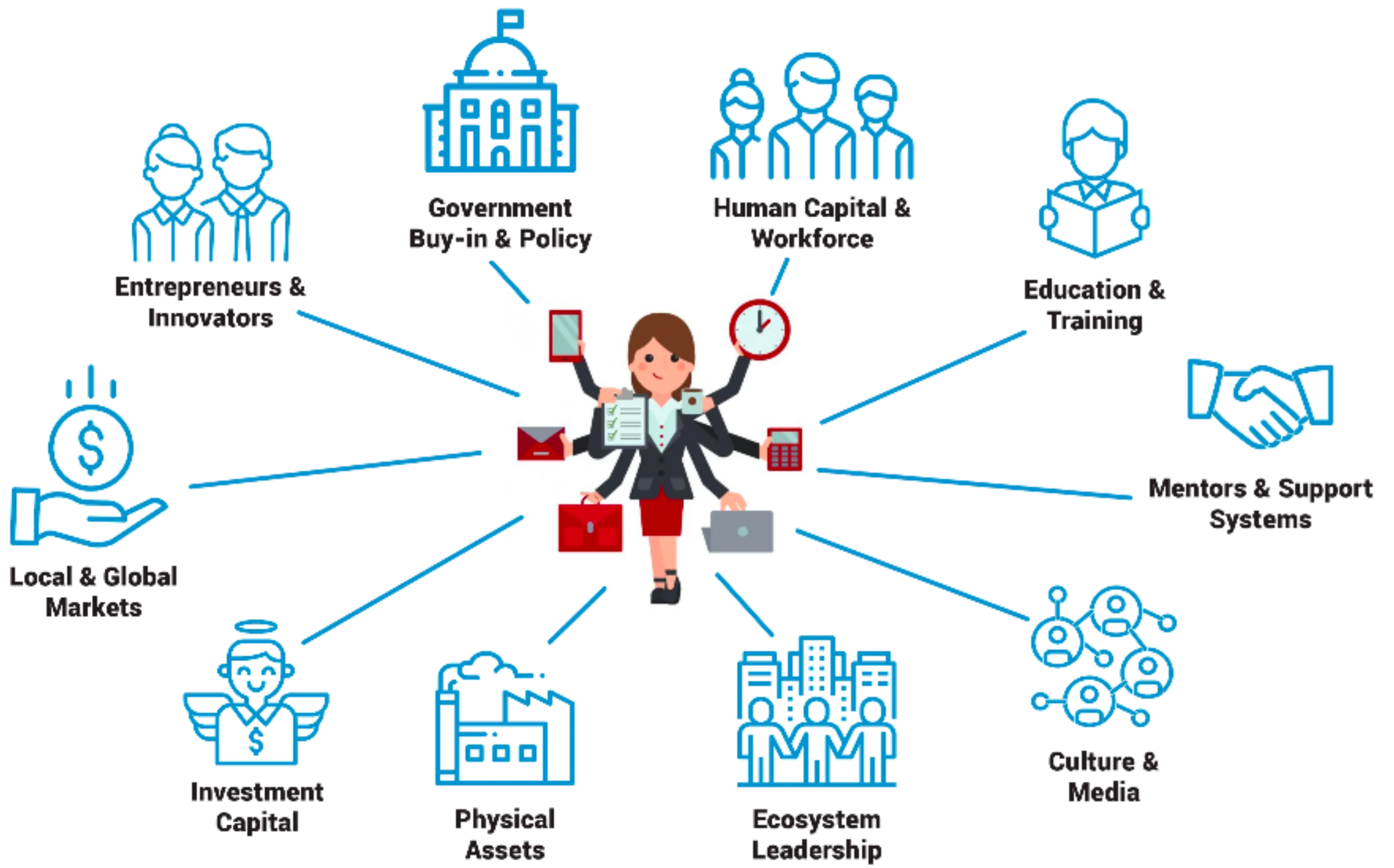


Recruitment

**Entrepreneurship
& Innovation**

**Business Retention
& Expansion (BRE)**

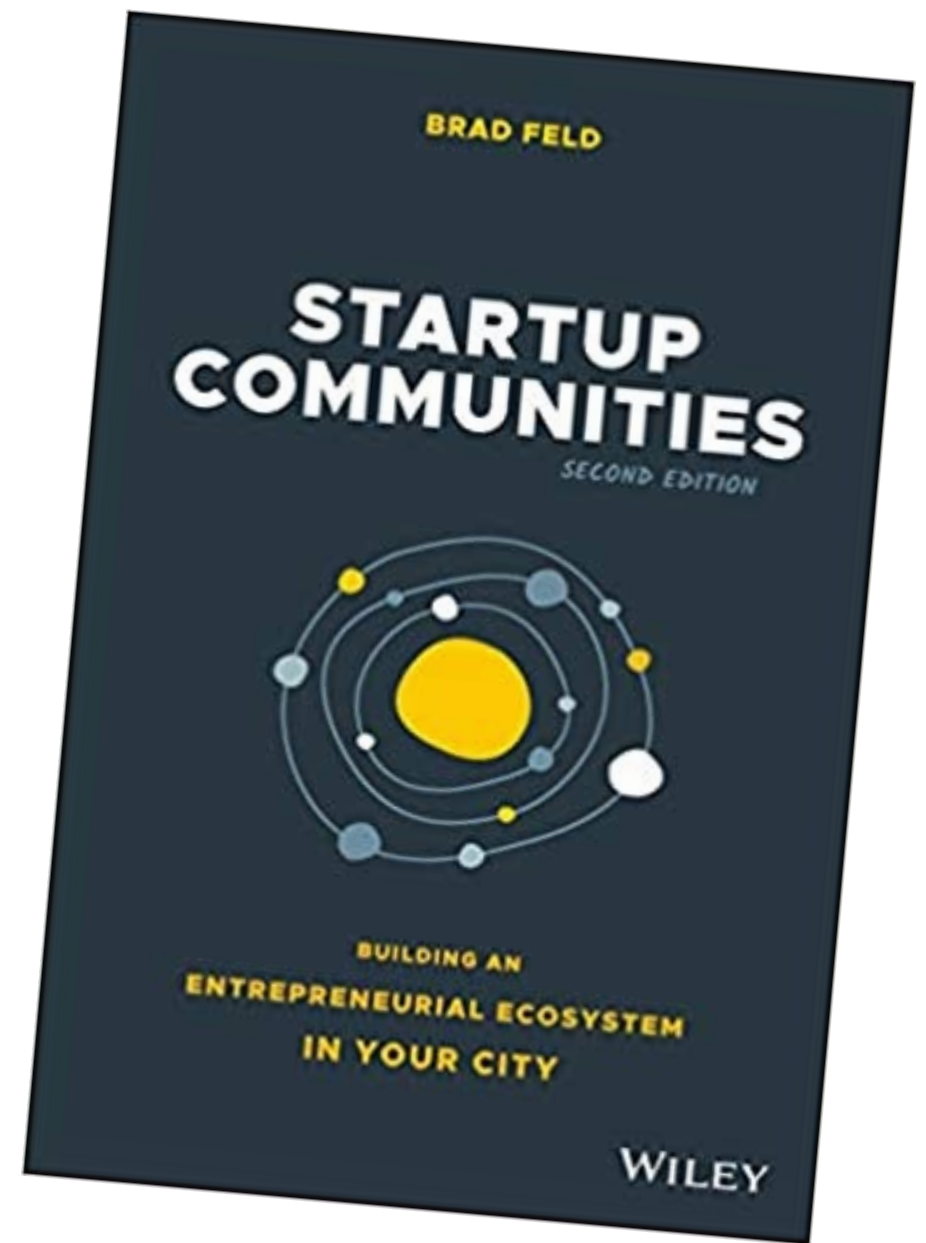
**Marketing Region
for Tourism**



Startup Communities

by Brad Feld

The “gold standard” of entrepreneurial ecosystem building for communities.



BOULDER THESIS

Led by entrepreneurs



Have a long-term commitment



Inclusive of anyone who wants to participate



Engage the entire entrepreneurial stack with activities

Source: Feld, Brad (2012-09-06). Startup Communities: BUilding an Entrepreneurial Ecosystem in Your City, Wiley.

THE RESULTS



A thriving entrepreneurial ecosystem and culture.



New high-wage jobs for your community.



Supported local-impact traded sector start-ups.



Creating zero barriers for start-ups.

"ENTREPRENEURS

are persistent. They find ways to thrive in harsh business environments."

