



City of Florence
A City in Motion

City of Florence Public Arts Committee Regular Session

Florence City Hall
Florence, OR 97439
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 of 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>.

September 14, 2020

AGENDA

4:00 p.m.

Members:

Harlen Springer, Chairperson
Karl Engel
Patti Williams
Woody Woodbury, Council Ex-Officio

Jo Beaudreau, Vice-Chairperson
Kristen Dill
Nancy Pearson

Peggy Meyer
Christine Santiago
Kathleen Wenzel
Kelli Weese, Staff 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.

COVID-19 UPDATE

Due to federal and state restrictions on public gatherings, the Florence Public Arts Committee meetings shall be held via videoconference. Members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/3393570480855151374>

Meetings are also shown live on Cable Channel 191 and online at
<https://www.ci.florence.or.us/citymanager/public-meetings-live>.

In person attendance is not allowed at Public Arts Committee meetings.

In accordance with Oregon Governor's Office Executive Order No. 20-16, to protect safety and ensure social distancing, members of the public will not be allowed to attend the Public Arts Committee meeting.

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda or visit the City of Florence website at
<https://www.ci.florence.or.us/bc-pac/public-art-committee-speakers-card-0>.

1. CALL TO ORDER – ROLL CALL 4:00 p.m.

2. 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.

REPORT ITEMS

3. COMMITTEE WORK PLAN REVIEW AND DISCUSSION

Presentation by Kelli Weese regarding Committee Work Plans and the process for City Council approval, followed by discussion by Public Art Committee of current work plan and ideas for future work plan

*Approx.
4:15 p.m.*

4. ART EXPOSED 2020

Review of selected pieces, and discussion of installation dates and future marketing / celebration ideas

*Approx.
5:15 p.m.*

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

TENATIVE MEETING CALENDAR

All meetings will be held virtually unless otherwise indicated

Date	Time	Description
October 19, 2020	4:00 p.m.	Public Art Committee Meeting
November 16, 2020	10:00 a.m.	City Council Work Session (Committee Work Plan)
November 30, 2020	4:00 p.m.	Public Art Committee Meeting
January 25, 2021	4:00 p.m.	Public Art Committee Meeting

Experience Florence

Where Everyday is a Celebration of the Arts

UPDATED PUBLIC MEETINGS PROCEDURES – COVID-19

Given executive orders from Governor Brown concerning COVID-19 and social distancing requirements, the City of Florence has established temporary procedures for public meetings in order to protect our volunteers, public and staff.

In person attendance is not allowed at Public Arts Committee (PAC) meetings.

Expressing Views to the Public Arts Committee: Citizens wishing to express their views to the PAC may do so in both written and verbal formats.

- Written Testimony:** Citizens wishing to express their views to the PAC are encouraged to submit written testimony in one of the following ways:
 - Submit written comments via email to Economic Development Catalyst: Sarah.Moehrke@ci.florence.or.us
 - Mail written comments to Florence City Hall, Attn: Public Arts Committee, 250 Hwy 101, Florence, OR 97439
 - Drop off written comments to the City of Florence drop box located at Florence City Hall (250 Hwy 101) to the right of the main entrance.

**** Note:** Written comments received at least 2 hours prior to the meeting (July 20, 2020 at 3:30 p.m.) will be distributed to the PAC, posted to the City of Florence website, and made part of the record.
- Verbal Testimony:** Citizens wishing to express their views to the PAC may participate in the meeting via GotoWebinar. To do so, please complete a speaker's card online at <https://www.ci.florence.or.us/bc-pac/public-art-committee-speakers-card-0> at least 3 hour prior to the meeting (July 27, 2020 at 2:30 p.m.). City staff will then contact the speaker to let them know the process to participate in the meeting.
 - Public Comments on items not on the agenda:** General public comments (on items not on the PAC agenda) will be allowed at each PAC meeting during the public comment agenda item. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all items. In practicality, this means no more than five individuals will be allowed to comment verbally. There is no limit on written public comments.
 - Public Comments on Action Items:** Public Comments will be allowed on each action item on the PAC agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Committee questions. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all comments on each action item. In practicality, this means no more than five (5) individuals will be allowed to comment verbally. There is no limit on written public comments.

For more information on the City of Florence's Temporary Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/em/public-meeting-during-covid-19>.

