

**CITY OF FLORENCE
RESOLUTION NO. 27, SERIES 2021**

A Resolution Approving the 2021 Work Plans / Prior Year Activities Reports for the following City of Florence Commissions / Committees: Planning Commission, Community & Economic Development Committee, Environmental Management Advisory Committee, Public Arts Committee and Transportation Committee.

RECITALS:

1. The Florence City Council adopted the City of Florence Committee and Commission Policy Manual (Manual) via Resolution No. 21, Series 2018.
2. Chapter 7 of the Manual sets the Committee's role in goal setting and work plan creation, including requirements that all permanent standing commissions and committees, except the Budget Committee, are charged with developing:
 - a. An annual work plan for their committee for the upcoming year, and
 - b. A report on the activities of the committee over the prior service year.
3. In addition, Chapter 7 of the Manual indicates the following:
 - a. Committee / Commission work plans must be consistent, relevant, and supportive to the Council's goals.
 - b. Committee / Commission work plans shall be presented to the City Manager and City Council for approval at a Council meeting in the Spring of each year. This action will generally occur on a Council meeting consent agenda.

Based on these findings,

THE CITY COUNCIL OF THE CITY OF FLORENCE RESOLVES AS FOLLOWS:

1. The Planning Commission 2021-2022 Work Plan and 2020 Prior Year Activities Report is approved as shown in Exhibit 1.
2. The Community & Economic Development Committee 2021-2022 Work Plan and 2020 Prior Year Activities Report is approved as shown in Exhibit 2.
3. The Environmental Management Advisory Committee 2021-2022 Work Plan and 2020 Prior Year Activities Report is approved as shown in Exhibit 3.
4. The Public Arts Committee 2021-2022 Work Plan and 2020 Prior Year Activities Report is approved as shown in Exhibit 4.
5. The Transportation Committee 2021-2022 Work Plan and 2020 Prior Year Activities Report is approved as shown in Exhibit 5.

6. This Resolution shall become effective immediately upon adoption.

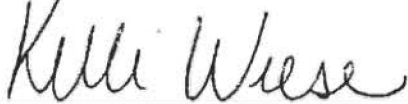
ADOPTION:

This Resolution is passed and adopted on the 2nd day of August, 2021.



Joe Henry, Mayor

Attest:



Kelli Weese, City Recorder

**CITY OF FLORENCE
Planning Commission**

**Recommendation to the City Council to Approve the
2021-2023 (Year One) Planning Commission Work Plan**

1. The Florence City Council adopted the City of Florence Committee & Commission Policy Manual (Manual) on November 5, 2018 via Resolution No. 21, Series 2018.
2. Chapter 7 of the Manual sets the Commissions' role in goal setting and work plan creation, including requirements that all permanent standing commissions and committees, except for the Budget Committee, are charged with developing:
 - a. An annual work plan for their committee for the upcoming year
3. In addition, Chapter 7 of the Manual indicates the following:
 - a. Committee / Commission work plans must be consistent, relevant, and supportive to the Council's goals.
 - b. Committee / Commission work plans shall be presented to the City Manager and City Council for approval at a Council meeting in the Spring of each year. This action will generally occur on a Council meeting consent agenda.
4. On April 19, 2021, the Florence City Council adopted Resolution No. 14, Series 2021, a resolution reaffirming the City of Florence's Council Goals and adopting the July 1, 2021 – June 30, 2023 City of Florence work plan.
5. The Planning Commission has reviewed the adopted City Council goals and work plan and have prepared an annual work plan, which it believes is consistent, relevant and supportive of the Council's adopted goals / work plan.

THE PLANNING COMMISSION RECOMMENDS THE CITY COUNCIL APPROVE THE FOLLOWING:

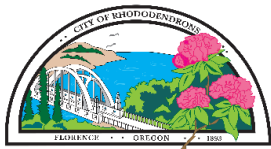
1. The 2021-2023 Planning Commission Year One Work Plan, Exhibit A.

COMMISSION APPROVAL:

This Recommendation is passed by Planning Commission vote on the 13th day of July, 2021



Phil Tarvin, Chairperson
Florence Planning Commission



City of Florence
A City in Motion

City of Florence
Planning Commission Work Plan, Year-1
July 2021 – June 2023

Planning Commission (PC) Overview:

The City of Florence Planning Commission serves as a comprehensive planning body with the authority to propose policy and legislation to the Council, conduct hearings, and take such actions concerning specific land development proposals as required by the Florence City Codes.

The committee’s duties as established by Florence City Code Title 2 Chapter 3 include:

- Conduct hearings, prepare findings of fact, and take such actions as are necessary or warranted concerning specific land development proposals.
- Review, recommend amendments, and implement the Florence Comprehensive Plan and its associated plans.
- Study and propose such measures regarding land development as may be advisable for promotion of the public interest, health, safety, comfort, convenience and welfare.
- Authorized to serve as the City of Florence’s Citizen Involvement Advisory Committee per ORS 197.160
- At the request of the City Council perform other duties relating to some aspect of community planning and development.

Planning Commission Members		
Phil Tarvin, Chairperson		Sandi Young, Vice-Chairperson
Eric Hauptman		Andrew Miller
Ron Miller		John Murphey
City Staff and Ex-Officio Members:		
Wendy FarleyCampbell, AICP, Planning Director; Ex Officio Member- City Staff		Roxanne Johnston, CFM, Senior Planner; City Support Staff- City Staff
Dylan Huber-Heidorn, AICP, Assistant Planner; City Support Staff		Sharon Barker, Planning Technician; City Support Staff

In accordance with the [City of Florence Committee & Commission Policy Manual](#) (Manual) the Florence PC has researched and discussed their priorities for Year-1 of the [2021-2023 City of Florence Work Plan](#). Below are the six items they identified as most important and propose to begin in July 2021 and conclude June of 2022.