We go where we are **invited**
We become the "go to" for startups

We practice **listening**
and default to "**yes**"

We don't take equity or fees

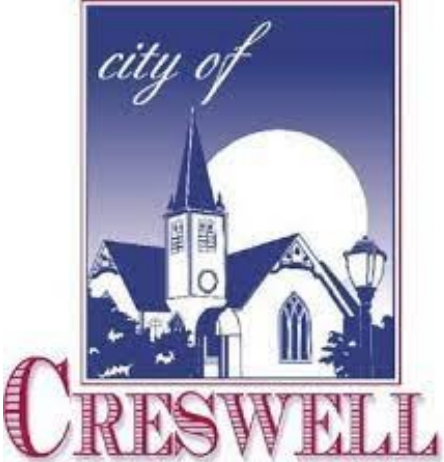
We work to **collaborate** with everyone

We build **entrepreneurial ecosystems**

(AKA: **Infrastructure for startups!**)

**A DEDICATED RURAL VENTURE
CATALYST...**

Lane County Rural Cities Who Have Invited RAIN In:



Leveraged Funds for Regional Entrepreneurial Development

For every \$1 contributed by rural cities in Lane County



RAIN raised \$5 for the region



Leveraged Funds for Regional Entrepreneurial Development





Caroline Cummings
Executive Director



Jennifer Damiani
*Director of Development
& Operations*



Ariel Ruben
*Rural Venture Catalyst
Lane County*



Corey Wright
*Venture Catalyst
Linn Benton Counties*



Stephanie Lequieu
*Rural Venture Catalyst
Grant County*



Laura Furgurson
*Innovation Catalyst
Blue Economy/Coastal*



Ana María Navia Peláez
*Community Recovery Fellow
Portland State University*



Elaine McMillan
*Entrepreneur-in-Community
Florence, Oregon*



Lynda Colter-Bergh
*Entrepreneur-in-Community
Florence, Oregon*



Heather Blake
*Entrepreneur-in-Community
Veneta, Oregon*

WHAT **OUR WORK** LOOKS LIKE:

RAIN
OREGON

FLORENCE



"LARGER ORGANIZATIONS AND DONORS ARE WILLING TO INVEST BECAUSE THEY KNOW THEIR DOLLARS ARE GOING TO BE RETURNED TENFOLD AND MORE TO FLORENCE."

a city in motion

In early 2015, when **Erin Reynolds** was first tasked with launching an economic development program in Florence, she and her team quickly realized there were aspects to economic development that required outside expertise. That's when they contacted Oregon RAIN.

"RAIN came to Florence as a capacity-building organization bringing entrepreneurial and innovation best practices that we didn't have," said Erin. "We brought RAIN to our community, supporting and growing that aspect of our business development program."

When asked what types of businesses have benefited from Florence's association with RAIN Erin said, "It's manufacturing on a small scale, like manufacturers of candles, a line of personal care products, and high-end handbags that have resulted from RAIN's work. We have other people dabbling in a variety of innovations and we're excited to see what other companies launch here in Florence in the coming months and years."

"RAIN has brought two wonderful cohorts through what we call pre-accelerators, each with about 12 different companies," said Erin. "It's a program that helps people take their idea through a validation process before spending lots of money to build and sell a product. Oregon RAIN has helped several companies grow from an infancy stage into a viable business."

"RAIN takes the dreams of Florence's entrepreneurs and helps them navigate the system so that their dreams become a reality. And we're not talking small dollars. In our region, we're talking about building companies with a target of \$1 million in sales per year," said Erin. "The fact that I can say that about just one of the businesses supported by RAIN tells me that this has been a worthy investment and a very valuable partnership. That's why we continue to do it."



ERIN REYNOLDS, CITY MANAGER, CITY OF FLORENCE

WEDNESDAY
5.22.19
5:30 - 8 PM

Coastal Startup Showcase

FREE EVENT PRESENTED BY

RAIN
OREGON

Title Sponsor

 **First
Interstate Bank**

Member FDIC. Equal Housing Lender. 



“I am thankful for the continuous support from Oregon RAIN in the most challenging times I have faced as an entrepreneur scaling my business. I give a sincere credit to Ariel, her predecessors and RAIN because without them, I would not be scaling so successfully today. I feel that my growth and future success has been and will be built on the entrepreneurial business knowledge I have learned in the Pre-Accelerator, meetups and mentoring over the last few years. I recommend RAIN to all new businesses that I meet.”