Memorandum

To: Public Arts Committee

From: Kelli Weese, City Recorder / Economic Development Coordinator

Date: September 14, 2020 Meeting Date

City of Florence Work Plan:

In 2021, the City of Florence City Council will work to develop a work plan for the City to provide direction to the City of Florence for the 2021-2023 years. This work plan serves as a guiding document for the establishment of the 2021-2023 biennial budget. In addition, this overarching City work plan serves as the background for the establishment of each Committee's work plan for the upcoming year, which must be consistent, relevant and supportive of the Council's goals.

As advisory committees to the City Council, each Committee is charged with providing the City Council with input regarding the commissions / committees work programs and issues, and to forward information regarding potential issues that may contribute to the Council's goal-setting work. The Council is then charged with taking this information into consideration when creating its goals and work plan for the coming year.

City Council / Committee Work Session:

In order to achieve this objective, the City Council meets with representatives of all of the commissions and committees (except for the Budget Committee) in the fall of each year. This work session is set for November 16, 2020 at 10:30 a.m.

To prepare for this work session with the City Council, each Commission or Committee will be charged with discussing potential feedback to the City regarding their work programs and issues, and to create a memo to the City Council in advance of the City Council's work session. In this way, the City Council can review the feedback provided by each committee and be prepared for a constructive conversation with the representatives. To meet the deadlines, this memo is due to the City Recorder's office by 5pm on Thursday November 5th. For guidance on the information to be obtained in the memo to the City Council, members are encouraged to review Chapter 7 of the Commission & Committee manual included as an attachment to this memo.

During the work session with the City Council, each committee will have approximately 5-10 minutes to provide an overview to the City Council of the feedback contained in the committee's memorandum. The Council / Committee will then have 5-10 minutes for questions and discussion.

In general, the Committee discussion at the City Council work session is led by the Committee Chairperson. However, all members of the Committee are encouraged to attend and participate in the meeting / discussion if they are able to do so.

It is important to know, that participation in the November 16th City Council work session is optional for each of the Committees, however it is the mechanism to allow for feedback from the Committees to the Council on the City of Florence's work plan. Thus, participation by the Committee is strongly encouraged.

Next Steps:

At the September Committee meeting, the Public Arts Committee will have the opportunity to begin discussions as to whether the Committee would like to participate in the upcoming City Council work session, and if so, what input the committee would like to provide to the City Council on the upcoming City work plan.

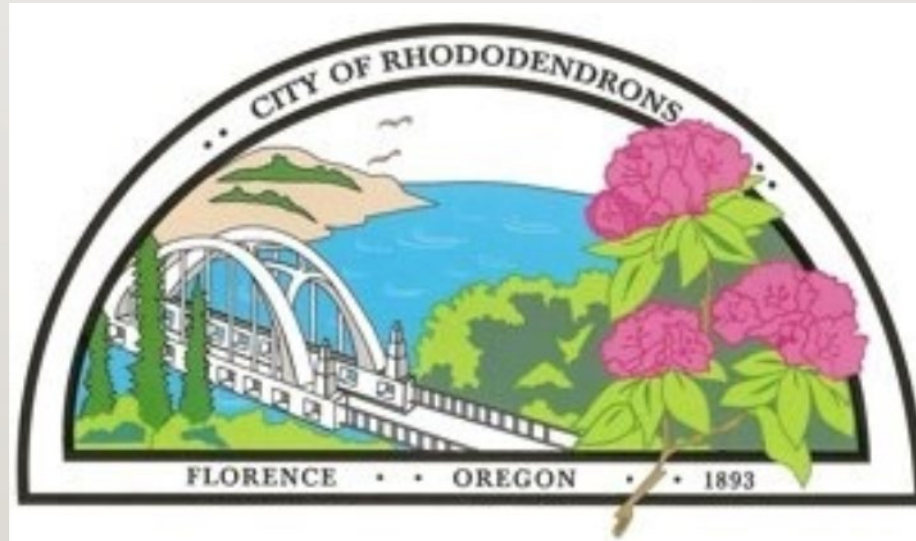
At October Committee meeting, the committee will need to:

1. Determine if you will participate in the City Council work session on November 16th, and if so either...
 - a. Approve a memo detailing the feedback the Committee wishes to share with the City Council for their consideration in creating the 2021-2023 City of Florence work plan, or
 - b. Direct the Committee Chair and/or subcommittee(s) to prepare a memo and detail the feedback to the City Council.