Top-Six Commission Priorities:

1. Housing Efforts & Initiatives (pp. 11-12 of Workplan):

The Planning Commission is committed to implementing the City Council's goals by working with City staff to continue the last biennial work plan accomplishments of increasing housing development opportunities. Phase 2 of this effort includes identifying housing development policies and initiatives such as tax exemptions, transfer of development rights, density bonuses, parking reductions and other incentives. Additionally, this phase includes researching opportunities for code updates related to mobile home and RV parks, transitional housing, short term rentals, special needs and emergency housing. Operationally there are tasks related to informing the process and educating the public and the builders and developers on housing development topics. And finally, with the recent legislative session there are a number of new statutes and subsequent rules related to housing and the unhoused that will require review and implementation.

The steps regarding housing ...

- Perform analysis on last legislative session actions and identify needed actions *(July--August 2021)*
- Identify and apply for funding or assistance to increase capacity to complete this workplan item. *(August 2021)*
- Hold housing development forum and release a survey to capture concerns and questions. *(Fall 2021)*
- Create a housing development sub-committee with members from PC and CEDC who will prioritize tasks, develop a work plan and create tiger teams as appropriate to tackle specific elements. *(September 2021)*
--below timing and specificity dependent on technical assistance awardee or not and subcommittee workplan--
- Hold work session(s) with the City Council regarding policies and housing code updates.
- Take public feedback and implement suggestions where appropriate.
- Begin the adoption process and hold public hearings on the proposed updates.
- Work with City Staff to assist with the implementation process as needed.
- Communicate and promote housing code changes to the community.

Subcommittee Members: TBD

Timeline for Project Completion: Ongoing with conclusion late Fall 2022

2. Land Use Housekeeping Amendments—Commercial & Industrial (pp. 8 of Workplan):

The Planning Commission for the Year 1 of this task would like to address code inconsistencies and needed updates for the North Commercial and Service Industrial, Mainstreet and Commercial Districts. These items were identified through processing of land use applications and consultation with legal counsel. They include but are not limited to permitted use lists, building height, architectural standards for metal buildings, screening, and comp plan language implementation. Additionally, this task will include Title 10 Chapter 1 annexation land use procedures updates to codify exclusively with Oregon Revised Statutes and the City Charter.

Next steps regarding land use housekeeping amendments...

- Create a housekeeping sub-committee with members from PC who will prioritize tasks, develop a work plan and identify and draft needed updates.
- Receive feedback from the public about code updates at a PC forum and on-line survey and implement suggestions where appropriate.
- Hold work session(s) with the PC and City Council regarding code updates.
- Begin the adoption process and hold public hearings on the proposed updates.
- Work with City Staff to assist with the implementation process as needed.

- Communicate and promote commercial and industrial code changes to the community.

Subcommittee Members: TBD

Timeline for Project Completion: Winter 2022

3. City Committees & Commission Coordination (p 9 of Workplan):

Add Planning Commission members as ex-officio on other committees and include on land use related sub-committees and ad-hoc committees.

Next steps regarding the committee coordination...

- Research state statutes and city code on Planning Commission participation on committees/subcommittees.

Subcommittee Members:

Timeline for Project Completion: Fall 2021 (In time for committee recruitments)

4. Lighting Code Updates (pp. 12 & 15 of Workplan)

The Planning Commission and staff occasionally come across lighting code inquiries from local residents and developers of larger communities who have concerns for the City’s standards. The Planning Commission seeks to research these concerns and revise the city’s lighting code as necessary to ensure safety and improve quality of life.

Next steps regarding Lighting Code Updates:

- Create a lighting sub-committee with members from PC and EMAC who will identify and draft needed updates.
- Receive feedback from the public about code updates at a forum and on-line survey and implement suggestions where appropriate.
- Hold work session(s) with the PC and City Council regarding code updates.
- Begin the adoption process and hold public hearings on the proposed updates.
- Work with City Staff to assist with the implementation process as needed.
- Communicate and promote lighting code changes to the community.

Subcommittee Members: TBD

Timeline for Project Completion: Spring 2022

5. Land Use Housekeeping Amendments—Stormwater (pp. 8 of Workplan):

The Planning Commission for the Year 1 would like to update the stormwater design manual to implement changes related to planting density and design standards that Portland adopted after the City’s manual received Council approval in 2011. The City’s manual uses Portland’s as its basis with some local flavor related to addressing area soil types (sandy) and known native plant species success.

Next steps regarding land use housekeeping amendments related to stormwater...

- Create a housekeeping sub-committee with members from PC who will identify and draft needed updates.
- Receive feedback from the public about code updates at a PC forum and on-line survey and implement suggestions where appropriate.
- Hold work session(s) with the PC and City Council regarding code updates.
- Begin the adoption process and hold public hearings on the proposed updates.

- Work with City Staff to assist with the implementation process as needed.
- Communicate and promote stormwater manual changes to the community.

Subcommittee Members: TBD

Timeline for Project Completion: Spring 2022

6. Land Use Housekeeping Amendments—Vegetation Preservation (pp. 8 of Workplan):

Vegetation preservation concerns related to development proposals and code infractions are on the rise. The Planning Commission for Year 1 would like to update the city code to implement the related Comp Plan policy, remove ambiguous language and modernize code language to reflect current values and incorporate new practices and industry standards.

Next steps regarding land use housekeeping amendments related to vegetation...

- Create a housekeeping sub-committee with members from PC and EMAC who will identify and draft needed updates.
- Receive feedback from the public about code updates at a forum and on-line survey and implement suggestions where appropriate.
- Hold work session(s) with the PC and City Council regarding code updates.
- Begin the adoption process and hold public hearings on the proposed updates.
- Work with City Staff to assist with the implementation process as needed.
- Communicate and promote vegetation code changes to the community.

