



City of Florence
A City in Motion

City of Florence Public Art Committee Regular Session

Florence Events Center
715 Quince Street
Florence, OR 97431
541-997-3437
www.ci.florence.or.us

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting and can be found on the City of Florence website at www.ci.florence.or.us.
- Items distributed during the meeting, meeting minutes, and a link to the meeting audio are posted to the City's website at www.ci.florence.or.us as soon as practicable after the meeting.
- To be notified of Public Art Committee meetings via email, please visit the City's website at <http://www.ci.florence.or.us/newsletter/subscriptions>.

April 22, 2019

AGENDA

3:30 p.m.

Members:	Harlen Springer, Chairperson	Jo Beaudreau, Vice-Chairperson
Winette Tomeny	Ron Hildenbrand	Jennifer French
Denise Tarvin	Jayne Smoley	Greg Carlton
Janis Miller	Peggy Meyer	Annalee Griffis
Joshua Greene, Council Ex-Officio	Kelli Weese, Staff Ex-Officio	Kurt Vander Bogart, CEDC Ex-Officio

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

CALL TO ORDER – ROLL CALL

3:30 PM

1. PUBLIC COMMENTS – *Items Not on the Agenda*

This is an opportunity for members of the audience to bring to the committee's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Please sign-in, then state your name for the audio record when called upon.

ACTION ITEMS

The public will have an opportunity to offer comments on action items after staff has given their report. Comments will be limited to three (3) minutes per person. Please sign-in, then state your name for the audio record when called upon.

2. SUBCOMMITTEE ELECTIONS

Elect new members to subcommittee projects

Approx.
3:40 p.m.

3. CEDC EX-OFFICIO ELECTION

Nominate member of PAC to serve as ex-officio to the Community and Economic Development Committee of the City of Florence

Approx.
4:00 p.m.

4. REVISION OF JUNE MEETING SCHEDULE

Approve the change of PAC's June meeting from June 17th to June 10th at 10:00 AM

Approx.
4:10 p.m.

5. CITY WORK PLAN REVIEW

Review 2019-2020 City of Florence work plan and discuss next steps for PAC

Approx.
4:20 p.m.

REPORT ITEMS

6. PROJECT TEAM PROGRESS

- | | |
|-------------------------------|--------------------|
| • Bridge Steps Project Update | • PUD Mural Update |
| • Siuslaw News Updates | • Art Exposed |

Approx.
5:00 p.m.

7. ACTION PLAN, NEXT MEETING DATES & FUTURE AGENDA TOPICS

Approx.
5:30 p.m.

Experience Florence
Where Everyday is a Celebration of the Arts

TENATIVE MEETING CALENDAR

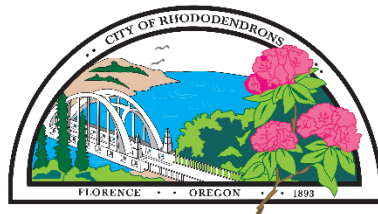
*All meetings are held at **Florence City Hall** (250 Highway 101, Florence Oregon) unless otherwise indicated*

Date	Time	Description
May 13, 2019	3:30 p.m.	Public Art Committee Meeting
June 17, 2019	10:00 a.m.	Public Art Committee Meeting
July 22, 2019	10:00 a.m.	Public Art Committee Meeting
August 26, 2019	10:00 a.m.	Public Art Committee Meeting
September 23, 2019	10:00 a.m.	Public Art Committee Meeting
October 21, 2019	10:00 a.m.	Public Art Committee Meeting
November 25, 2019	10:00 a.m.	Public Art Committee Meeting
December 16, 2019	10:00 a.m.	Public Art Committee Meeting



PUBLIC COMMENT RECEIVED

Public Arts Committee
April 22 Meeting



City of Florence
A City in Motion

To: Harlen Springer
Public Art Committee – Florence, Oregon

April 11, 2019

Subject: Future Art Projects – comments and suggestions

After the vote on the proposed abstract mural at the recent Florence City Council meeting, I had a chance to talk directly with Harlen afterwards, as well as with Jennifer French. Very pleasant discussions in fact. They both encouraged me to send in my ideas on what I would like to see for public art. So, please take all my comments as constructive criticism and input, and don't take offense.

I am sure that the process to select a mural design was very detailed, as Harlen showed in his presentation. A lot of things were done right, especially with respect to land use code compliance and obtaining approval from ODOT. I was impressed!

Even though the CLPUD mural images were posted in the Siuslaw News, many folks just weren't paying attention until the issue fermented enough to get on their radar. Not surprisingly, the chosen design by your committee is viewed as inner city graffiti. Although you went through a thorough process, many folks in my circle of friends felt left out. Left out because we didn't pay attention to the PAC public meetings and information on the City website (our fault), and wondering what other designs that might be more appropriate for Florence were passed up.

My suggestions for the future:

- Update folks on the progress of the PAC via the Siuslaw News on a regular basis. Show folks what you are discussing and what new designs you are considering, not just a final selection. Accept input and comments so you can make a better choice for Florence.
- Offer the citizens of Florence a chance to vote on a choice of mural designs, rather than come up with a final design that may be pleasing to you on the committee, but one that is not to other citizens.
- You could have a showing of potential designs (murals and other areas) at the FEC, much like they did with the painted sea lions. People could stop by and vote and give their opinions & input.
- Be careful what you choose as "art" when you are trying to showcase Florence. Your view of what is "art" may well be offensive or irritating to others. You don't want to turn off folks. You want tourist business to return and industry to move in for our economic growth. And you want the people of Florence to feel comfortable and proud of their art, especially from local artists

My view of art is based on the works of **Norman Rockwell** and **Thomas Kincade**, the famous painter of light in California. Just think how he could portray Old Town Florence!

Here are my ideas that I would like to see on murals that you have identified around town:

1. Florence needs good murals that showcase our sand dunes and dune riders. The horses from C&M stables riding along the beach would give an adventurous image as well.
2. As I mentioned in my testimony at the City Council meeting, Frank Herbert should be honored in one mural. Frank Herbert is the author of the science fiction book "Dune" and was inspired by the sand dunes of Florence. Not many people know this fact about Florence. A mural could have our modern day dune riders with scenes from Arrakis, the Fremen and a sand worm or two in the background.

- 3 Have a mural that honors the U.S. Coast Guard. We could have the Coast Guard boats and helicopter patrolling the Siuslaw River and rescuing fishermen or boaters in distress.
4. There is a style of art that shows scenes in 3D on the side of a building. These might be something to consider. I downloaded some examples from the internet as examples of what Florence can do:



This is a 3D archway on the flat side of a building.



Another 3D archway mural.



Here's a 3D tunnel. It looks like you can drive on through but you better not try.



Looks like the outer wall has crumbled leaving the older building exposed.



This looks like a large butterfly, but in reality, it's a butterfly painted on the flat sidewalk.

By the way, I like the idea of painting the steps (from the edge of Old Town up to the bridge) blue. I don't know what symbols or scenes you are thinking of adding – perhaps ideas of any images or symbols should be solicited from the Florence citizens

Well, that's my input for the Public Art Committee. I hope you consider my ideas

Sincerely,

Don Drozdenko
Florence, Oregon

From: [Kelli Weese](#)
To: [Sarah Moehrke](#)
Subject: FW: Painting on the stairs
Date: Thursday, April 4, 2019 7:38:29 AM

Good Morning Sarah,

Would you please respond to Joanna? Thanks!

Kelli

-----Original Message-----

From: Joanne Dal Pra <dalprajoanne@gmail.com>
Sent: Wednesday, April 03, 2019 5:02 PM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Painting on the stairs

Hi Kelli. Not sure if your the right person to write to but her it goes.

With all the hoopla regarding the mural on 126 are we really going to approach another hot topic like the stairs? I've been here for over 5 years and I don't even remember seeing these stairs. Why are we spending money on them and again the same kind of motif? Really thinking you might want to put this out there for discussion. I don't like some of what I'm reading on Facebook. People are getting nasty and that's not us. If you could forward this to the right parties I'd appreciate it. I hate to see this divide over what should be something good for our city.

Thanks for listening,

Joanne Dal Pra
87642 Rhodowood Dr
Florence

Sent from my iPad

From: [Kelli Weese](#)
To: [Sarah Moehrke](#)
Subject: FW: Stairway Art Installation
Date: Thursday, April 4, 2019 11:29:32 AM

Another one for response. Thanks so much! - Kelli

From: Luv My Labs <oregonabo@yahoo.com>
Sent: Thursday, April 04, 2019 9:24 AM
To: Kelli Weese <kelli.weese@ci.florence.or.us>
Subject: Stairway Art Installation

To whom it may concern:

I am writing you regarding the new design to be painted on the Old Town bridge staircase. The picture used in the header on the City website, describing the art installation, is the worst depiction that ever could have been used. Why??