Items Attached:

- Chapter 7 of the Commission & Committee Manual
- 2019 Public Arts Committee Work Plan
- 2018-2021 City of Florence Work Plan

COMMITTEE INPUT INTO CITY WORK PLAN

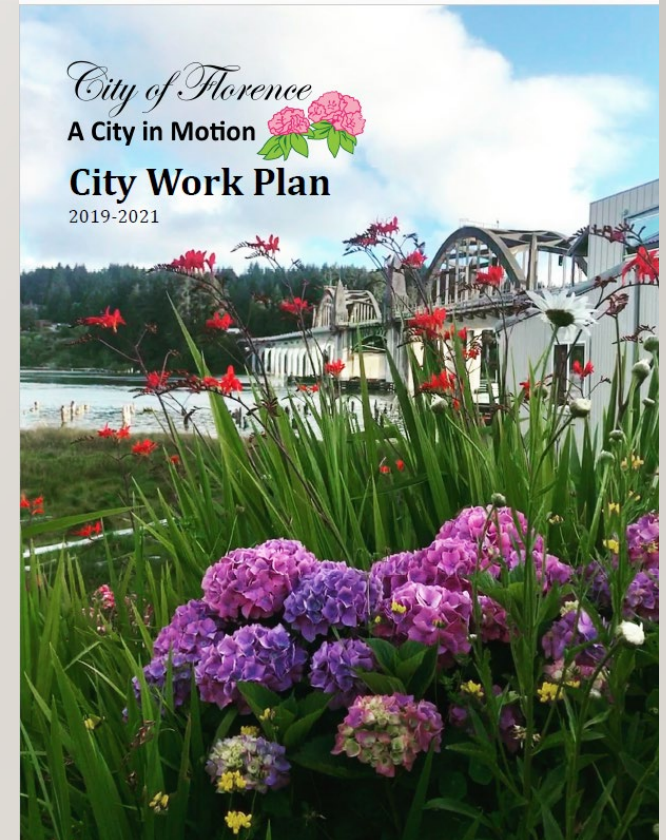


City of Florence
A City in Motion

2021-2023 CITY OF FLORENCE WORK PLAN CREATION

In late 2020 / early 2021 the Florence City Council will begin work to develop it's work plan for the 2021-2023 years.

- The City's work plan outlines the main priorities developed by the City Council and contains project the City intends to undertake during the 2021-2023 years.
- It serves as the foundation for the City's biennial budget.



COMMITTEE / COMMISSION INPUT INTO CITY WORK PLAN

- The City Council seeks Committee / Commission input on their work plan creation!
 - Work Session set for **November 16th at 10:30 a.m.**
- Opportunity for each committee / commission to provide Council with feedback on...
 - Committee work programs & issues
 - Potential programs, projects, and updates for inclusion in the 2021-2023 City Work Plan
- Council will take Committee feedback into consideration when creating it's goals and work plan for the coming year