–Riley Hoagland (Lincoln City entrepreneur, since 2016)





KIDS!



Amazing Businesses



Great Partners

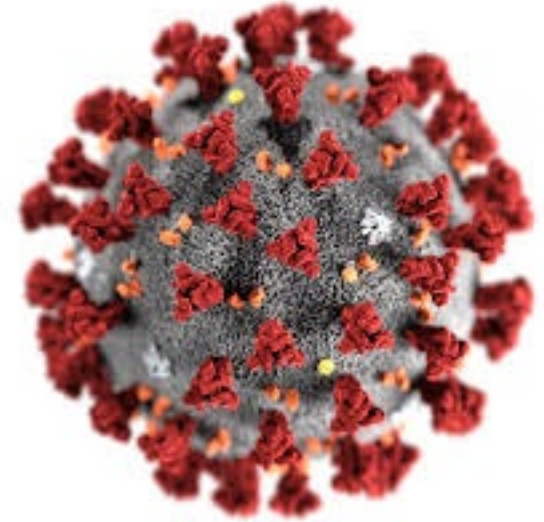


Impactful Programs



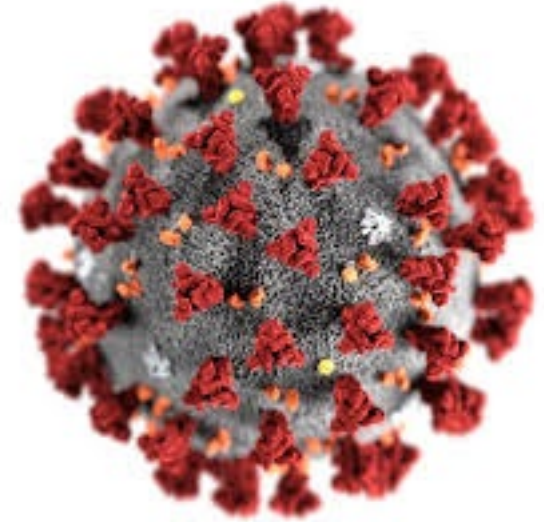
Impact of COVID-19 on Entrepreneurs

- Startup capital has been put on back burner
- Entrepreneurs lost their full-time/part-time jobs
- Startups that were post-revenue have seen losses
- Some entrepreneurs lack the technology skills to pivot quickly
- Some entrepreneurs lack financial literacy to take advantage of loan programs, and manage them successfully
- Entrepreneurs are pivoting and finding new creative ways to change their business and grow.



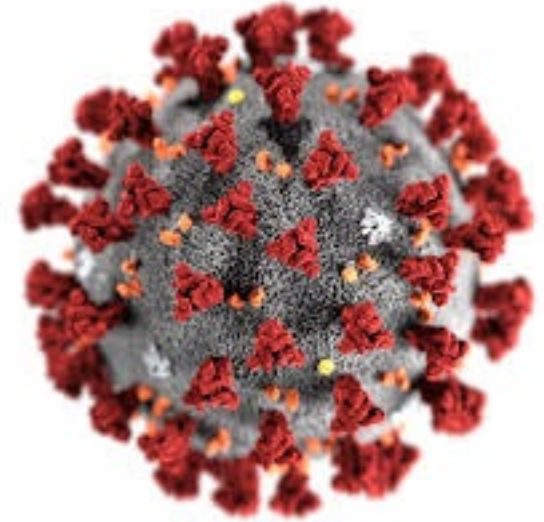
How Oregon RAIN is Responding

- ✓ Pivoted within 1 week to host all workshops and networking events online
- ✓ Meeting with entrepreneurs 1:1 via Zoom
- ✓ Helping businesses apply for funding like PPP & EIDL Loans
- ✓ “Triaging” and helping entrepreneurs pivot, change, or wind down their businesses
- ✓ Supporting communities who want to develop emergency funding programs



How Oregon RAIN is Responding

- ✓ Advocating for minority entrepreneurs and rural/small communities with the government
- ✓ Connecting entrepreneurs with key mentors and resources that can assist them in a tangible way
- ✓ Being a shoulder for entrepreneurs to lean on
- ✓ Continuing to connect to people, programs, assets, and capital
- ✓ Staying hopeful and adapting quickly as things develop



RAINmaker

sales & marketing accelerator



welcome

10 Weeks of Sales + Marketing Fun!



Week 1: Kick-off w/Tofurky!