If that was the Actual view looking up the stairwell I would be aghast, just as many people in this town are, thinking that is what they will see.

Upon further research, I looked at the photos in the supporting documents on your site, which gives a much more accurate view of what the design will look like.

The design in the header picture is trying to depict what the design will look like on ALL facets of the steps. It is impossible to look up a stairwell and see the flat tops of the treads...which is what the blue color is in this picture. The upward view should only be showing the Rhododendron design, which is exactly what the eye will see.

In the documents there's an excellent picture of the downward view, showing the blue design on the top of the treads... and not showing the Rhododendron design. Nowhere do I see an accurate depiction of the rhododendron design. Every picture is showing a portion of the blue treads as being visible. It is physically impossible when looking upwards.!

Somebody desperately needs to create a more accurate depiction of the view looking upward And draw it in perspective!

The public outcry on this project has been horrendous, all due to this poorly conveyed image. It saddens me that such a beautiful design was given such a poor representation, and now people are balking at the idea of the design's integrity.

Please, please correct this, and make some actual images available, so the public can see what this will look like in reality.

Thank you.

Sincerely, Kathy Elfers

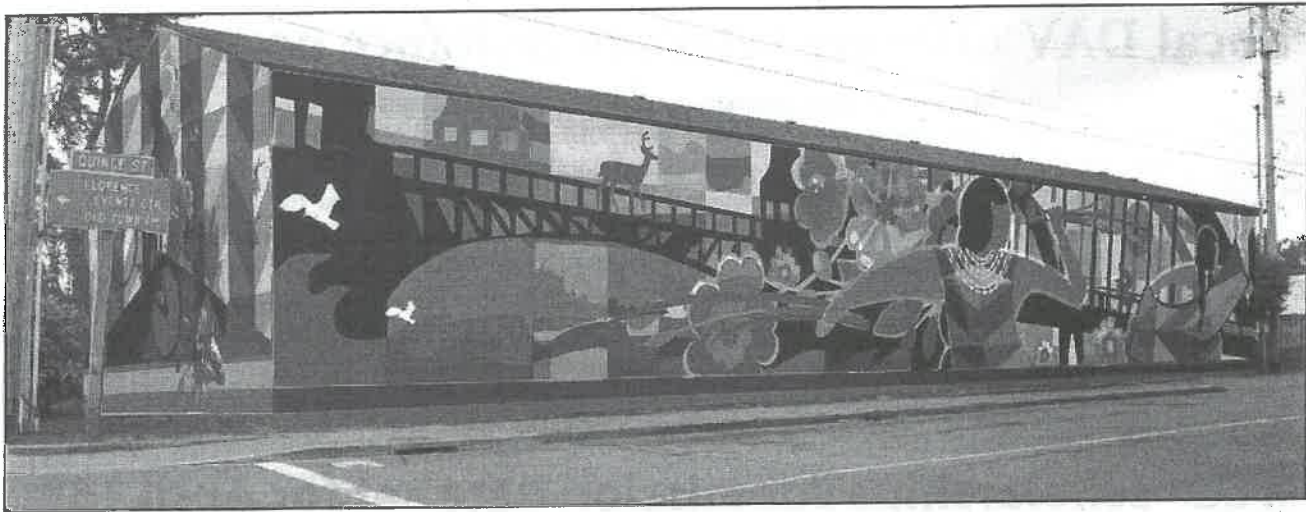
[Sent from Yahoo Mail on Android](#)



The debate was never about subject,
 but style and location. As
 anyone can plainly see, the location
 is far from favorable for a work of
 art, especially for the stature of
 the Marino Heidel group. It's too
 late now, however the picture in the
 March 27 SN is extremely misleading
 Gene Olson



Marino Heidel Group #1275 2/25/2000 OR



Marino Heidel Studios and "Stitching Time, Weaving Cultures" won the contract for the mural planned for the Highway 101 and 126 intersection in Florence on the Central Lincoln PUD Building. More information is available



Subcommittee Master List

Hwy 101 & 126 Mural Project:

- Joshua Greene
- Harlen Springer

Siuslaw Bridge Steps:

- Susan Tive (Citizen At-Large)
- Jo Beaudreau

Art Exposed/ ReVision Art Exposed

- Jayne Smoley
- Ron Hildenbrand
- Jennifer French
- Harlen Springer (Initial Meeting)

Featured Pieces:

- Joshua Greene
- Jennifer French

Marketing:

- Jo Beaudreau
- Harlen Springer

Grant Writing/ Fundraising:

- Harlen Springer
- Jayne Smoley
- Susan Tive (Citizen At-Large)

Art Inventory and Maintenance Planning:

- Ron Hildenbrand

PAC Master Plan:

- Harlen Springer
- Joshua Greene
- Jo Beaudreau

Mural Code:

- Harlen Springer
- Joshua Greene
- Kelli Weese

City of Florence

July 1, 2019 – June 30, 2021

Work Plan

Preliminary Priority	Goal(s) Addressed
1 Housing Efforts & Initiatives <i>(Development, Regulations, Workforce/ Affordable Projects & Support, Homelessness & Incentives)</i>	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development • Goal 5: Financial & Org. Sustain

Development Regulations

Objective 1: Continue working with the Oregon Department of Land Conservation & Development (DLCD) to complete residential zoning code audit and amend residential land use codes to streamline regulations and address barriers concerning development of housing.

- Task 1: Host code concepts work session with Community & Economic Development Committee (CEDC) and invite Council and Planning Commission.
- Task 2: Prepare amendments to Florence City Code based upon priorities of community.
- Task 3: Evaluate proposed code amendments for viability.
- Task 4: Host public open house.
- Task 5: Amend proposed code amendments based on public input and receive recommendation from CEDC.
- Task 6: Host joint public hearing process with Planning Commission & City Council.
- Task 7: Create marketing materials/ Public Service Announcements/ etc. to notify builders and public of changes.

Objective 2: Update Florence City Code Titles 10 and 11 to address deficiencies outside of the DLCD Technical Assistance program scope or funding availability.

Objective 3: Update Comprehensive Plan and Zoning Maps in support of housing and economic opportunities analysis completed in 2018.

Objective 4: Evaluate and amend short term rental policies to ensure adequate housing supply for workforce.

Housing Development

Objective 1: Support community partners in development of workforce/ affordable housing.

- Task 1: Support Neighborhood Economic Development Corporation (NEDCO) with development of Airport Road site.
- Task 2: Support other non-profit efforts to provide additional workforce/ affordable housing.

Objective 2: Evaluate the City's role and potential costs/ locations for city participation in workforce housing development projects.

- **Task 1:** Work with Community & Economic Development Committee to perform rental market study and market efforts to developers.
- **Task 2:** Evaluate City, government partners, and non-profit owned property to determine viability for use in workforce housing projects.
- **Task 3:** Explore local and regional funding options to support development of housing for low- and moderate-income households.
- **Task 4:** Work with partners to pursue state and federal grants to design and finance workforce housing projects.
- **Task 5:** Pursue partnerships with local partner agencies to develop student housing, including but not limited to, Lane Community College, Siuslaw School District, Peace Health, Port of Siuslaw, and the Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians.

Objective 3: Coordinate with major local employers in efforts to develop and support housing affordable to their workforce.

- **Task 1:** Including, but not limited to Peace Health, Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians, Siuslaw School District and City of Florence.

Objective 4: Explore options for accommodating transitional housing and make necessary code updates.

Old Town/ Main Street Development

Objective 1: Support the Florence Urban Renewal Agency's (FURA) work to market and recruit for five catalyst sites for housing and commercial uses.

- **Task 1:** Reach out to property owners to determine interest in partnering with the City and FURA for marketing/ development opportunities and for design assistance.
- **Task 2:** Work with property owners to determine barriers to development and potential solutions.
- **Task 3:** Work with property owners to develop marketing materials including video, brochure, web presence etc.

Financial Incentives

Objective 1: Evaluate options and long-term financial sustainability for financial incentives to promote workforce housing development.

- **Task 1:** Evaluate System Development Charge structure for long-term viability of workforce housing incentives.
- **Task 2:** Evaluate opportunities for implementing property tax exemptions for workforce housing projects.
- **Task 3:** Evaluate other public funding/ incentives mechanisms as appropriate.
- **Task 4:** Work with funding partners to identify different types of housing subsidies and funding options.

Preliminary Priority		Goal(s) Addressed
2	Family Wage Jobs & Workforce Development (Retention, Expansion, Marketing, Infrastructure & Incentives)	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Infrastructure

Objective 1: Complete utility infrastructure expansion projects along transportation corridors to promote development opportunities.