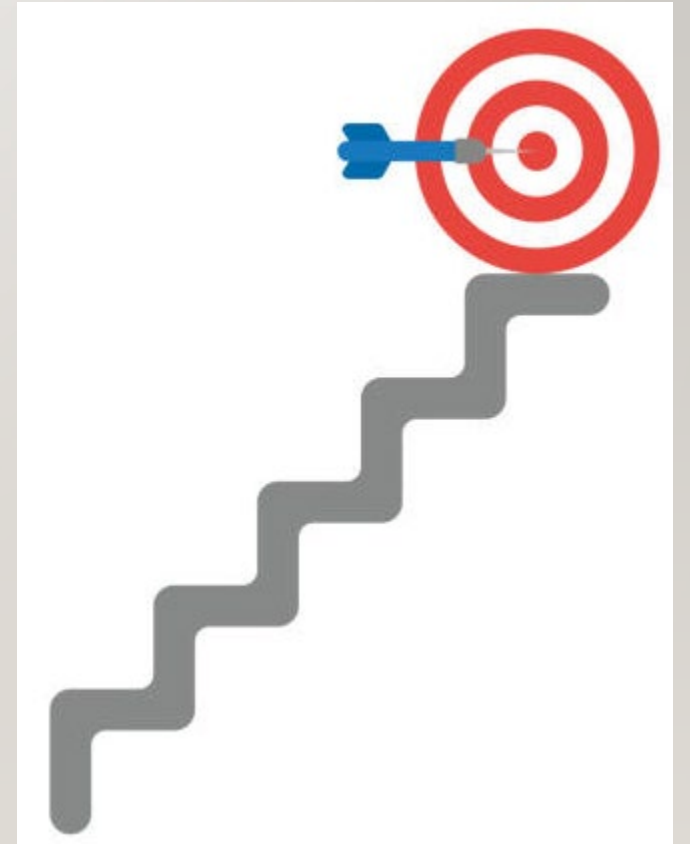
GOALS & WORK PLANS

General Commission & Committee Yearly Schedule

Approximate Date(s)	Action
February <i>(1st Committee meeting of service year)</i>	<ul style="list-style-type: none">• Welcome new members• Appoint Chairperson / Vice-Chairperson / Secretary (optional)
Spring	<ul style="list-style-type: none">• Review Council goals & work plan• Begin creation of committee work plan & prior year activities report
Spring	<ul style="list-style-type: none">• Committee approval of proposed work plan & prior year activities report• Committee work plan & prior year activities report submitted to City Manager & City Council for approval
Fall	<ul style="list-style-type: none">• Work session with City Council to:<ul style="list-style-type: none">• Review work performed thus far• Receive committee recommendations for overall City work plan & budget

PREPARATION FOR CITY COUNCIL WORK SESSION

- Memo: Creation of a memo discussing the items Committee wishes to bring up with Council
 - DUE to City Recorder by 5pm on Thursday November 5th
- Work Session Format:
 - Each Committee has 5-10 minutes to provide overview (generally led by Chair)
 - Then Council / Committee will have 5-10 minutes for questions & discussion
- NOTE: Participation in work session optional, but strongly encouraged.



NEXT STEPS

- September Committee Meeting:
 - Discuss potential participation in work session, and if so..What input the committee would like to provide
- October Committee Meeting:
 - Determine if the committee will participate in the work session on November 16th, and if so either...
 - Approve a memo detailing the feedback the committee wishes to share with the City Council for their consideration in creating the 2021-2023 City of Florence work plan, or
 - Direct the Committee Chair and/or subcommittee(s) to prepare a memo and detail the feedback to the City Council to be included.

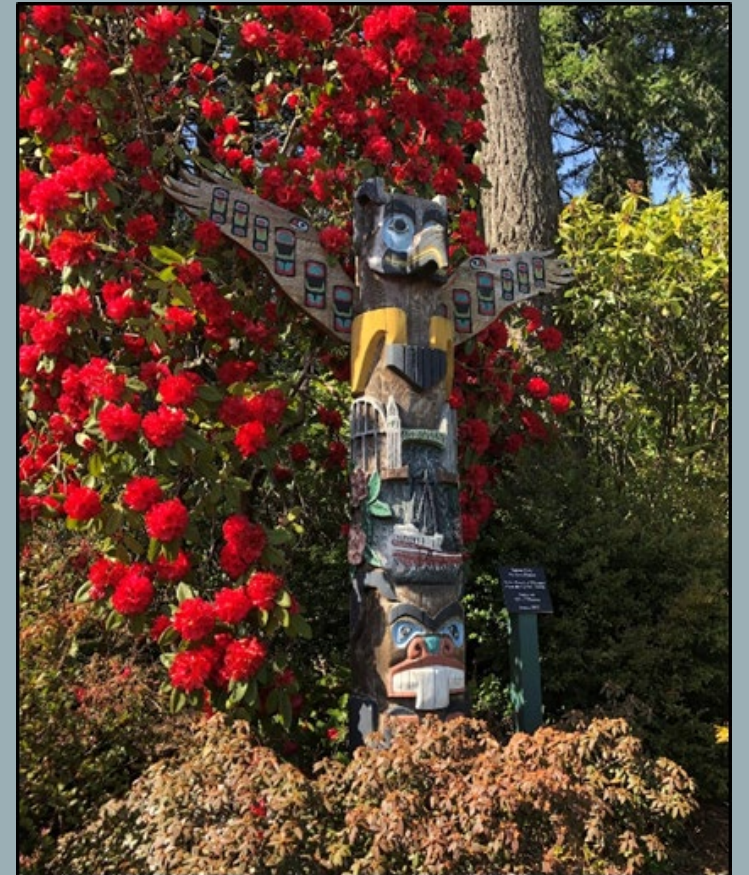
QUESTIONS?