Subcommittee Members: TBD

Timeline for Project Completion: Early Summer 2022



City of Florence
A City in Motion

**City of Florence
 Community & Economic Development
 Committee Work Plan
 June 2021 – June 2022**

Community & Economic Development Committee (CEDC) Overview:

The Community & Economic Development Committee was established in 2019, formed by the Florence City Council in November 2018. The Community & Economic Development Committee endeavors to advise the City Council and implement the provisions of the City Council goals and work plan related to the City’s community and economic development initiatives.

The objective of this work plan is to create priorities for the 2021 and 2022 biennial cycle. In Florence City Code Title 2, Chapter 2, the City Council directed the CEDC to advise the council and implement the provisions of the City Council goals and work plan related to Community and Economic initiatives.

The Community and Economic Development Committee understands the large scope of work that they have been tasked with by the City Council and has many different ideas on how to focus on the Committee’s strengths and interests. The CEDC has prioritized four projects of their work plan, with additional projects listed afterwards.

Committee Members		
Bill Prosser, Chairperson		Jeff Ashmead, Vice-Chairperson
Dan Lofy	Robbie Wright	Russ Pierson
Jonathan Bailey	Carla Twombly	Nick Costa
Brian Holmes		Peggy Meyer, PAC Ex-Officio
Mayor Joe Henry, Council Ex-Officio		Sarah Moehrke, Staff Ex-Officio

Top Four Committee Priorities:

Career Technical Education & Career Discovery Programs:

Career Technical Education (CTE) provides students of all ages with the academic and technical skills, knowledge, and training necessary to succeed in future careers. The CEDC believes that the City of Florence can and should be a convener to combine the expertise of local business leaders with students at the Siuslaw School District to provide hands-on experiences through job shadows, internships, apprenticeships, and other career discovery programs.

The CEDC's next steps regarding supporting Career Technical Education and Career Discovery Programs are...

- Continue to foster a relationship with Connected Lane County to recruit and manage businesses to participate in:
 - Informational Interviews (virtual or in-person)
 - Business Tours (virtual or in-person)
 - Job Shadows
 - Other Career Discovery Programs, as needed
- Work with City Staff and other economic development partners to develop youth workforce programs, including researching opportunities for youth-employment incentive programs
- Support and promote current programs to local businesses and interested parties.

CEDC Interested Parties: Jonathan Bailey, Brian Holmes, Russ Pierson

Timeline for Project Completion: Late Winter, Early Spring 2022

Business Retention & Expansion:

Vibrant communities have a healthy economy with a diverse set of economic activity relating to job growth and business growth. Business Retention & Expansion (BR&E) is an economic development strategy of proactively connecting with existing businesses to understand and respond to their needs. The City of Florence partnered with Rural Development Initiatives in 2020 to complete an initial BR&E program and design a program that could be reused in the future, including survey tools, focus group support, and a final report that noted strengths and weaknesses in the Florence economy.

The CEDC's next steps regarding supporting Business Retention & Expansion efforts are...

- Continue to do business outreach to learn how the City could better support businesses
 - Conduct business survey
 - Conduct business interviews / focus groups
- Improve communication between business community and City of Florence

CEDC Interested Parties: Bill Prosser, Nick Costa, Robbie Wright

Timeline for Completion: Late Fall / Early Winter 2021

Rental Market Study:

The City of Florence must conduct a rental market survey to collect information about the current long-term rental housing market. This is important for future building projects and future grant funding for housing needs. The study will be conducted by CEDC members, who will create the survey tools and distribute it to both rental owners and renters.

The CEDC's next steps regarding supporting a Rental Market Study are...

- Create survey tools, including creating a rental market area map, and digital and paper versions of survey tool
- Promote survey through media partners, marketing materials and word-of-mouth
- Analyze results of survey tools and create final report for Florence City Council

CEDC Interested Parties: Bill Prosser, Jeff Ashmead, Jonathan Bailey

Timeline for Completion: Spring / Summer 2021

Disk Golf Course Installation:

The City of Florence is actively working with Oregon Coast Visitors Association to install a disk golf course at the Munsel Creek Park at Willow Street and 24th Street, near the Water Treatment Plant. This project will not only create a new tourism draw but will also create a new type of recreation for local area community members. Disc Golf is a low-cost, widely accessible sport for all ages.

The next steps for the installation of the Disk Golf Course are...

- Support OCVA staff to recruit volunteers for installation work parties
- Market and Promote Disk Golf Course once installation is completed
- Research fundraising events associated with the disk golf course to promote the new recreational activity

CEDC Interested Parties: Robbie Wright, Nick Costa, Dan Lofy, Carla Twombly

Timeline for Completion: Summer / Fall 2021

Other Projects:

Workforce Development:

The backbone to a healthy economy is a viable workforce. Throughout the last year, there have been many complications and issues that have caused the workforce in the City of Florence to diminish and has caused businesses to have trouble finding employees for their businesses. When businesses workers feel supported, the business has a lower turnover rate, increased operational efficiency, and improved productivity. The CEDC intends to support workforce development programs already in progress, as well as any other projects that are developed throughout the year.

Virtual Worker Recruitment Program:

The COVID-19 pandemic has made people rethink work and where they live. Because many employees of larger companies are becoming full-time remote workers, there is an opportunity to market Florence as a place to live. CEDC intends to work with South Coast Development Council (SCDC) to promote the opportunity to live and virtually work in Florence.

Welcome Gateway Signage:

The natural beauty of the Oregon Coast is what draws visitors and citizens alike to Florence. As a community, we attract close to one million visitors a year. Committee volunteers will work with City Staff and other community partners to create new gateway signage for our northern, southern, and eastern gateways to our City so that visitors can feel welcome and a sense of place when they arrive in Florence.