Week 2: Name that Customer

Week 3: Revenue Projections
+ Market Sizing

Week 4: Digital Marketing
101

Week 5: Selling Using FB +

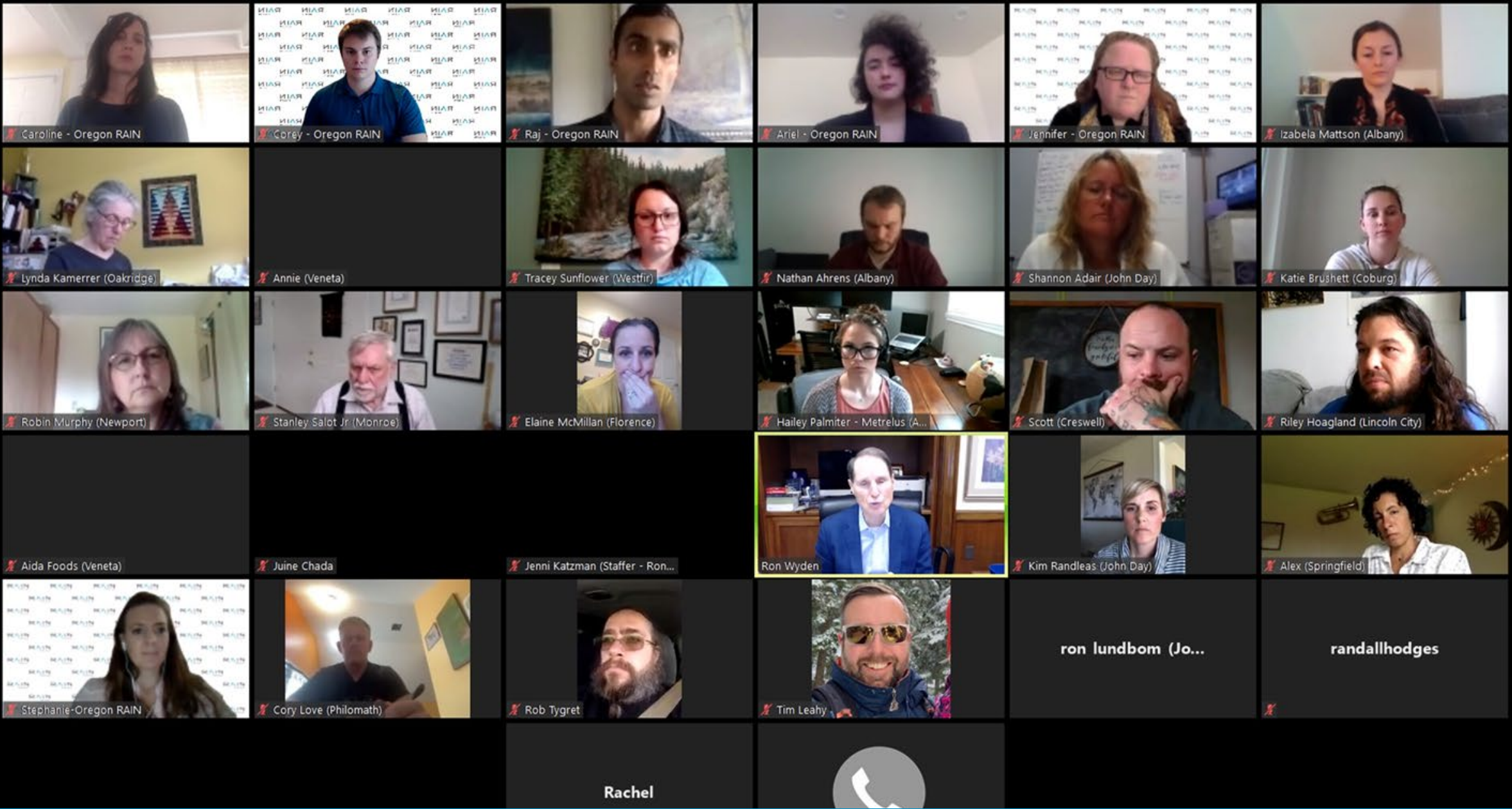
Week 6: Sales 101

Week 7: Dollars & Sense

Week 8: Make it RAIN!

Week 9: ****Cohort's Choice****

Week 10: Graduation! Pitch your
plan + prizes!