- Task 1: Complete North Hwy 101 Sewer Extension, West Side.
- Task 2: Complete North Hwy 101 Sewer Extension, East Side.
- Task 3: Complete Hwy 126 Water & Sewer Extension.
- Task 4: Complete Hwy 126 Water & Sewer Extension, Phase 2.

Business Retention & Expansion

Objective 1: Work with the Florence Area Chamber of Commerce to determine interest and financial implications of a partnership to accomplish the City of Florence's Business Retention & Expansion program.

Objective 2: Develop a business retention & expansion program in coordination with community partners.

- Task 1: Develop and implement annual business survey.
- Task 2: Follow up with business survey submittals on business needs in the community.

Objective 3: Support the Florence Urban Renewal Agency's (FURA) efforts to continue a predevelopment grant program.

- Task 1: Continue management of the predevelopment grant program.
- Task 2: Analyze the financial feasibility of accepting additional applications for the program.

Objective 4: Continue to monitor new business licenses & perform outreach.

- Task 1: Create new business welcome program to local businesses to educate them on permitting and building requirements before they purchase a property or sign a lease.

Objective 5: Work with the Florence Urban Renewal Agency (FURA) to develop and implement a Façade Improvement Program.

- Task 1: Analyze the financial feasibility of the creation of a Façade improvement program, and if feasible develop and deploy program.
- Task 2: Work with community groups to develop and/ or enhance award program for façade and landscaping improvements.

Marketing & Recruitment

Objective 1: Expand marketing for the Pacific View Business Park and research available methods to help promote development.

- **Task 1:** Evaluate the possibility of streamlining the purchasing process for lots by preparing public hearing process for all lots prior to potential sales.
- **Task 2:** Develop marketing materials including video, brochure, web presence etc.
- **Task 3:** Coordinate with Business Oregon, Lane County and the South Coast Development Council for out of area marketing.

Objective 2: Maintain information on available properties, buildings and businesses in Florence.

- **Task 1:** Update Available properties map quarterly.
- **Task 2:** Develop online portal for available properties through www.florencebusiness.org and ensure its interface with the Florence Area Chamber of Commerce's website.

Objective 3: Update and maintain florencebusiness.org website and information.

Tourism Promotion

Objective 1: Review transient room tax (TRT) allocation methodology, as well as marketing and visitor information center contract.

- **Task 1:** Support efforts of tourism marketing agencies including but not limited to Travel Oregon, Travel Lane County, Oregon Coast Visitor's Association, and the Florence Area Chamber of Commerce.

Objective 2: Discuss investment in Florence tourism promotion with Lane County.

Objective 3: Continue to support community driven efforts toward public space beautification, recreational opportunities and culture.

- **Task 1:** Work with community groups to develop a City-wide Holiday lighting program.

Objective 4: Work with Florence Urban Renewal Agency (FURA) and the Transportation Committee to consider amendments to parking requirements in Old Town.

- **Task 1:** Consider supporting efforts to research and determine whether to conduct a parking analysis and take steps for parking management in Old Town.
- **Task 2:** Work with Old Town businesses on potential strategies for parking management.

Entrepreneurship & Innovation

Objective 1: Continue to support the Regional Accelerator & Innovation Network (RAIN), Small Business Development Center (SBDC), and Florence Area Chamber of Commerce entrepreneurship programs.

- **Task 1:** Evaluate progress and determine whether to fund additional service years.
- **Task 2:** Assist in marketing entrepreneurship events and trainings.
- **Task 3:** Provide support to business and potential business participants as necessary.

- Task 4: Support and advance efforts to obtain additional funding and incentives for entrepreneurship programs through grants or statewide funding initiatives.
- Task 5: Work with partners to build a program to educate local middle and high school students in the value of entrepreneurship.

Objective 2: Conduct feasibility study for redevelopment of key sites for public/ private development ‘incubator’ and ‘makers spaces’.

Education & Workforce

Objective 1: Support entities that provide education, workforce training, apprenticeship, and/ or internship opportunities to local students and residents.

- Task 1: Consider holding joint work session with Siuslaw School District to discuss School improvements, workforce training, and art/ music curriculum.
- Task 2: Work with Lane Education Service District, Lane Workforce Partnership, and other partner agencies to develop tools for student/ teacher workforce training, apprenticeships and/or internships.
- Task 3: Develop and market workforce recruitment video and other marketing materials.

Economic Development Community Outreach & Program Structure

Objective 1: Improve communication with Council and Community regarding the City’s economic development efforts.

- Task 1: Create and update lead tracking sheet for internal communication.
- Task 2: Create process to quantify private economic development improvements in the community.
- Task 3: Develop monthly newsletter/ web/ social media outreach on Economic Development efforts
- Task 4: Prepare quarterly reports to Council.

Objective 2: Develop Community & Economic Development Committee to assist in work plan efforts and outreach.

Objective 3: Develop long term staffing plan for economic development efforts.

Objective 4: Leverage resources by maintaining partnerships with regional agencies.

- Task 1: Including (but not limited to) Cascade West Economic Development District (CWEDD), South Coast Development Council (SCDC), Lane Workforce Partnership (LWP), Small Business Development Center (SCDC), Business Oregon, Lane County, Lane Community College, and the Florence Area Chamber of Commerce.

Preliminary Priority		Goal(s) Addressed
3	ReVision Florence Community Outreach & Completion (Hwy 101/ 126 Streetscape & Paving)	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Objective 1: Public Outreach and Agency Coordination.

- Task 1: Coordination with ODOT through project construction.
- Task 2: Public outreach and communication during construction.

Objective 2: Plan for installation and funding of items removed from contract.

- Task 1: Purchase and installation of pedestrian amenities.
- Task 2: Funding plan, purchase and installation of pedestrian light arms and banner arms.
- Task 3: Funding plan and installation for construction of gateway monument pillars.
- Task 4: Determine funding strategy, timeline and installation to systematically complete Public Art within the streetscape project including both Art Exposed and permanent installations.
- Task 5: Coordination with the Chamber of Commerce on expanding the flower basket and banner program to Highway 101 in the project area.

Preliminary Priority		Goal(s) Addressed
4	Development of Quince Street Property (Hotel/ Mixed-Use/ Housing, Trail, Infrastructure & Incentives)	<ul style="list-style-type: none"> • Goal 3: Economic Development • Goal 5: Financial & Org. Sustain.

Objective 1: Concept plan for property.

- Task 1: Develop concept plan for property and hotel feasibility analysis.
- Task 2: Determine financial strategy and complete necessary preliminary assessments including but not limited to lot line adjustments, geotechnical analysis, floodplain analysis, regrading, tree management, subdivision, etc.

Objective 2: Marketing & Development.

- Task 1: Develop marketing materials including video, brochure, web presence etc.
- Task 2: Hire commercial real estate broker and develop strategy for marketing property development including cost/ benefit analysis of RFP process for developer.

Preliminary Priority		Goal(s) Addressed
5	Parks & Park Improvements (Gallagher, River & Miller Parks and Estuary Trail)	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Objective 1: Construct and develop new Siuslaw River Beach Access Park.

Objective 2: Plan and complete Siuslaw Estuary Trail – Hwy 126 to Port Property.

Objective 3: Conversion of Old Public Works to Gallagher Park.

- Task 1: Public outreach on what type of park amenities are desired for Gallagher park.
- Task 2: Create a master plan for the development of Gallagher Park over the next 2-5 years.
- Task 3: Design for new amenities and cost estimates.
- Task 4: Seek and obtain grant funding for park development.
- Task 5: Bid process for construction of new park facilities.
- Task 6: Construction of Gallagher Park expansion.

Objective 4: Support Community group grants to improve or create new parks.

- Task 1: Implement vision that was developed for the General Ben King Memorial Airport Gateway.
- Task 2: Work with school district and community volunteers to develop new soccer fields at middle school site.
- Task 3: Work with Siuslaw Baseball Association, Siuslaw Youth Soccer, and other community partners to rehabilitate and expand sport/ fitness opportunities at Miller Park.

Objective 5: Improve parks, trails, and walkability.

- Task 1: Develop trail brochure and update City webpage.
- Task 2: Complete major trail maintenance & repaving.
- Task 3: Expand park amenities in Old Town.
- Task 4: Expand pickleball opportunities at Rolling Dunes Park or Gallagher Park.
- Task 5: Relocate community gardens to Rolling Dunes Park.

Objective 6: Complete Park Master Plan Update.

- Task 1: Complete Park Master Plan update with specific projects and costs.
- Task 2: Seek long term financing plan to improve parks, trails and walkability.

Preliminary Priority		Goal(s) Addressed
6	Infrastructure & Capital Improvements (Water, Sewer, Stormwater & Streets)	<ul style="list-style-type: none"> • <i>Goal 1: City Service Delivery</i> • <i>Goal 2: Livability & Quality of Life</i>

City Facilities

Objective 1: City Hall Remodel and Expansion Completion.