CURRENT PAC WORK PLAN

Top Four Committee Priorities:

- Florence Quilt: Stitching Time, Weaving Cultures Mural
- Siuslaw River Bridge Steps Revitalization Project
- Public Art Master Plan / Long Term Structure & Funding Strategy
- Art Exposed Outdoor Gallery



CURRENT PAC WORK PLAN

Other Committee Projects

- Featured Pieces
- Fundraising
- Grant Management
- Marketing and Public Outreach
- Art Inventory and Maintenance Planning

Future Work Plan Projects:

- Update to City of Florence's Mural Code



WHAT ARE CURRENT ITEMS ON THE PUBLIC ART COMMITTEE'S WORK PLAN THAT YOU FIND IMPORTANT FOR THE CITY TO CONTINUE AND WHY?

WHAT NEW THINGS DO YOU THINK THE PUBLIC ARTS COMMITTEE SHOULD INVESTIGATE OR INCLUDE FOR THE NEXT TWO YEARS?

***WHAT IDEAS DO YOU SEE HAPPENING FOR THE PUBLIC
ART PROGRAM IN THE NEXT ONE TO TWO YEARS?***

***WHAT IDEAS DO YOU SEE HAPPENING FOR THE PUBLIC
ART PROGRAM IN THE NEXT THREE TO FIVE YEARS?***

***WHAT IDEAS DO YOU SEE HAPPENING FOR THE PUBLIC
ART PROGRAM IN THE NEXT TEN YEARS?***

***WHAT IDEAS DO YOU SEE HAPPENING FOR THE PUBLIC
ART PROGRAM IN THE NEXT FIFTEEN YEARS?***

OTHER THOUGHTS?

1. What are current items on the Public Art Committee's work plan that you find important for the City to continue and why?

1. Siuslaw Bridge Steps. A positive, vibrant addition to that end of Bay Street. " Dress Up" the drab stairs. Need to work with ODOT to finalize requirements and renew contract with FURA.
2. Public Art Master Plan. Continue research into other communities, MAJOR public input, survey. Work on funding strategy.
3. Continue "Art exposed program. Immensely popular and cost-effective. Update artist compensation, as necessary.
4. Art Inventory and maintenance planning. This is currently an unfunded liability.
5. Fundraising, Grant management and sustainable funding from the City. NEED TO RESTORE FURA FUNDING
6. Featured Pieces

2. What new things do you think the Public Arts Committee should look into or include for the next two years?

1. Develop a "Public/Private partnership. Could use Eugene's " Urban Canvas" program as a model.
2. Complete participation in Public Art Trail.
3. Begin work on a partnership program with the schools.

3. What ideas do you see happening for the Public Art Program in the next...?

1-2 Years:

1. In addition to schools, work on a program with the U of O to have students come over for projects.
2. Complete participation in Public Art Trail.
3. Formalize "Art Walk" by involving galleries, public art, music, etc. Work with businesses to sponsor.
4. Begin discussion of sustained funding ie: transient room tax

3-5 Years:

1. Work on concept of "Arts Commission" for Florence, which would involve Public Art, Galleries, and all artistic projects.
2. Finalize sustained funding program, which would include dedicated staff to support Public art

Ten Years:

1. "Arts Commission" fully operational and staffed.
2. At least 2-3 major projects completed each year in addition to "Art Exposed"

Fifteen Years:

1. Florence is a model for Public Art programs in small and medium cities throughout the State.



Jo Beaudreau

Public Arts Program

Work Plan Review Worksheet

September 2020

Ideas & Inspirations by Jo Beaudreau

1. What are current items on the Public Art Committee's work plan that you find important for the City to continue and why?

Stairs - Since this was a foundational project that has been delayed due to partnerships and working with other gov't agencies. A lot of work has gone into this project already as well as contacts. I think we need to advertise this project again and do more PR.