Marketing of Residential Building Programs:

Since the HEOP project was completed by the City of Florence in 2018, the City of Florence has made significant strides to incentivizing residential building projects. The City, with great help from the CEDC, rehailed the City's residential building codes, allowing for many more types of housing more easily. Additionally, the City has created System Development Charges Discount program to allow for builders who are building smaller houses to take advantage of a discount program to reduce their costs. Finally, the City has created an Accessory Dwelling Unit program that allows for ADU's to be built on most residential properties in the City, allowing for more housing.

Though the City has done a lot of work, the City has not been successful in marketing these programs to the appropriate people. The CEDC would like to create FAQs for each program for ease of builders trying to understand the programs, as well as host events for builders to ask questions and provide feedback to planning and building staff.

City of Florence Parks Master Plan:

The City is lucky to have a wide variety of parks for our community members and visitors to recreate in. The City of Florence's Parks Master Plan has not been updated since 2011, and it is time to update it with our new parks and create a vision for the future for the parks program in the City. The CEDC will work with City Staff and other interested parties to create a new master plan for the parks system, including doing public outreach and assisting in marketing and promoting the plan.

Gallagher Park Expansion Project:

Gallagher Park is a 3.5-acre site located on the northwest corner of Spruce Street and Highway 126. The land was donated to the City of Florence in 1911 by the Gallagher family. When the land was donated, there was deed restriction placed on the property that the property must be improved and used as a park. Now that the City of Florence has moved the Public Works facility to another location, the expansion of Gallagher Park is ready to happen. The CEDC will assist in conducting public outreach and supporting City Staff in the expansion project.



City of Florence
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City of Florence
Community & Economic Development Committee
Previous Year Activities Report
2019-2020

As required by the Committees and Commissions Handbook, adopted on November 5, 2018 via Resolution No. 21, Series 2018, this is a brief report on the activities of the Community & Economic Development Committee (CEDC) over the prior service year, from January 2019 through July 2021.

Housing Code Updates:

In 2019, the CEDC worked with City Staff, Planning Commissioners, Community Stakeholders and a consultant team to update the City of Florence's Residential Housing Codes. The codes have not been updated since the 1980's and did not allow for most housing types that are usually considered "the missing middle" like townhomes, cottage clusters, and other multi-family housing types. This project was completed with approval by both the Planning Commission and the City Council.

Business Retention & Expansion:

The City of Florence entered into an agreement at the end of 2019 to work with Rural Development Initiatives (RDI) to create a Business Retention and Expansion program. The results of this program would be RDI produced surveys, focus group questions, and created a final report of the strengths and weaknesses of the business environment. The CEDC was to work with RDI to recruit businesses, assist with focus groups organizations, and support City Staff with marketing the program. However, right as the City went to launch the program, the COVID-19 pandemic changed everything. Though CEDC worked with RDI to recruit businesses and support the process, however it was much more difficult due to the Pandemic.

Response to COVID-19:

The CEDC did not meet between March 2020 and September 2020, however continued to be updated by staff with opportunities to be involved with business response. The priority of the Committee was making sure that there were open lines of communication to ensure that businesses knew about all opportunities for grants and support throughout 2020. The Committee continued to champion the work the City was doing to support the business community. Additionally, Committee Members continued to participate in regional coordination calls – including Lane County Economic Development Partners call and the Florence Economic Task Force.

**CITY OF FLORENCE
Environmental Management Advisory Committee**

**Recommendation to the City Council to Approve the
2021-2023 (Year One) Environmental Management Advisory Committee Work Plan**

1. The Florence City Council adopted the City of Florence Committee & Commission Policy Manual (Manual) on November 5, 2018 via Resolution No. 21, Series 2018.
2. Chapter 7 of the Manual sets the Commissions' role in goal setting and work plan creation, including requirements that all permanent standing commissions and committees, except for the Budget Committee, are charged with developing:
 - a. An annual work plan for their committee for the upcoming year
3. In addition, Chapter 7 of the Manual indicates the following:
 - a. Committee / Commission work plans must be consistent, relevant, and supportive to the Council's goals.
 - b. Committee / Commission work plans shall be presented to the City Manager and City Council for approval at a Council meeting in the Spring of each year. This action will generally occur on a Council meeting consent agenda.
4. On April 19, 2021, the Florence City Council adopted Resolution No. 14, Series 2021, a resolution reaffirming the City of Florence's Council Goals and adopting the July 1, 2021 – June 30, 2023 City of Florence work plan.
5. The Environmental Management Advisory Committee has reviewed the adopted City Council goals and work plan and have prepared an annual work plan, which it believes is consistent, relevant and supportive of the Council's adopted goals / work plan.

THE ENVIRONMENTAL MANAGEMENT ADVISORY COMMITTEE RECOMMENDS THE CITY COUNCIL APPROVE THE FOLLOWING:

1. 2021-2023 Environmental Management Advisory Committee Year 1-Work Plan, Exhibit A.

COMMITTEE APPROVAL:

This Recommendation is passed by Environmental Management Advisory Committee vote on the 20th day of July, 2021.

Lisa Walter Sedlacek, Chairperson
Environmental Management Advisory Committee



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City of Florence
 Environmental Management Advisory Committee

Work Plan, Year 1
 July 2021 – June 2023

Environmental Management Advisory Committee Overview:

The Environmental Management Advisory Committee (EMAC) is a body established for the City of Florence (Ord. No. 17, Series 2018) consisting of not less than five and not more than eleven voting members. The EMAC includes representation from citizen(s) at large with interest, knowledge, or experience in: Solid Waste Handling Businesses; Recycling & Resource Disposal; Dendrology, Landscape Architecture, and/or Streetscape Management; Grant Writing & Administration. EMAC performs other duties required (FCC Chapter 9-4) as the City Council may direct. These duties include: Solid Waste Management, Recycling & Waste Reduction, and Trees & Vegetation. EMAC has established appropriate Subcommittees, per the provisions of the City of Florence Committee & Commission Policy Manual. These Committees include: BioSolids Program, City Tree Board, Food Waste Reduction, and Litter & Waste Reduction.