- Task 1: Completion of items outside of the City Hall construction contract, such as signage, records storage system, other items for facility utilization.
- Task 2: Employee training on new facility procedures and systems.
- Task 3: Development and completion of City Hall landscaping.
- Task 4: Construction of new retaining wall and staircase on the east side of the facility.

Objective 2: Deconstruction of Old Public Works.

- Task 1: Clear out items stored at the old facility.
- Task 2: Transition remaining Public Works Inventory and other items to the new public works facility.
- Task 3: Asbestos abatement for all facilities on the site.
- Task 4: Deconstruction and disposal of buildings after asbestos abatement.

Objective 3: Construct City Public Works Facility Phases 2 & 3.

- Task 1: Pursue grants for items not installed/ completed as part of the project, including 175 KW emergency power generator, video conferencing equipment and hybrid yard lighting.
- Task 2: Purchase new storage racks with correct weight limit rating for maintenance building.
- Task 3: Design and construct new 3-sided pole building(s).
- Task 4: Pave out parking lot.
- Task 5: Pursue grants for new fueling depot to be constructed on lot south of new Public Works.

Transportation

Objective 1: Complete Safe Routes to School Project.

Objective 2: Complete annual Chip/ Fog Seal Program.

Objective 3: Reconstruct Rhododendron Drive – Wildwinds to 35th including realignment, separated multi-use path and improved river overlook/ parking area.

Objective 4: Construct separated 12' multi-use path along Rhododendron from 35th to North Jetty Road.

Objective 5: Construct separated 12' multi-use path along Rhododendron from North Jetty Road to Heceta Beach Road.

Objective 6: Develop approach and funding to address deferred street maintenance.

Objective 7: Fix Spruce Street Culvert Failure.

- Task 1: Develop Plan.
- Task 2: Seek grant opportunities as available.

Objective 8: Work with Transportation Committee to audit and correct errors in the 2012 Florence Transportation Systems Plan.

- **Task 1:** Prepare updates to the Transportation Systems Plan.
- **Task 2:** Prepare corresponding updates to the Florence City Code, Comprehensive Plan and Capital Improvement Plan.
- **Task 3:** Determine methods for public outreach and input on proposed amendments and implement.
- **Task 4:** Host joint public hearing process with Planning Commission and City Council based on recommended amendments.

Objective 9: Enhance pedestrian and ADA crossing opportunity on Nopal and Bay Streets.

Objective 10: Support the Florence Urban Renewal Agency's (FURA) potential projects to complete sidewalk improvements within the FURA district.

- **Task 1:** Complete quick response sidewalk and ADA improvements in the area of Maple Street and Laurel Street.
- **Task 2:** Complete sidewalk replacement project along 2nd Street to address gaps and inadequate sidewalks, including ADA and installation of pedestrian scale lights.

Objective 11: Continue efforts to increase public transit opportunities to Eugene and Coos Bay and support continuation of Yachats pilot program.

Stormwater

Objective 1: Complete Old Town Stormwater Drainage Project – 6th Street Juniper to Hemlock and Hemlock to 1st Street.

Objective 2: Complete 2nd Street Stormwater Project.

Objective 3: Complete Stormwater Master Plan Update.

Objective 4: Complete Pine Court Stormwater Project.

Water

Objective 1: Complete 16-inch water line on 9th Street from Rhododendron to Kingwood, including stormwater repair at 9th and Hemlock.

Objective 2: Update Water Management and Conservation Plan.

Wastewater

Objective 1: Develop Facilities Plan for the Wastewater Treatment Plant.

- **Task 1:** Select consultant and develop scope.
- **Task 2:** Develop facilities plan to guide major equipment replacement and set the stage for expansion.

Objective 2: Develop plan for providing sewer to North Urban Growth Boundary.

- Task 1: Select consultant.
- Task 2: Develop 'master plan' for providing sewer to North UGB.
- Task 3: Explore and obtain grants to construct new gravity sewers in North UGB.

Airport

Objective 1: Complete Airport Runway/ Taxiway seal coat and lighting project.

Objective 2: Implement Airport Improvements according to Airport Master Plan.

Other Objectives and Tasks proposed to be included within the work plan are as follows:

Goal(s) Addressed	
Public Safety (Police, Dispatch, Jail, Court, Emergency Management, Code Enforcement)	<ul style="list-style-type: none">• Goal 1: City Service Delivery• Goal 2: Livability & Quality of Life

Police, Dispatch, Jail

Objective 1: Develop permanent funding for School Resource Officer

Objective 2: Expand community support through National Night Out.

Objective 3: Continue to implement proven best practices for public safety agencies regarding homelessness, drug usage, mental illness, and other social concerns and support non-profit and government partners in community driven approaches.

Objective 4: Complete patrol squad room remodel / upgrade.

Objective 5: Complete 911 System and Dispatch Center Upgrade.

- Task 1: Communications Center Remodel.
- Task 2: Train Communications Officers on new system.

Objective 6: Maintain Compliance with Criminal Justice Information Services (CJIS) and Federal Crime Reporting.

- Task 1: Complete computer aided dispatch update with justice connect.
- Task 2: Complete Oregon national incident-based reporting system (ONIBRS).

Objective 7: Implement eCitations program.

Objective 8: Develop policies and procedures for Jail.

- Task 1: Continue to attend pertinent trainings.
- Task 2: Implement written policies

Court

Objective 1: Implementation of the e-conviction program for processing DMV convictions electronically.

Objective 2: Program implementation for collection of fines and fees through the Department of Revenue.

Objective 3: Continued implementation of process improvement and modernization.

Emergency Management

Objective 1: Continue to participate and lead efforts of the West Lane Emergency Operations Group (WLEOG).

- **Task 1:** Coordinate efforts to update and maintain the Emergency Operations Plan.
- **Task 2:** Develop departmental procedural checklists for City supported functions of the Emergency Operations Plan.
- **Task 3:** Assist in the coordination of and participate in local and regional emergency exercises.

Objective 2: Continue to develop and implement City emergency preparedness policies.

- **Task 1:** Develop a continuity of operations plan for the City.
- **Task 2:** Develop internal departmental procedures, policies, and checklists for emergency response.
- **Task 3:** Continue to ensure that all employees receive ICS 100, 200, 700, and 800 training.
- **Task 4:** Continue to coordinate specific ICS trainings for identified employee roles.

Code Enforcement

Objective 1: Update City's nuisance codes to remove inconsistencies, improve clarity, and address unaddressed issues.

Objective 2: Implement code violation and citation tracking software to improve Code Enforcement workflow and communication among departments and to the public.

Objective 3: Create code enforcement operations manual to create the opportunity for professional volunteer assistance.

Objective 4: Explore funding options for additional code enforcement officer.

Goal(s) Addressed	
Community Beautification & Aesthetics	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

Community Gateway Signage

Objective 1: Develop welcoming gateway signage (N,S,E).

- Task 1: Identify locations.
- Task 2: Develop concepts for gateways.
- Task 3: Construct gateways.

Landscaping & Lighting

Objective 1: Improve Curb Appeal and protect natural areas from weed encroachment.

- Task 1: Support the Environmental Management Advisory Committee to update vegetation preservation city code to eliminate inconsistencies and reflect current community quality of life goals.
- Task 2: Create and implement a noxious weed control program to educate the public, eradicate problem areas and recognize business, group and individual positive efforts.

Objective 2: Research industry standard parking lot lighting level standards and revise lighting code to ensure safety and improve quality of life.

Public Art Program

Objective 1: Discuss and consider amendments to the process for acquisition of public art and the role & responsibilities of the Public Arts Committee through review of the Public Art Guidelines (Resolution No. 4, Series 2016) and the Public Arts Committee duties per FCC 2-4.

Objective 2: Central Lincoln PUD Mural Installation.

- Task 1: Work with Florence Urban Renewal Agency (FURA) on artist contract approval.
- Task 2: Complete City Council Hearing per Mural Code.
- Task 3: Prepare for art installation including public outreach, site logistics, etc.

Objective 3: Siuslaw Bridge Steps Art Installation.

- Task 1: Prepare for art installation including public outreach, site logistics etc.
- Task 2: Coordinate with ODOT for Intergovernmental/ Maintenance Agreement.

Objective 4: Art Exposed Program. Task 1: Continue to market preliminary four pieces on Bay Street for sales.

- Task 2: Replace four pieces in old town with new pieces.
- Task 3: Research locations for additional pieces within the Art Exposed Program including ReVision Florence and throughout the City, prepare financing plan, & installation timelines for Art Exposed pieces for ReVision Florence project.

Objective 5: Complete actions to encourage private funding and/ or donations of public art to leverage City funding.