- This project compliments the Siuslaw Bridge, theme of project is ArtDeco
- Brings life to an area that has been neglected for years
- Opens a gateway to people to enjoy the bridge, 101 and ReVision,
- Work has been awarded to a regional artist who also has plans to do a mural at the middle school. This would be a great time to partner with her and the schools for her to be able to complete both projects, provide education to the community
- Demonstration of working with fellow local gov't as an example for our area to do more as well as other communities
- The bridge just finished work on restoration and updating for safety
- Most people intown only drive across it and not actually walk and enjoy it
- Ads to partnerships since Florence already takes care of the area
- Example of a long term projects and learning curves

Master Plan - This is a no brainer that needs to be done. This sets the tone for the PAP and the PAC. This sets a 5, 10, 20 vision for people to look forward to and provides the framework for moving forward with partnerships, funding, community education and outreach, public participation and understanding, etc...

Art Exposed - This is a fantastic project that has been set up.

- It refreshes and compliments the area for LOCALS and tourists alike. Something new to discover and visit old favorites!
- Create space - a place to meet, have coffee, think, enjoy, learn, etc....
- Evokes conversation with many types of people
- Educates the public about Art and Public Art

- Provides artist CV and money, adding economic stability to artist, locally and beyond and shows the importance of art and public art
- Already has a framework in place and is easy to replicate - easy win with high impact
- Marketing opportunity for our area too

Featured Pieces for Revision - This is super important. If I am not mistaken that one of the things in the ODOT application and agreement was to include works on art on the plinths in the ReVision area. I hope that we can continue to build trust and partners with ODOT, the Community and beyond for these to come to fruition.

Art Quest- See #2 - this was talked about before the new members arrived.

Future Locations - this goes with Master Plan but a branch of this, this can get people inspired and let them know NO - we can't do the watertower - yes - we would LOVE TO, but wait! A park is going in and this is another opportunity for more PUBLIC ART.

Fundraising - We really need to work on this. The work plan from the council needs to be revisited. The current council 2018-2020 has neutered possibilities by taking away FURA funding and not allowing grant writers to assist with this. We need to build back communication flows that we had been doing with the Council (time and energy on their part and this should be done with ALL City Committees) and with the public.

Grant Management - Back at Fundraising and Master Plan. The work plan need to be updated.

Marketing & Outreach - Yes! Back at Master Plan and for all the projects. We need to make a plan of action and how things are supposed to be communicated with the public. This isn't clear and is frustrating.

Art Inventory & Maintenance - Yes! Easy win and something that continually needs to be worked on and adjusted. I have many ideas already laid out.

Mural Code - Yes! This is VERY bad we have not been allowed to work on this. This opens the City up for litigation.

2. What new things do you think the Public Arts Committee should look into or include for the next two years?

Art Quest-

- This is an amazing self guided way to enjoy Florence & PAP
- Compliments VisionQuest and already established Quests
- Easy win and easily updated to refresh
- Great for all types of people, can made various ones to make accommodations for time or physical limitations
- VERY low cost

- Educational

Mural Code - See Above

Art in City Hall

- Maybe something like the Mayor's Art Exhibition like Eugene?

Sister City Art - Where is the Sister City Art? Should we start an Art Exchange? Could also partner with Rotary International since they have exchange students?

Time Capsule - Easy, Big Out for x amt of years later, includes all types of people. I can show an example I just got back from 1st grade. Goes with ReVision too!

Community Impromptu Art -

- Have a space dedicated to random art by community members, board and a prompt? See Example at meeting
- Exquisite Corpse - Art Pass along and add to, can be in public space
- Special Show & Partner with BeauxArts, FRAA, Dragon Art, Schools, BackStreet, etc...
- Build up 2nd Saturday Gallery Tour &/or Art in Florence Local Guide with Travel Oregon, Chamber, Siuslaw News
- Florence Cultural Art
 - Exploding Whale
 - 50th YEAR this year
 - Siuslaw Native American (can be a partnership & educational with tribes - they already have content)
 - Dune (the Book) - and new movie out soon! Siuslaw Library collaboration too!
 - Here is the new trailer - [youtube.com/watch?v=n9xhJrPXop4](https://www.youtube.com/watch?v=n9xhJrPXop4)
 - Library info - siuslawlibrary.net/frank_herbert__collection0.aspx
 - Nature
 - Siuslaw Watershed
 - Tribes
 - Siuslaw National Forest
 - Business that thrive on use of nature - torex etc....