The objective of this document is to create priorities for Year 1 of the 2021 and 2023 biennial cycle. These work plan priorities generally relate to long-term planning efforts to be considered, which include, but are not limited to the following:

- Expand Biosolids Composting facility
- Enhance efforts toward Recycling and Litter Reduction
- Tree City USA Designation Preservation
- Update Vegetation Preservation City Code and Noxious Weed Control Program

Environmental Management Advisory Committee (EMAC) Members:		
Lisa Walter-Sedlacek; Chairperson	Ronelle Kuert; Vice-Chairperson	Josh Haring
Sherry Harvey	Erick Oshel	Vicki Philen
Ray Sherrill	Laurie Green	Daniel Berry
City Staff and Ex-Officio Members:		
Wendy FarleyCampbell, Planning Director; Staff Ex-Officio	Sharon Barker, Planning Technician; City Support Staff	
Sally Wantz, City Council; Council Ex-Officio		
Brian Enochian, County Transfer Ex-Officio	David Twombly, Coast Disposal Ex-Officio	

In accordance with the City of Florence Committee & Commission Policy Manual (Manual) the Florence EMAC has researched and discussed their priorities for Year-1 of the 2021-2023 City of Florence Work Plan. Below are the five items they identified as most important and propose to begin in August 2021 and conclude June of 2022.

Top-Five Committee Priorities:

1. Vegetation Related:
 - a. Update the City vegetation list for landscaping and noxious weeds.
 - b. Maintain Tree City designation
 - c. Review opportunity to update codes related to supporting bee husbandry.
 - d. Apply for Hiroshima Peace Tree to support Tree City designation.
 - e. Create and inform the public with a “What not to plant: Invasives” and create a native planting materials list.
 - f. Support partner agencies with educating on Fire Wise practices/program.
 - g. Update the vegetation preservation code with regard to commercial and residential development.

2. Litter Reduction and Recycle Education:
 - a. Support Plastic Recycling
 - b. Support Adopt a Park, Path, and Street Programs through brochure development, promotion, marketing and recognition.
 - c. Explore ways to work with, support, recognize litter abatement advocates.
 - d. Perform and Support Recycling Education

3. Food Waste Prevention
 - a. Provide and/or support education at venues such as Farmer’s Market
 - b. Compost Education and Program Development

4. Supporting Roles:
 - a. Landscaping and Lighting Code Updates
 - b. Electric Charging Station Additions
 - c. Dog training element additions to Dog Park

5. Yard Waste and Bio-Solids
 - a. Yard Waste Program Development
 - b. Yard Debris and Recycling
 - c. Marketing Program for Flo-Gro
 - d. Increase production of Flo-Gro
 - e. Increase methane capture and use
 - f. Keep organics out of the landfill



City of Florence
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**City of Florence
 Public Arts Committee Work Plan
 June 2021 – June 2022**

Public Arts Committee (PAC) Overview:

The City of Florence Public Art Committee was established in July 2015 in order to serve as the City’s primary volunteer committee tasked with actively developing a Public Art Program and Policy for the City of Florence. PAC’s mission is to integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy, and diversity of Florence through the arts. The art will not be limited to the area or its history, but would be at home anywhere in the world, not just on the Oregon Coast.

The committee’s duties as established by City of Florence Resolution No. 4, Series 2016 include...

- Establish and maintain a city art collection
- Develop a map and list of desired locations and projects for future accessions
- Prepare for and secure funding for additional art works
- Consider projects by private developers and citizens that would be result in public art

Public Art Committee Members			
Maggie Bagon, Chairperson		Jo Beaudreau, Vice-Chairperson	
Christine Santiago	Patti Williams		Peggy Meyer
Karl Engel	Serena Appel		Kathleen Wenzel
Maggie Wisniewski; Ex-Officio Member- City Council		Sarah Moehrke; Ex-Officio Member- City Staff	



Top-Four Committee Priorities:

Public Art Quest:

The Public Art Committee approached the Quest team with Oregon State University's Extension's Sea Grant program in October 2019 to create a Public Art Themed Quest. The Public Arts Committee saw a partnership opportunity with SeaGrant to increase exposure and understanding of the Arts in a creative and meaningful way. Quests are fun, free-choice educational adventures that use clues and hints to encourage participants to discover the natural, cultural and historical "treasures" of place and community. The Committee is currently working with local volunteers to create the Florence Public Arts Quest that will be centered around the public art in Florence's Old Town district. At the end of each interpretive Quest, participants find a hidden box containing a logbook to sign and hand-carved stamp to mark their accomplishment.

Next steps regarding the Public Arts Quest...

- Finalize box location & assign box monitor (*July 2021*)
- Finalize general content for each stop on the quest and associated "letter" clues (*July 2021*)
- Complete draft of quest (*August 2021*)
- Identify test groups for draft quests (*August 2021*)
- Complete final draft and deliver to publisher to be included in next SeaQuest book and released to the public (*September 2021*)

Timeline for Project Completion: Summer / Fall 2021

Install Purchased Pieces by Jesse Swickard:

The City of Florence had the opportunity to purchase two pieces of art by Jesse Swickard that had been on display through the Art Exposed program in August 2020. The two pieces were purchased at a discount of over 80% and will be installed in two different public places throughout the City of Florence.

Next steps regarding the installation of the Swickard pieces...