- Task 1: Limit funding sources for the Public Art program to the City of Florence general fund, grants and private donations, and do not include funding from the Florence Urban Renewal Agency.
- Task 2: Research grant opportunities and prepare grant applications through staff and volunteer time.
- Task 2: Develop public art donation program.
- Task 3: Support efforts for nonprofit development of public art funding.

Objective 6: Public Outreach and Marketing of Public Art Program.

- Task 1: Improve communication with public concerning public art program objectives including monthly Siuslaw News Articles, speaking opportunities with community groups, social media and City website.

Objective 7: Prepare for next public art projects and long-term objectives/ strategies.

- Task 1: Perform public outreach on interest in public art program and art types.
- Task 2: Prepare master plan for next projects for Council consideration.

Objective 8: Complete Mural Code revisions with revisions to sign code where necessary.

- Task 1: Review potential options for Mural Code Amendments.
- Task 2: Prepare code amendments.
- Task 3: Joint work session with Council/ Planning Commission.
- Task 4: Complete public hearing process with the Planning Commission & City Council.

Objective 9: Determine viability of the development of a private property mural program/ match program.

- Task 1: Review cost/ benefits and potential structure of private property mural program.
- Task 2: Implement program via public outreach informational materials, application booklet and outreach to potential private partners etc.

Objective 10: Consider opportunities for sustainable funding/ staffing options.

Goal(s) Addressed	
Sustainability & Conservation	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development

City Bio-Solids Program

Objective 1: Expand biosolids composting facility.

- Task 1: Perform a curbside yard debris collection cost-benefit/ feasibility study.
- Task 2: Identify and secure funding sources for expanding Flo-Gro processing.
- Task 3: Develop plan to market Flo-Gro product.

Recycling & Litter Reduction

Objective 1: Support Environmental Management Advisory Committee's work to enhance efforts toward recycling and litter reduction.

- Task 1: Implement program to place garbage & recycling containers in identified problem areas of the city.
- Task 2: Continue community discussion to eliminate availability of single use plastic shopping bags including considering programs to reduce litter and updating city codes.
- Task 3: Consider community discussion on eliminating availability of plastic straws.
- Task 4: Modify solid waste collection fees to include yard debris collection.
- Task 5: Implement Five "R" Restaurant rating program recognizing, awarding and educating sustainable environmental practices.
- Task 6: Support local community business endeavors that seek to recycle plastic, including but not limited to the 'Precious Plastics' program.
- Task 7: Develop informational materials to educate the community on best practices for recycling and materials that can be recycled locally including but not limited to a video, brochure, website, and social media releases.

Goal(s) Addressed	
Misc. Code & Process Amendments	<ul style="list-style-type: none"> • Goal 1: City Service Delivery • Goal 4: Communication & Trust

Flood Insurance Rate Map Amendments

Objective 1: Update Titles 4 and 10 and the Florence Comprehensive Plan in support of 2018-19 Flood Insurance rate map amendments.

Land Use Housekeeping Amendments

Objective 1: Perform general housekeeping updates to Titles 10 and 11.

Objective 2: Work with State of Oregon to identify and pursue a path to update the Florence Realization 2020 Comprehensive Plan consistent with state requirements and community needs.

City Licensing

Objective 1: Reassess and update the City's various licensing where appropriate.

- Task 1: Street Closure.
- Task 2: Business Licenses.
- Task 3: Special Events & Parades.
- Task 4: Liquor Licenses.
- Task 5: Taxi Codes.

Elections

Objective 1: Update elections ordinance to clarify city deadlines.

Goal(s) Addressed	
Committee, Commission & Board Management	<ul style="list-style-type: none">• <i>Goal 1: City Service Delivery</i>• <i>Goal 4: Communication & Trust</i>

Florence Urban Renewal Agency (FURA)

Objective 1: Review FURA Bylaws, City Code and FURA Plan to ensure consistency with current objectives and practices.

City Committees & Commission Coordination

Objective 1: Implement updated City Committee & Commission policy manual.

- Task 1: Ensure committee/ commission volunteers are appointed and trained for posts for city processes, public meetings law and Oregon government ethics laws.
- Task 2: Improve communication between City Council and committees via monthly reports, ex-officio memberships, committee work plan approvals, and committee work sessions for input into the City work plan.
- Task 3: Convert Planning Commission meeting materials to digital delivery system and train members on usage.

Objective 2: Ensure Committee & Commission effectiveness in supporting Council Goals & Work Plan.

- Task 1: Evaluate Committee's work plans in context of overall City work plan objectives.

Goal(s) Addressed	
Internal City Processes & Procedures	<ul style="list-style-type: none"> • <i>Goal 1: City Service Delivery</i> • <i>Goal 5: Financial/ Organizational Sus.</i>

Customer Service

Objective 1: Implement customer service updates at the remodeled City Hall.

Objective 2: Evaluate potential amendments to City Hall office hours.

Human Resources

Objective 1: Complete Administrative Services Department Restructure.

Objective 2: Complete negotiations with the Florence Police Association for contract ending 2020.

Objective 3: Implement City intranet system for all employees to use.

Objective 4: Ensure staff are trained for their positions and in applicable state laws including ethics, public records, harassment etc.

- **Task 1:** Ensure new staff are trained during on-boarding process and all other staff are trained every two years.

Objective 5: Develop system to track employee trainings.

Objective 6: Improve employee safety and risk management.

- **Task 1:** Adopt updated safety manual and continue work towards safety committee, volunteer policies, and learning center trainings.

Objective 7: Improve employee experience and improve employee retention.

- **Task 1:** Update City personnel handbook and other policies.
- **Task 2:** Update City's performance evaluation/ reviews procedure.
- **Task 3:** Participate in 3rd party trainings as appropriate.
- **Task 4:** Complete salary survey.
- **Task 5:** Develop strategies for succession for key personnel positions.

Objective 8: Analyze building department organizational structure and hire Building Official position and hire and/or contract for provision of building and electrical plan review and inspection services.

Records Management

Objective 1: Improve City's records management and retention program.

- Task 1: Determine viability of staff assistance for records program.
- Task 2: Research and determine best methods for short- and long-term records.
- Task 3: Research and implement off-site storage options.
- Task 4: Setup protocols to relocate records for long- and short-term storage.
- Task 5: Continue to digitize and index the City's permanent and long-term records.
- Task 6: Setup protocols and processes for retention of City email records.
- Task 7: Research and potentially implement records retention software.

Objective 2: Update Public Records Request Policies and research software solutions for potential implementation.

Communication Guidelines

Objective 1: Development of a City-wide communications and style guide.

- Task 1: Press release and public service announcement template utilization across City.
- Task 2: Updates to the press release distribution list and procedures.
- Task 3: Define how information is shared with different stakeholder groups to provide consistency across the organization.
- Task 4: Employee training on new procedures.

Goal(s) Addressed	
Financial Processes & Transparency	<ul style="list-style-type: none">• <i>Goal 1: City Service Delivery</i>• <i>Goal 4: Communication & Trust</i>• <i>Goal 5: Financial/ Organizational Sus.</i>

Contracting Rules

Objective 1: Update the City's Contracting and purchasing rules according to ORS requirements.

Financial Sustainability

Objective 1: Review and update long-range financial forecasts annually for all funds. Identify funding gaps and approaches to ensure financial and organizational sustainability.

- Task 1: Evaluate general fund specific considerations – perform research on property valuations and impacts to property taxes and next steps.
- Task 2: Evaluate strategies to address City public employee retirement system (PERS) obligations.

Objective 2: Prepare biennial budget consistent with adopted work plan.

- Task: Prepare biennial budget incorporating five-year financial forecasts, identify goals and objectives and/ or funded, and those that remain unfunded and/ or require action by Council or others.

Objective 3: Ensure timely financial reporting.

- Task 1: Prepare quarterly reports that include financial, operational or capital performance and status
- Task 2: Adjust budgets timely to reflect changes in budgeted resources and/ or expenditures to achieve work plan objectives.
- Task 3: Secure clean opinion on audited financial statements.

Objective 4: Continue processing and negotiating franchise agreement with current and future telecommunications providers.

Objective 5: Review and update building and planning permitting fees to recuperate costs in accordance with state statutes and city policy.

Goal(s) Addressed	
Florence Events Center	<ul style="list-style-type: none">• <i>Goal 2: Livability & Quality of Life</i>• <i>Goal 3: Economic Development</i>• <i>Goal 5: Financial & Organizational Sus.</i>

Objective 1: Create sustainable funding options.

- Task 1: Increase number of conferences & events.
- Task 2: Develop and implement an endowment program.
- Task 3: Consider booking bigger name acts with consideration to risk vs. benefit.

Objective 2: Development of North property.

- Task 1: Establish plan for increased parking & storage.
- Task 2: Implementation.