MONEYmaker

Class Resources Page

Please use this page to find all relevant information for each week of classes in the MONEYmaker Accelerator program.

This includes: Zoom links, schedules, slides, speaker mentor hours, cohort info, resources, handouts, and more!

Information will be updated as it becomes available. Please wait at least 24 hours after a class has finished for lecture content to be uploaded.

HUGE THANKS TO OUR SPONSORS!

↓ Quick Links ↓

[Link to MONEYmaker Zoom Meeting](#)

[Link to MONEYmaker Slack channel](#)

[Link to MONEYmaker Class Info](#)

[Link to MONEYmaker Cohorts](#)

[Link to MONEYmaker Speakers](#)

[Translate »](#)

Learn Essential Skills to Grow Your Startup

Receive 1:1 financial mentorship from financial gurus and business experts.



Learn how to put together and track a simple financial budget.



Understand pricing, margins, and fixed versus operational costs.



Learn the techniques finance directors use to make financial decisions.



Learn about business debt and how to use leverage in scaling your business ventures.



Understand what cash flow is, and how to measure and use it in your decisions.



Learn how to both create and read financial documents and be prepared for future grant and investment opportunities.



Learn about the basics of cash flow management and what pitfalls to avoid.



Learn about financial projections and how to set them for your own business.



Important Statistics

Following a disaster, **90% of smaller companies fail** within a year unless they can resume operations within 5 days. (FEMA)

Roughly **40 to 60 percent of small businesses** never reopen their doors following a disaster. (FEMA)

Startups create the **most net new jobs** in the United States (Kauffman Foundation) — We need startups to lead our economy out of this!

Now is the time to continue **supporting** our startups and small businesses!



FEMA



EWING MARION
KAUFFMAN
FOUNDATION

We Can't Do This Alone!

#StrongerTogether

**Building
Partnerships**

Join in!

Share your ideas

CATALYZING COMMUNITY

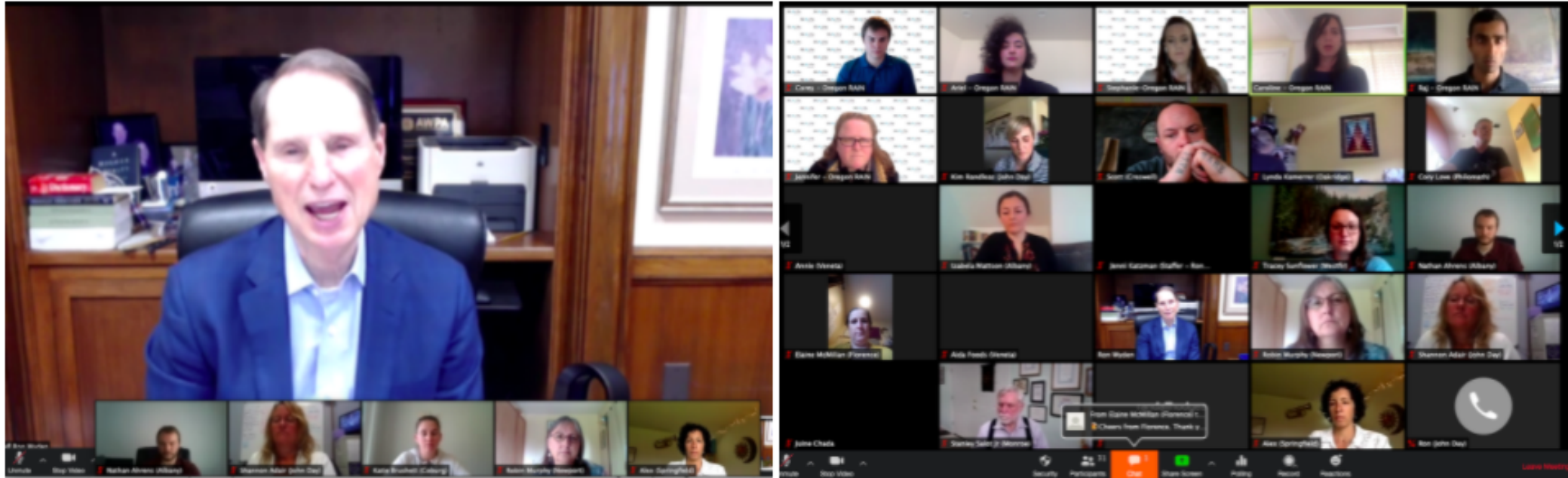
Especially now

Stay Connected

All are welcome

RAIN
OREGON

Florence 9-Month Progress Report: April-December 2020



(Screenshots of US Sen. Wyden listening to many Oregon Entrepreneurs tell their stories of how COVID-19 has impacted their businesses. The Senator was impressed by these stories and promised to advocate for Oregon businesses.)