- Evaluate potential installation spaces
- Receive feedback from the public about spaces for installation
- Coordinate installation of bases and art pieces with Public Works department
- Coordinate and Promote installation celebration

Timeline for Project Completion: Fall 2021

Public / Private Partnership Program:

The Public Arts Committee is committed to working with local businesses and citizens to expand the public art installed in the City of Florence. The Public Arts Committee would like to continue bring to the community more accessible ways to get the community involved with the Arts, creating a program that local artists, businesses and private citizens could apply to receive a small monetary grant, as well as guidance and assistance, for their projects. This program could also support artists or concerned parties who would like to apply for a mural permit but need assistance going through the process.

Next steps regarding the Public / Private Partnership Program...

- Research and implement partnership program
- Market program to local artist and interested parties

Timeline for Project Completion: Winter 2021 – Spring 2022

Outreach / Marketing

The Public Arts Committee is dedicated to doing outreach to the public for their projects. This could be through requesting input on future projects, public education programs, or inviting the community to create its own arts. This is a committee-wide project, with every individual taking part in it. However, certain projects may have subcommittees who would work on outreach and marketing efforts for that specific project.

Next steps regarding Marketing and Public Outreach:

- Continue to update the public art pages on the City of Florence website
- Create marketing materials for current and future projects
- Continue to market Art Exposed pieces for sale
- Continue quarterly updates to media outlets
- Present to local community groups including but not limited to: HOA's, service clubs, and professional organizations
- Maintain relationships with local and regional arts organizations to ensure coordination of future projects
- Participate in current and future art marketing programs throughout the city, region, and state, including the promotion of the Oregon Coast Public Arts Trail

Other Projects:

Art Exposed Outdoor Gallery:

The Art Exposed Outdoor Gallery is a rotating art gallery of art that is interchanged every two years. The pieces, while on display, are for sale to the public. When piece is sold, a portion of the proceeds will benefit Florence's Public Art Program. The Art Exposed program installed five new pieces of art on Bay Street in Florence's Old Town during 2020. During a winter storm in January, one of the pieces was destroyed and now that space remains empty for a new call-to-artists to be announced.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Release call-to-artist for River Roasters space
- Market call-to-artists through social media, traditional media, regional art organizations, and other avenues
- Market the sale of current sculptures
- Evaluate potential future installation sites
- Evaluate the opportunity to expand program to 2D artists which would be displayed in City buildings
- Research business sponsorship opportunities
- Create a timeline and flow process for accession

Featured Pieces:

The Featured Pieces project is specifically to work with permanent pieces that would be installed in the City of Florence, whether it be in City buildings or throughout the City's parks system or right-of-way.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Work with City Staff to identify potential locations for permanent pieces
- Decide the process in which the committee should use to select featured pieces artists
- Create accession process checklist
- Draft standard call to artists for long-term featured pieces

Fundraising & Stakeholder Relations:

The main objective of this project is to create a long-term fundraising plan for the Public Arts Program and begin to fundraise for projects designated in the Public Arts Committee's work plan. This is an ongoing project that will last throughout the year.

Next steps for PAC regarding the Fundraising subcommittee:

- Research & create a long-term fundraising plan
- Research and develop PAC community partners and patron program
- Research and develop a legacy donation program
- Research and develop an engraved brick fundraiser program
- Research and develop community fundraiser options

Grant Management:

The Public Arts Committee has continued to work on a plan to seek out funding sources outside of the City of Florence, as well as to manage that process. Grants can be a valuable source of funding, but due to the sheer number of grants available and the complicated requirements for each grant, they are usually very difficult to access. In 2018, the Public Arts Committee worked with a grant writer to create a 12-month calendar that organized all the appropriate grants that are available to the City of Florence. This calendar includes information about more than 45 grants.

Next steps for PAC regarding Grant Writing subcommittee:

- Apply for at least two grants, as outlined in the PAC grant calendar, per fiscal quarter
- Work with City Staff to receive approval from City Council for all grants in an orderly timeline
- Work with City Staff to compile all necessary information for grants in an orderly timeline
- Investigate community partnerships within Lane County and the region to broaden the scope of applicable grants
- Complete reporting for awarded grants in timely fashion

Art Inventory and Maintenance Planning:

Especially with the installation of a large-scale pieces of public art in 2019, the Public Art Committee must create a maintenance plan that ensures that all art in the City of Florence's collection will be preserved for years to come.

Next steps for PAC regarding the Art Inventory and Maintenance Planning Project:

- Update and manage succinct list of public art in Florence for visitors and interested parties
- Continue to research the maintenance plans of other communities' public art collections
- Continue to review, update, and maintain maintenance plans for all public art in collection
- Establish a 'Best Practices' guide for Public Art Collection Maintenance
- Coordinate with the Public Works department on a long-term plan to maintain the collection
- Maintain and expand list of potential art locations around Florence
- Investigate digital ways of maintaining records for PAC

Mural Code:

Florence City Code currently requires people to go through a complicated and lengthy land use process in front of the Florence City Council to determine if a mural could be installed, no matter if the mural is publicly or privately funded. The Public Arts Committee would like to work with Florence City Council to amend the code to allow for more murals throughout our city.

Next steps for Mural Code Project:

- Continue to research mural codes in other municipalities across the state and nation
- Prepare proposed amendments to the Mural Code and review with City Attorney
- Receive public input on proposed mural code amendments
- Hold joint work session with Florence City Council & Planning Commission
- Present at Planning Commission and City Council code amendment hearings
- Prepare informational brochure/ application about potential code changes
- Begin outreach with various private entities about changes to the mural code

Public Art Master Plan:

The Public Art Committee must create a master plan for the Public Art program in Florence. A master plan is important to PAC because it will provide a long-term sense of direction and outline measurable goals. This process will be important especially for gaining community input for future public art installations and laying the groundwork for long-term success in Florence.