Objective 3: Improve Marketing Efforts.

- Task 1: Reevaluate marketing plan and increase marketing efforts.
- Task 2: Increase marketing budget.

Objective 4: Improve Florence Events Center Facility and Operations.

- Task 1: Increase east parking lot lighting.
- Task 2: Increase interior storage/ mezzanine expansion.
- Task 3: Review and update FEC policies and procedures.
- Task 4: Research and implement booking software solution.
- Task 5: Upgrade fire panel and sensors.

Objective 5: Friends of the Florence Events Center & Volunteer procurement.

- Task 1: Improve volunteer procurement and management.
- Task 2: Support fundraising events presented by Friends of the FEC.

Goal(s) Addressed	
Community Outreach	<ul style="list-style-type: none"> • <i>Goal 1: City Service Delivery</i> • <i>Goal 4: Communication & Trust</i>

News & Media

Objective 1: Monthly distribution of City Newsletter.

Objective 2: Distribution of news items to local and regional media outlets.

- Task 1: Continue weekly City Manager interview with Coast Radio.
- Task 2: Continue project specific outreach to media outlets.
- Task 3: Continue educational public service announcements.

Objective 3: Continue development of informational videos to add to the City's video library.

Objective 4: Continue outreach on the City's social media platforms to provide City news and updates.

Objective 5: Develop Communications Policy

Website

Objective 1: Continue to improve the City's website and the information available.

- Task 1: Implement the City Staff directory.
- Task 2: Continue to enhance the City project pages.

Citizen Participation

Objective 1: Development and implementation of Citizen's Academy.

Objective 2: Continued participation in activities such as Public Works, City Day and National Night Out.

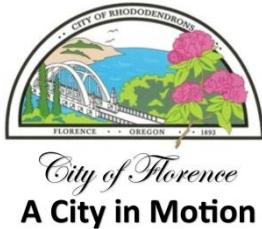
Community Designations & Awards

Objective 2: Tree City USA Designation.

- Task 1: Work with the Environmental Management Advisory Committee (EMAC) on application for Tree City USA.
- Task 2: If Tree City USA designation is obtained, work with EMAC on plan to maintain status.

Objective 3: Coast Guard City.

- Task 1: Determine next steps to ensure appropriate memorialization of Coast Guard City designation.



City of Florence

2017 Public Art Committee Work Plan

Last Update – January 10, 2017

Public Art Committee (PAC) Overview:

The City of Florence PAC was established in July 2015 in order to serve as the City’s primary committee tasked with actively developing a Public Art Program and Policy for the City of Florence. The Committee’s duties include...

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

Public Art Committee Members		
Harlen Springer, Chairperson	Susan Tive, Vice-Chairperson	SK Lindsey, Member
Jo Beaudreau, Member	Ron Hildenbrand, Member	Jennifer French, Member
Jayne Smoley, Member	Joshua Greene, Council President Ex-Officio Member	Kelli Weese, CR / Eco. Devo. Coord. Ex-Officio Member

Completion Timeline Overview:

With the completion of the adoption of public art policies and development of funding from the Florence Urban Renewal Agency, the public art committee has three tasks planned for the 2017 Calendar year, those being to begin implementing public art programs, amend the mural code, and establish a public art strategy.

Step Overview in Work Plan Document	
First Year Public Art Programs	Pages 2 to 4
Further Project Funding, Marketing & Other Recurring Projects	Page 5
Mural Code Amendments	Page 5
Establishment of Public Art Master Plan and Follow Up Policies	Page 6
Overall Timeline Chart	Page 7
Other Regional Art Related Economic Development Initiatives & Future Projects	Pages 8 to 9

Process for First Year Public Art Projects

Trash Cans & Transit Stops Beatification Project

Project Lead and/or Sub-Committee Members – Ron Hildenbrand & Jennifer French

Preliminary Budget Estimates	
Artist Stipends & Supplies	\$6,000
Locations Preparation & Maintenance	\$3,000
TOTAL	\$9,000

1. Complete process for accessioning artwork (PA Policy Section 3.4)
 - a. Identify the goals of the project
 - b. Inventory potential sites
 - c. Prepare estimate of total project budget
 - d. Coordinate with entities responsible for art locations (Central Lincoln PUD, Port of Siuslaw, Adjacent Private Businesses, City of Florence Transit, Public Works) & establish agreements if necessary
 - e. Coordinate with Schools / Boys and Girls Club
 - f. Establish selection process that addresses the project (PA Policy Section 3.3)
 - g. Confirm total project budget available for services, artwork & installation costs
 - h. Select an artist and/or art purchase

Hwy 101 & Hwy 126 Intersection Mural

Project Lead and/or Sub-Committee Members – Joshua Greene & SK Lindsey

Preliminary Budget Estimates		
Mural	Artist Stipend	\$40,000
	Installation, Landscaping, Lighting, Maintenance etc.	\$7,000
	TOTAL	\$47,000

1. Complete process for accessioning artwork (PA Policy Section 3.4)
 - a. Identify the goals of the project
 - b. Inventory site
 - c. Prepare estimate of total project budget
 - d. Coordinate with entities responsible for art location (Central Lincoln PUD & Florence Public Works) & establish agreements if necessary
 - e. Establish selection process that addresses the project (PA Policy Section 3.3)
 - f. Confirm total project budget available for services, artwork & installation costs
 - g. Select an artist and/or art purchase

Siuslaw Bridge Steps

Project Lead and/or Sub-Committee Members – Susan Tive

Preliminary Budget Estimates	
Artist Stipend & Materials	\$30,000
Installation, Landscaping, Lighting & Maintenance	\$7,000
TOTAL	\$37,000

- a. Complete process for accessioning artwork (PA Policy Section 3.4)
 - i. Identify the goals of the project
 - ii. Inventory site
 - iii. Prepare estimate of total project budget
 - iv. Coordinate with entities responsible for art location (Oregon Department of Transportation & Florence Public Works) & establish agreements if necessary
 - v. Establish selection process that addresses the project (PA Policy Section 3.3)
 - vi. Confirm total project budget available for services, artwork & installation costs
 - vii. Select an artist and/or art purchase

Gallery in Old Town

Project Lead and/or Sub-Committee Members – Harlen Springer

Preliminary Budget Estimates	
Artist Stipends & Materials	\$1,500
Base Installation, Landscaping, Lighting & Maintenance etc.	\$10,000
TOTAL	\$11,500

- a. Complete process for accessioning artwork (PA Policy Section 3.4)
 - i. Identify the goals of the project
 - ii. Inventory sites
 - iii. Prepare estimate of total project budget
 - iv. Coordinate with entities responsible for art location (Oregon Department of Transportation, Private entities, & Florence Public Works) & establish agreements if necessary
 - v. Establish selection process that addresses the project (PA Policy Section 8.5)
 - vi. Confirm total project budget available for services, artwork & installation costs
 - vii. Select an artists and/or art purchase

Public Art Donations (As Needed)

Project Lead and/or Sub-Committee Members – Assigned by Public Art Committee As Needed

Preliminary Budget Estimates	
Base Installation, Landscaping, Lighting & Maintenance etc.	\$5,000
TOTAL	\$5,000

- b. Complete process for accessioning artwork (PA Policy Section 3.4)
 - viii. Identify the goals of the project
 - ix. Inventory site(s)
 - x. Prepare estimate of total project budget
 - xi. Coordinate with entities responsible for art location (Oregon Department of Transportation, Private entities, & Florence Public Works) & establish agreements if necessary
 - xii. Establish selection process that addresses the project (PA Policy Section 8.5)
 - xiii. Confirm total project budget available for services, artwork & installation costs
 - xiv. Select an artists and/or art purchase

First Year Project Preliminary Budget Estimates	
Trash Cans & Transit Stops Beatification Project	\$9,000
Hwy 101 & Hwy 126 Intersection Mural	\$47,000
Siuslaw Bridge Steps	\$37,000
Gallery in Old Town	\$11,500
Public Art Donations	\$5,000
Continual Public Art Maintenance	\$7,000
Public Outreach & Marketing	\$8,500
TOTAL	\$125,000

Further Project Funding & Marketing

Project Lead and/or Sub-Committee Members – Harlen Springer, Susan Tive, Jo Beaudreau

- a. **Website** - Prepare initial Public Art Webpage on City of Florence website
- b. **Project Marketing** - Prepare marketing materials for projects including brochures, website updates, social media, local media notices, ground breaking / ribbon cutting events, etc.
- c. **Private Fundraising** - Begin fundraising campaign including donations
- d. **Grant Opportunities** - Prepare grant opportunity index, review & apply for grants as applicable
- e. **General Public Outreach** - Maintain relationships with area organizations to ensure coordination

Other Recurring Projects

- a. Prepare catalog of current public art holdings in the City of Florence Public Art Collection
- b. Perform and/or prepare for performance of all repairs, cleaning, labeling etc.