Flexibility & Communication - We need to keep at least quarterly updates to Council & other City Committees in addition to our monthly Siuslaw News Press releases. Maybe a blog post on the City Website too? This would

3. What ideas do you see happening for the Public Art Program in the next...?

One to Two Years:

- *Time Capsule*
- *Sister City Art & Covid?*
- *Art at City Hall & other Public Building Program*
- *Community Impromptu Art*

- Art Quest

Three to Five Years:

- Art Gala for Fundraising, maybe combine with other fundraiser events?
- Stickers/Pin/Ribbon to Show your Art Pledge
- Summer Vendor Fairs (Summer Nights)
 - Can have the kick off or end with the Summer Block Party, maybe switch it up in locations?
 - Econ Dev
 - Feature restaurants
 - Collaborations with various businesses and orgs
- Strong instillment of visuals and creativity in everyday life
 - How to make an attractive City - [youtube.com/watch?v=Hy4QjmKzF1c](https://www.youtube.com/watch?v=Hy4QjmKzF1c)

Ten Years:

- Revamp old town without powerlines
 - Great colab project with DOT & PUD
- Parklets with Art
- City construction guidelines incorporating visuals that establish consistency with diversity

Fifteen Years:

- Rich and thriving art & culture on the Coast
- Containing all the year behind

4. Do you have ideas for one-time, short term, long term projects? What are they, what do they look like?

I have so many ideas and inspirations I would need additional time to write out the framework for. I think the arts have a powerful way of improving life - consciously and subconsciously. When things appear well kept, visually displayed well people are more comfortable, spending increases (econ dev), health is improved (mental & physical) and quality of life is more easily achieved.

“Art gives meaning to our lives and helps us understand our world. It is an essential part of our culture because it allows us to have a deeper understanding of our emotions; it increases our self-awareness, and also allows us to be open to new ideas and experiences.”

This list of ideas is flexible and I have other ideas too :) I am excited to hear about others ideas :)

**Art Exposed
Uninstallation /Installation Plan**

Sitting Wave Pt. II – Jesse Swickard	<ul style="list-style-type: none"> • Purchased by City – Will remove when new piece is ready to be installed, then stored at Public Works
West Coast Overlook – Jesse Swickard	<ul style="list-style-type: none"> • Removed by PW on September 21 or 22 • Purchased by City – Stored at Public Works
Transformation – Paul Reimer	<ul style="list-style-type: none"> • Removed by PW on September 24 @ 1:30 p.m. • Stored at PW until June 2021
Crystal Leaf Tree – Pancho Clark	<ul style="list-style-type: none"> • Removed by PW on September 24 @ 1:30 p.m. • Will be removed by PW and dropped off in Heceta Beach the Week of September 21
The Rusted Spire – Christopher Knight	<ul style="list-style-type: none"> • Move-in Date: Ideally October • Still trying to get a quote for shipping
Three Blue Spires – Gerry Newcomb	<ul style="list-style-type: none"> • Artist will install on September 22 at 9:00 a.m. • Stencil being sent for PW to drill holes before the installation date • Move in Date: Ideally Mid to Late September • Art Shipped to Public Works, Artist comes for installation, PW to assist with installation
Ravens - Steve Tyree	<ul style="list-style-type: none"> • Contract Signed • Move in Date: September 25 at 9:30 a.m. • Artist will bring art and install
Nursing Doe – Steve Tyree	<ul style="list-style-type: none"> • Contract Signed • Move in Date: September 25 at 9:30 a.m. • Artist will bring art and install
Low-Poly Open Heart (RIDE) – Matthew Duffy	<ul style="list-style-type: none"> • Contract Signed • Move-In Date: Unknown • Artist will ship piece, to be installed by Public Works

Chapter 7 – Goals & Work Plans

Committee’s Role in Goal Setting / Work Plan Creation

Each January, the Council develops or reaffirms goals and a work plan for the City to meet over the next fiscal year and/or biennium. Clear goals provide the foundation for the future success of this process. This goal statement and any other background documentation for clarifying the Council’s priorities are provided to the committees in the early months of each year.

After receipt of the Council goals & work plan, all permanent standing commissions and committees, except for the Budget Committee, are then charged with developing:

- an annual work plan for their committee for the upcoming year, and
- a report on the activities of the committee over the prior service year

The chairperson of each committee is responsible for coordinating the creation of these reports. The work plan must be consistent, relevant, and supportive to the Council’s goals.

The commission / committee’s work plan and prior year activities report 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 the consent agenda. Staff representatives shall work with the City Recorder’s office and each commission & committee chair to ensure timely submittal of the commission & committee’s work plan and activities report.