Next steps for the Master Plan project:

- Research other community's public art plans to determine common themes
- Develop goals & guiding principles for the public art program
- Consider community outreach methods, including but not limited to focus groups, one-on-one interviews, and community forums to determine interest level and comments about public art
- Participate in Work Sessions with City Council to review draft public art master plan

Other Regional Art Related Economic Development Initiatives

The Public Art Committee acknowledges that economic development in Florence is a priority and supporting and growing the current arts economy will take more effort than just the Public Arts Committee. Public Art Committee members may choose to participate at many different levels in the following economic development related initiatives:

Various Business Stakeholders

PAC Members: Karl Engel, Serena Appel, Jo Beaudreau

The Florence Area is rich with creative businesses and indirect businesses that benefit from the Arts and the relationships the Arts build. Maintaining relationship directly with businesses and business support agencies is as important as ever.

Florence Regional Arts Alliance

PAC Members: Christine Santiago, Patti Williams, Kathleen Wentzel, Jo Beaudreau

Florence’s local non-profit art alliance whose mission is to unify and support all of the arts, enrich cultural life, and stimulate the economic vitality in Florence through the arts.

Siuslaw Pathways (Go-Team & Vision Keepers)

PAC Members: Jo Beaudreau

Siuslaw Pathways Visioning Project members are a diverse group that includes local business professionals, non-profit leaders and volunteers, and governmental representatives, along with people from around the Siuslaw region.

Lane Arts Council

PAC Members: Jo Beaudreau, Maggie Bagon

Lane Arts Council is a non-profit organization in Lane County that provides in-school arts educations programs, supports local artists and arts organizations, and coordinates community arts programs.

Potential Future Public Art Committee Projects:

The following public art projects have been considered by the Public Art Committee and will continue to be evaluated as potential future projects as funding becomes available. This is not a complete list. Projects could be added or removed as necessary.

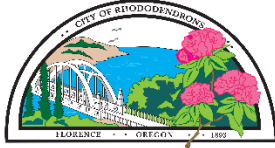
Murals:

- Trash cans, electrical boxes, and transit – particularly North of Hwy 126 and 101 intersection
- Eastern Façade of BJ’s on Bay Street
- Second Story of Lovejoy’s in Old Town
- Fire Station in Old Town
- 2nd Floor of Antique Row on Hwy 101
- Side of Pirate’s Popcorn in Old Town
- Side of Mason Building in Old Town
- Side of Old Rite Aid Building on Hwy 101

- Eastern Side of Grocery Outlet and City Lights Cinemas Building
- Water Tower
- North Side of 7-11 Building

Sculptures:

- Hwy 101 & 126 Intersection
- Underneath Siuslaw River Bridge
- Miller Park
- Veteran’s Memorial Park
- Laurel Crossing



City of Florence
A City in Motion

City of Florence
Public Arts Committee
Previous Year Activities Report
August 2019 - July 2021

As required by the Committees and Commission Handbook adopted on November 5, 2018 via Resolution No. 21, Series 2018, this is a brief report on the activities of the Public Art Committee, from August 2019 to July 2021. The PAC continues to support the City of Florence in many of the goals including Quality of Life & Livability, Economic Development, Communication & Trust.

Committee Growth: December is the annual committee recruitment period. The Public Art Committee was able to gain new members showing the continued commitment to the Florence community and the Public Arts Program's Vision. Members have been active in the creative economy of Florence and more! Former Public Art Committee Chairperson Harlen Springer was appointed by the Oregon Governor to the Oregon Arts Commission. The PAC is an enthusiastic group of volunteers that bring and develop expertise in a broad spectrum of backgrounds.

Sale of Copper Leaf Tree: Copper Leaf Tree by local artist, Pancho Clark, was sold in October 2019. The sale of the piece resulted in a 30% commission for the City, which allowed for the Public Art Program to expand the Art Exposed program from four locations to five locations.



Art Exposed Installations: The PAC safely completed a call-to-artists for the second round of the Art Exposed program, a rotating art gallery that replaces the pieces every two years, unless they are purchased beforehand. Five new Art Exposed installations were featured in a front -page article in the Siuslaw News, which speaks to the continued public outreach and marketing efforts of the Committee.

These installations also involved assistance of the City of Florence's Public Works staff, which the Committee is very thankful for. The Committee was able to expand the Art Exposed program, from four locations to five locations, adding a fifth spot at the corner of Bay Street and Maple Street.



Art Exposed Purchases: City of Florence purchased two former Art Exposed works, *Sitting Wave II* and *West Coast Overlook*, by Jesse Swickard. The artist offered this sale at an 80% discount from the previous listing price. These purchases show fiscal responsibility, sustainable programming for future placement and stewards of public trust. These pieces are currently in storage, with permanent installations planned for Fall 2021.

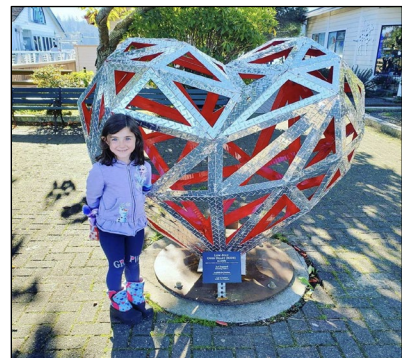


Public Engagement: Due to the COVID guidelines, PAC has not been able to do in-person engagement. Social Media engagement has been done by the City as well as members of the Committee to increase visibility and public engagement.

July 2019: At the City's Summer Block Party, the Public Art Committee had a table that featured local public art, as well as an interactive activity for community members to do while enjoying rock painting.

August 2019: *Florence Quilt: Stitching Time, Weaving Cultures* Celebration Ceremony was held on August 7th, 2019 to commemorate the first large-scale project completed by the committee. Attendees included community members and representatives from Travel Lane County, the Oregon Arts Commission, and the Cultural Services Director for the City of Eugene. Former State Representative Caddy McKeown sent a statement of support which was read to the audience.