Amendments to Florence Mural (Public Art Code)

Project Lead and/or Sub-Committee Members – Kelli Weese, Harlen Springer, Susan Tive, Joshua Greene

Step 1: Public Art Committee Prepare Amendments

- a. Prepare proposed amendments to the Mural (Public Art) Code and review with City Attorney

Step 2: Work Sessions with Planning Commission & City Council

- a. Hold work session with Planning Commission
- b. Hold work session with City Council

Step 3: Public Hearing Process

- a. Planning Commission public hearing (including public notices etc.)
- b. City Council public hearing (including public notices etc.)

Step 4: Implementation

- a. Prepare informational brochure / application booklet
- b. Begin outreach with various private entities about changes to mural code

Process for Establishment of a Community Public Art Master Plan

Step 1: Research

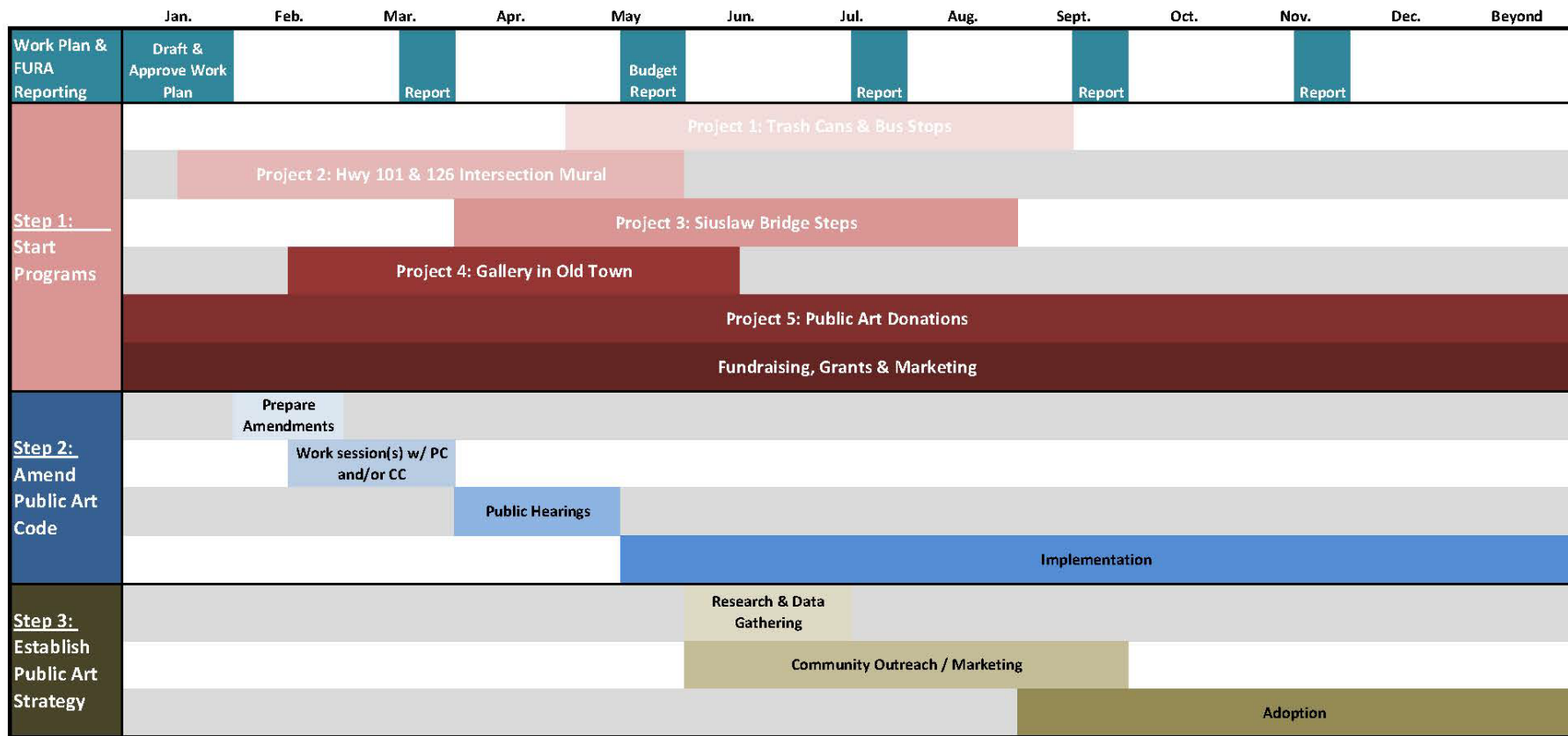
1. Create a vision and mission for Public Art in the Community
2. Refresh our review of other community's public art plans, determine common themes and vote on favorite to use as template
3. Develop Goals & Guiding principles

Step 2: Development

4. Begin 'where are we now' and 'where do we want to be' data gathering for Public Art Plan and Policy
5. Review template public art plan and draft according to Florence's needs
 - a. Executive Summary
 - b. Where are we now
 - c. Framework for public art
 - d. Funding
 - e. Artist Selection & Design Review
 - f. Art Commission vs. Public Art Committee
 - g. Advocacy, development and outreach
 - h. Review funding and program options
 - i. Review types of public art projects
6. Consider community outreach methods
 - a. Identify key community stakeholders / leaders who may be interested in being involved in the planning process
 - b. Consider holding focus group, one-on-one interviews, and/or community forums to determine interest levels and obtain comments / support
7. Compile Draft Public Art Guidelines and Procedure & Provide recommendation for approval to the City Council

Step 3: Community Outreach and Approval

8. Participate in Joint Work Session(s) with City Council and/or Planning Commission (should land use codes be proposed) to review draft public art master plan, policies and community outreach plan
9. Implement community outreach methods
10. If Necessary, amend draft public art master plan, policies and community outreach plan to reflect guidance received
11. Bring forth draft public art master plan for adoption by the City Council
12. If Land Use Code Amendments are proposed, City Council may initiate those at the same time Public Art Plan & Policy is adopted
 - a. Next steps would be a Planning Commission Public Hearing, followed by City Council public hearing



Other Regional Art Related Economic Development Initiatives

PAC Members may choose to participate at many different levels in the following Economic Development related initiatives:

1. **Florence Urban Renewal Agency**

PAC Sub-Team Members: SK Lindsey, Joshua Greene, Kelli Weese

- a. Economic Analysis & Strategy Development
 - i. Participate in public outreach from Leiland Group, the consultant hired to perform an economic analysis. The analysis will be an evaluation of the economic viability of various development alternatives on several specific properties within the FURA district boundaries. Information will be used to develop strategies and inform FURA investment decisions to stimulate desired private sector development in appropriate locations.
- b. ReVision Florence (Hwy 101 & Hwy 126 Streetscape project)
 - i. Participate in public outreach from Murray Smith and Associates, the consultant hired to perform streetscaping design for Hwy 101 between Hwy 126 and the Siuslaw River Bridge.

2. **Downtown Revitalization Team**

PAC Sub-Team Members: Harlen Springer, Kelli Weese

- a. The Downtown Revitalization Team (DRT) is a subset of the Florence Area Chamber of Commerce tasked with continuing to unify and revitalize the downtown area as the primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors around a main-street theme.

3. **Florence Regional Arts Alliance**

PAC Sub-Team Members: Harlen Springer, Ron Hildenbrand, Jennifer French

- a. 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.

4. **Siuslaw Pathways (Go-Team & Vision Keepers)**

PAC Sub-Team Members: Jo Beaudreau, Joshua Greene, Kelli Weese

- a. 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.

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 after completion of the first five projects:

- Murals
 - Additional 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 Lovejoys 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
- Sculptures
 - Hwy 101 & 126 Intersection



Interest in Public Art Increasing in the Community



Project 1 - Beautification of Municipal Objects
Other objects such as Bus Stops, Hydrants & Utility Boxes Project Shelved for RARE & Grant Work Plan & Writer

Project 2 - Highway 101 & 126 Mural
Public/Private Project Agreements Made; Call to Artists for Portfolios; Portfolio Review & Selection of Artists; Top Artists Submit Proposal/s; Final Artist/s Selected; In Process

Project 3 - Siuslaw Bridge Steps; Selection and Approval of Siuslaw Bridge Step Project Artist – Jessilyn Brinkerhoff; In Process

Project 4 - Gallery Rental Program (ArtExposed); *Copper Leaf Tree* by Poncho Clark Installed in May (Gazebo Park); *Sitting Wave & West Coast Overlook* by Jesse Swickard Installed in June (Interpretative Center); *Transformation* Installed by Paul Reimer (Interpretative Center); In Process

Upgrade the Current Mural Policy
Working with Attorney; In Process

Art Donations
Running Horse Sculpture Created by Kabiria Metal Works in Kenya Donated by Sam Spayd & Ron Green (Senior Center); PAC Donated *River Bend* to Siuslaw Museum

Outreach
125th Birthday Celebration Rock Painting; PAC Nominated for Siuslaw Award; Siuslaw News Publishing Monthly Updates; Oregon Public Art Trail; Florence Art Passport; Celebrated Arts & Humanities Month in October with City Proclamation; Rhody Committee Paints the Town with Rhody for Scholarships; Public Works has been Placing Various Season Theme Lights in Interpretative Center, etc...