Since COVID-19 started, Oregon RAIN has pivoted our model to providing live virtual workshops, support groups and connections to vital resources that entrepreneurs across Oregon have needed to weather this storm. We are proud to have been able to offer 62 events during the past nine months including a roundtable with U.S. Senator Wyden where entrepreneurs were able to convey their stories directly to the Senator, including Elaine McMillan from Homegrown Cafe in Florence. In addition, we were able to offer virtual workshops for youth and 2 workshops held in Spanish.

Lynda Colter-Bergh



lynda@oregonrain.org

Florence EIC
Oregon RAIN

Business Consultant
Bottom Lines Consulting

Life Coach
Journey To Wisdom

Elaine McMillan



elaine@oregonrain.org

Florence EIC
Oregon RAIN

Founder & Operator
Beauty By Delivery Wellness Spa

Owner & Operator
Homegrown Public House & Brewery

Entrepreneur
Brewing Wellness

UPDATE FROM FLORENCE EICs

Identified over 25 new Businesses in Florence

Connected Entrepreneurs with resources

Lead 10 zoom events

One on One Mentoring

Collaborating with many community partners

Sharing Information & Resources with Entrepreneurs &

Community Leaders

Planning IN-PERSON Events!

WHAT'S NEXT



RAIN

OREGON

Relationship to Council Goals

City of Florence
Oregon's Premier Coastal Community

- 1 City Service Delivery**
Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors. 
- 2 Livability & Quality of Life**
Sustain and improve the City's livability and quality of life for Florence residents and visitors. 
- ★ Economic Development**
Create a strategy and actions aimed towards sustaining and expanding the Florence economy. 
- 4 Communication & Trust**
Sustain and improve the City's communication program and strengthen citizen trust. 
- 5 Financial & Organizational Sustainability**
Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs. 

2021-2023

City of Florence Work Plan

Family Wage Jobs & Workforce Development

- **Entrepreneurship & Innovation**
 - Objective – Continue to support the Regional Accelerator & Innovation Network (RAIN)...entrepreneurship programs.

Options

1. Approve the Memorandum of Understanding between RAIN and the City of Florence
2. Approve the Memorandum of Understanding between RAIN and the City of Florence with amendments
3. Do not approve the Memorandum of Understanding between RAIN and the City of Florence

Staff Recommendation

Authorize the City Manager to proceed with an agreement between Oregon RAIN and the City of Florence.



Questions



SUPPLEMENTAL BUDGET

2019 – 2021 Biennium

FACTORS

- COVID-19
 - Wage premium and over-time costs due to COVID-19 emergency response and recovery efforts
 - PPE
 - Costs to sanitize facilities
- Unanticipated maintenance costs
- Payroll expenses
 - Overtime
 - Certification pay
- Closing FURA Debt Service
- LID property foreclosure

ACTION ITEMS

- Approve Resolution 22, Series 2021 adopting the supplemental budget adjusting appropriations for the 2019-21 biennium in the amount of \$149,400
- Approve Resolution 22, Series 2021 adopting the supplemental budget adjusting appropriations for the 2019-21 biennium as amended by Council
- Not approve Resolution 22, Series 2021 and provide direction to staff

STAFF RECOMMENDATION

- Approve Resolution 22, Series 2021 adopting the supplemental budget adjusting appropriations for the 2019-21 biennium in the amount of \$149,400