December 2019: Travel Oregon's Commissioners visited Florence for their quarterly meeting and was given a tour of the City's Public Arts program in Old Town. Tod Davidson, the CEO of Travel Oregon, wrote a note of Thanks to the Public Arts Committee saying, "Thank you for taking time to provide the Commission and me a taste of the tremendous work Florence is doing with their public art program. I was left impressed by the spirit of innovation, volunteerism, and



community pride driving this program and I congratulate you on your contributions to Florence’s livability and development efforts. Florence has many reasons to feel proud and this program can stand confidently among them. Thank you again for your time and for all you and the committee are doing to create memorable experiences for Oregon’s visitors.”

Art ‘on the move’ in Florence



Staff members from Travel Oregon visited Florence for a series of meetings Monday, which included a tour of the Old Town Historic District and the Public Art installations located along Bay Street. Travel Oregon staff met at Driftwood Shores for the conference and took some time on Thursday to get outdoors to do some kayaking and hiking.



October 2020: The Public Arts Committee, in coordination with Florence Regional Arts Alliance (FRAA) and the Siuslaw Library District, celebrated National Arts and Humanities Month with a proclamation with Florence’s Mayor.

February 2021: Public Art Committee member Jo Beaudreau took students at Siuslaw Elementary School and Middle School on a virtual field trip of the public art along Bay Street. This interactive tour had students asking questions like, “What is your favorite color Ms. Beaudreau?” and “How old do I have to be to sign up for the Public Arts Committee”

Experience Florence Where Everyday is a Celebration of the Arts

Florence Public Art Program Mission:

Integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy, and diversity of Florence through the arts

**CITY OF FLORENCE
Transportation Committee**

**Recommendation to the City Council to Approve the
2021-2022 (Year 1) Transportation Committee Work Plan**


1. The Florence City Council adopted the City of Florence Committee & Commission Policy Manual (Manual) on November 5, 2018 via Resolution No. 21, Series 2018.
2. Chapter 7 of the Manual sets the Commissions' role in goal setting and work plan creation, including requirements that all permanent standing commissions and committees, except for the Budget Committee, are charged with developing:
 - a. An annual work plan for their committee for the upcoming year
3. In addition, Chapter 7 of the Manual indicates the following:
 - a. Committee / Commission work plans must be consistent, relevant, and supportive to the Council's goals.
 - b. Committee / Commission work plans shall be presented to the City Manager and City Council for approval at a Council meeting in the Spring of each year. This action will generally occur on a Council meeting consent agenda.
4. On April 19, 2021, the Florence City Council adopted Resolution No. 14, Series 2021, a resolution reaffirming the City of Florence's Council Goals and adopting the July 1, 2021 – June 30, 2023 City of Florence work plan.
5. The Transportation Committee has reviewed the adopted City Council goals and work plan and have prepared an annual work plan, which it believes is consistent, relevant and supportive of the Council's adopted goals / work plan.

THE TRANSPORTATION COMMITTEE RECOMMENDS THE CITY COUNCIL APPROVE THE FOLLOWING:

1. The 2021-2022 Transportation Committee Year 1 Work Plan, Exhibit A.

COMMITTEE APPROVAL:

This Recommendation is passed by Transportation Committee vote on the 20th day of July, 2021.

for 
Terry Tomeny, Chairperson
Transportation Committee



City of Florence
A City in Motion

City of Florence
Transportation
Committee Work Plan
July 2021 – June 2023

Transportation Committee (TC) Overview:

The Transportation Committee was established by the City Council in November of 2018. This committee is a combination of the previous Transportation Advisory Committee and the Airport Advisory Committee. The Transportation Committee strives to advise the Council and implement the provisions of the City Council goals and work plan related to the City’s transportation system which include, but are not limited to:

- Traffic & Vehicular
- Bike & Pedestrian
- Public & Private Transit
- Air

The objective of this document is to create priorities for the 2021 and 2023 biennial cycle. The committee has designated five priorities to guide their work within the first year of this biennium.

Transportation Committee Members	
Terry Tomeny; Chairperson	Sylvia Napoles; Vice-Chairperson
Vicki Dunaway	Robert Steele
Gary Trevisan	Stephen Raley
Joseph Cullivan	John Ahlen, Lane Transit District
Susan Jones	David Hope, Coos County Area Transit
Larry Farnsworth	Vacant-Ex-Officio Member, CEDC
Woody Woodbury; Ex-Officio Member-City Council	Josh Haring, River Cities Taxi
Kelly Clarke; Lane Council of Govts.	Roxanne Johnston; Ex-Officio Member-City Staff

In accordance with the City of Florence Committee & Commission Policy Manual (Manual) the Florence Transportation Commission has researched and discussed their priorities for Year-1 of the 2021-2023 City of Florence Work Plan. Below are the five

items they identified as most important and propose to begin in July 2021 and conclude June of 2022:

1. Work with Staff to complete update of the Airport Hanger Lease Agreements to ensure consistency.
 - Provide support for update of the Transportations Systems Plan.
2. Continue support of regional transit services.
 - Create fliers and apps to provide real-time transit information to customers.
 - Update website providing transit information.
3. Address safety nuisances at intersections that include overgrown vegetation in the line of sight for buses, taxis and other drivers.
 - Work with staff to create a public awareness program to eliminate such nuisances. This may be done by:
 - a) Raising public awareness through educational fliers
 - b) Creating a follow-up warning letter to violators.
 - c) Enforcing City code when violators do not comply.
4. City licensing-reassess and update various commercial transportation provider licensing.
 - Ensure providers are licensed in the City.
 - Update Code as needed to meet current community needs and national trends.
5. Research and review City codes related to transportation for medical transport.