2018

Vision & Mission Finalized!

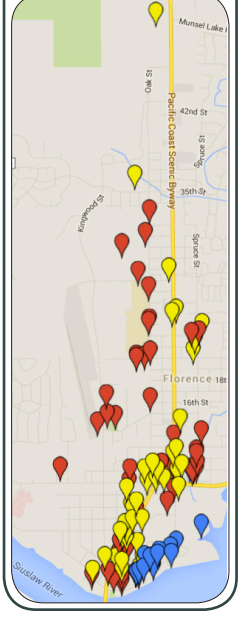
Continued Partnership with Working with other Groups on Projects & Ideas

PAC Work Fits Perfectly with ReVision Florence that is Underway & is Consistent with the City of Florence's Work Plan – Goal #3 'improve the City's livability and quality of life.'

-Chamber Video to Feature Art
-Dancing with Sea Lion Project
-Donations of Art



Visit & Map of FURA District Locations & Future Locations Around Florence



Continuous & Regular Updates on Progress & Projects to FURA, City Council, City Club, Rotary, Radio, Press, Presentations, etc...



Foundational Steps for Projects
- Cost
- Overall Impact ("Wow" Factor)
- Timing
- Potential Community Impact

Project Ideas Developed & Deployed

Project 1 - Beautification of Municipal Object Beautification (Utility Boxes/Trashcans/Hydrants); High Impact, Low Cost, Potential Community Involvement

Project 2 - Highway 101 & 126 Mural; Very High Impact/Visibility, Public/Private Partnership

Project 3 - Siuslaw Bridge Steps "Wow" Project with Potential Community Involvement

Project 4 - Gallery Rental Program (ArtExposed) High Impact/Visibility, Low Cost

Project 5 – Info Kiosk

Upgrade the Current Mural Policy

Develop Policy & Application

Art Donations

Committee Project Developed & Assigned to Subcommittees



2016

Watch for More Information!

Be Sure to Sign up for the City of Florence Newsletter & the PAC News Letter!

Join a Sub-Committee!

Contact Us with Questions!

All Meetings for All City Committees are Open to the Public! Check City Calendar for Current Dates & Times.

2019



Moving Forward in the City In Motion!

Siuslaw Awards
January 11th Annual Florence Area Chamber of Commerce Siuslaw Award Recipient (Innovation in Business)

112th Rhody Days Theme: Coastal Canvas

Expanded PAC with New Members!

Further Progress Made on Projects

Project 1 - Beautification of Municipal Objects
Trash Receptacles Temporary Art Project with Siuslaw School District to Invite Youth to Paint

Project 2 - Highway 101 & 126 Mural
Working with PUD on Accepting Invite for Joint Venture, Working on Project Guidelines

Project 3 - Siuslaw Bridge Steps; Call Opens 8.15.17; Deadline for Applicants 1.15.2018

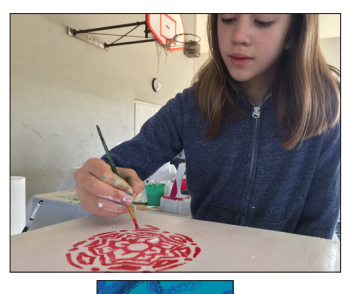
Project 4 - Gallery Rental Program (ArtExposed); Call Opens 1.3.18; Deadline for Applicants 2.25.2018; Artists Notified Week of 3.19.18; Installed the Week of 4.23.2018

Project 5 – Info Kiosk
Project Shelved until Money Available & Spearheaded by a Group to Develop & Maintain Project

Upgrade the Current Mural Policy
Working with Attorney

Art Donations
Installation of Totem Pole by Steve Benson; Donated by Curran Family & Cascade by David Miller; Donated by Harold & Elizabeth Anson in Gallagher Park

Outreach
Bringing Art to the Streets Public Form; Florence Oregon Passport for the Arts; Siuslaw News publishing a monthly updates; Celebrated Arts & Humanities Month in October with City Proclamation; Rhody Committee Paints the Town with Rhody for Scholarships; Public Works has been placing various season theme lights in Interpretative Center, etc...



2017

July 6, 2015 – 1st Meeting!

Committee Scheduled to Meet Every Other Week to Research, Develop PAC Program in a Timely Manner.

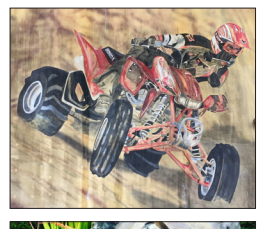
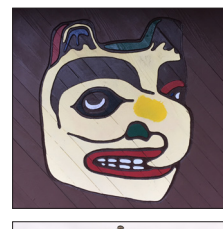
Reviewed & Discussed in Detail Existing Public Art Policies & Practices from Cities of Various Sizes throughout United States

Working with other Groups (DRT, EDC, City, Chamber, Siuslaw Vision) on Project Ideas; Banners, Flower Baskets, Info Kiosk, Bike Rack & Vision Focus Groups

Primary Tasks

- Vision and Mission
- Draft a City of Florence Public Art Plan & Policy and Present to City Council for Approval
- Establish and Maintain a City Art Collection
- Develop a Map/List of Desired Sites for Future Accessions
- Prepare for and Secure Funding for Additional Art Works
- Consider Projects by Private Developers & Citizens that Would Result in Public Art
- Work with Other Committees & Projects Going on with City

Actively Working on Draft of Public Art Regulations Title 10, Chapter 28



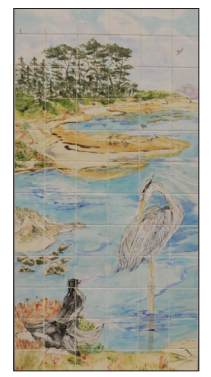
2015

The City of Florence Public Arts Committee (PAC) was established to serve as the City's primary committee tasked with actively developing a Public Art Program and Policy for the City of Florence (Resolution No. 7, Series 2015, Spring).

Call for Applicants for this new City Committee; Interviews & Selection of Committee Members are Completed.

Public Art Steering Committee worked with Port of Siuslaw to Create & Execute Kat Cunningham's Scenic Column Installed 9.18.2015 at the West End of the Boardwalk in Old Town.

Pre 2015



jib2.27.19

Get Involved! You're Invited!

City of Florence Public Art Meetings are open to the public and participation is encouraged. At each meeting, time dedicated to Public Comment. Check the City Calendar for the current meeting location, date and time.

Other City of Florence Committee meetings are also open to the public and attendance is encouraged.

All City Committee Meeting Agenda's and Supporting Materials are provided on the City Website.

For more information about the Public Art Program, please contact Community and Economic Development Assistant, Sarah Moehrke (Sarah.Moehrke@ci.florence.or.us).

Please consider signing up for the Public Art Committee or any other committees distribution list by visiting the City Website ci.florence.or.us/newsletter/subscriptions or contacting Kelli Weese (kelli.weese@ci.florence.or.us) or Sarah Moehrke (Sarah.Moehrke@ci.florence.or.us).

Florence Public Art 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.

Art increases the livability, human interaction, and artistic richness of the City by making art a permanent part of the environment and a legacy for future generations. The City of Florence public art program plays a strong role in community and helps stimulate economic vitality. The art initiative for the City of Florence is a vital ingredient in the cultural fabric and streetscape of our creative city. The initiative provides opportunities to increase awareness, appreciation, knowledge and education of public art by developing a sense of place, community pride and identity through the creation of new works. Public art provides an opportunity for artists to reach creative solutions to aesthetic opportunities.

The art collection of Florence is held in trust for the public. It seeks to engage people and capture the essence, diversity and personality of the City of Florence. The art collection complements the City's mission of enhancing the lives of it's citizens.

The City's Public Art Program is supported nearly entirely by the City of Florence's Volunteer Public Art Committee. The Public Art Committee is tasked with the work in establishing the program including maintenance, development and removal of all pieces.



Public Art

Where Every Day
is a
Celebration
of the Arts!

Come Be A Part of the Process!

Public Art Website & Information

ci.florence.or.us/bc-pac

ci.florence.or.us/bc-pac/public-art-program