Florence Enterprise Zone Redesignation

June 21, 2021
Florence City Council Meeting

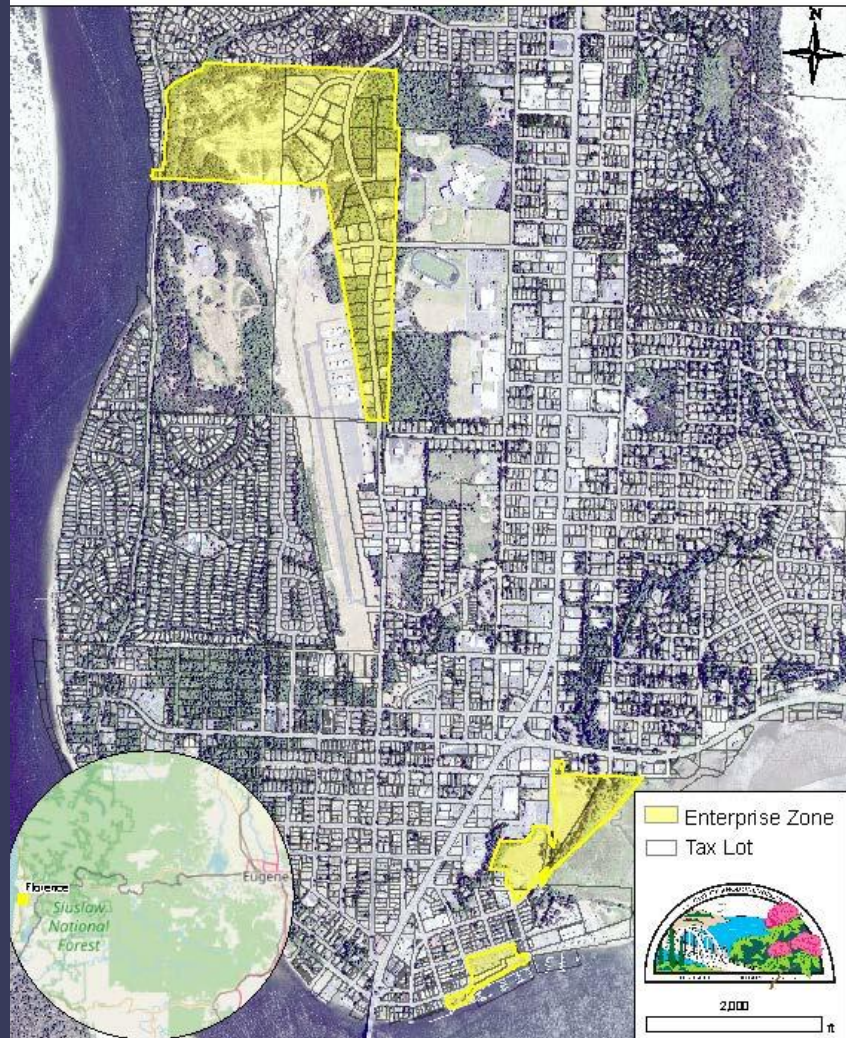


What is an Enterprise Zone?

Short-term tax abatement program
100% tax abatement for 3
consecutive years



Florence Enterprise Zone



Requirements for the Zone

New Jobs

Greater of 1 new FT job or 10%



No Job Loss

Within 30 miles of zone



Local Workers

Hire Local with First-Source Agreement



History of Florence's Zone

Established in 2010

Resolution No. 11, Series 2010

Port of Siuslaw

Joint application with the
Port of Siuslaw

Expiration

Current zone expires
July 1, 2021

Redesignation

Application to Business Oregon
due June 30, 2021

Steps to Redesignation

Special Districts Meeting

June 8, 2021

Port of Siuslaw

June 16, 2021

City of Florence

June 21, 2021

Business OR Application

June 30, 2021

Benefits & Effects



Relationship to Council Goals

City of Florence

Oregon's Premier Coastal Community

- 1 City Service Delivery**
Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors. 
- 2 Livability & Quality of Life**
Sustain and improve the City's livability and quality of life for Florence residents and visitors. 
- 3 Economic Development**
Create a strategy and actions aimed towards sustaining and expanding the Florence economy. 
- 4 Communication & Trust**
Sustain and improve the City's communication program and strengthen citizen trust. 
- 5 Financial & Organizational Sustainability**
Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs. 



2021-2023 City of Florence Work Plan

Family Wage Jobs & Workforce Development

Marketing & Recruitment

- Objective: Renew City's Enterprise Zone Program

—

Options

1. **Approve Resolution No. 23, Series 2021**
2. **Recommend amendments to proposed Resolution No. 23, Series 2021 and approve as amended**
3. **Do not approve Resolution No. 23, Series 2021 and let Enterprise Zone expire**

• **Staff Recommendation** •

Approve Resolution No. 23, Series 2021

A Resolution authorizing the submission of the application for the redesignation of the Florence Enterprise Zone

Questions?