Should a commission / committee feel the need to amend their work plan prior to completion of the planned year, the committee should submit a request in writing to the City Recorder’s office following the procedure for committee reports and recommendations to Council (next section).

Except for the Budget Committee, the Council meets with representatives of all the commissions and committees in a work session in the fall of each year. The purpose of the work session is to provide Council with input regarding the commissions / committees work programs and issues, and to forward information regarding potential issues that may contribute to the Council’s goal-setting work. The Council then takes this information into consideration when creating its goals and work plan for the coming year.

General Commission & Committee Yearly Schedule	
Approximate Date(s)	Action
February <i>(1st Committee meeting of the service year)</i>	<ul style="list-style-type: none"> • Welcome new members • Appoint Chairperson / Vice-Chairperson / Secretary (optional) • Approve annual committee meeting calendar
February / March	<ul style="list-style-type: none"> • Review Council goals & work plan • Begin creation of commission / committee work plan & prior year activities report
April / May	<ul style="list-style-type: none"> • Committee approval of proposed work plan & prior year activities report • Committee work plan & prior year activities report submitted to City Manager & City Council for approval
October / November	<ul style="list-style-type: none"> • Work session with City Council to: <ul style="list-style-type: none"> ○ Review work performed thus far ○ Receive Committee recommendations for overall City work plan & budget

Reports & Recommendations to Council

With the exception of the annual Council work session with representatives of the committee, all reports and recommendations presented to Council shall be documented in the committees approved work plan.

All reports & recommendations submitted to Council shall be presented by the Committee chair and/or authorized committee representative(s). The reports shall be prepared in such a way that the Council fully understands the issue and what action, if any, it is to take. A report should include a clear recommendation, the reason for the recommendation, the facts on which it is based, points of disagreement within the commission or committee, and a minority recommendation, if any.

Quality commission reports and recommendations consider the Council’s necessity to view an issue as broadly as possible. The Council must fully understand the relevant background and implications, including costs, of each action it is asked to take.

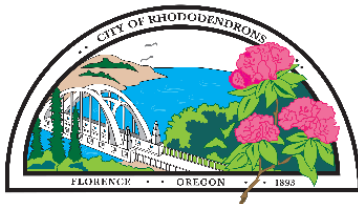
Submission of quality reports will enable the Council to act knowledgeably and expeditiously on reports and will reduce the likelihood of the Council referring the report back to the commission or committee for clarification.

Commissions and committees are to transmit their written findings and recommendations to the Council through the Council agenda packet. Staff representatives are responsible for scheduling committee reports for action by the Council. Please contact the City Recorder's office for details and timelines.

In some cases, a commission or committee may need direction from the Council in order to accomplish a task. This type of instruction can come from a Council work session. City staff can place the committee or commission's item on the Council agenda by working with the City Recorder.

Monthly Committee and Commission Reports

It is the responsibility of the chairperson of each committee to coordinate with their committee or commissions to provide complete, concise, and accurate reports to the Council on a monthly basis. These documents should be prepared in such a manner that the Council fully understands the issues before each committee and what action, if any, has occurred at the committee level, as well as what action may be necessary at the Council level. Reports for the month prior are due to the City Recorder by 5 p.m. on the first Friday of every month.



City of Florence
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City of Florence
 Public Arts Committee Work Plan
 October 2019 – July 2020

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 volunteer committee tasked with actively developing a Public Art Program 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 committee strives to bring art to the Florence area that is diverse, exciting and engaging

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		
Harlen Springer, Chairperson	Jo Beaudreau, Vice-Chairperson	Denise Tarvin
Jennifer French	Peggy Meyer	Vacant; To Be Filled January 2020
Vacant; To Be Filled January 2020	Vacant; To Be Filled January 2020	Ex Officio Member- CEDC
Woody Woodbury; Ex-Officio Member- City Council		Kelli Weese; Ex-Officio Member- City Staff

Work Plan Objective:

The objective of this document is to create priorities for the 2020 fiscal year. The main tasks of the Public Art Committee are to implement public art projects with the focus being completing the Central Lincoln PUD Mural and the Siuslaw Bridge Steps project installation and establish a long-term public art strategy which includes a proposed long-term program structure and funding strategy.

Top Four Committee Priorities:

Central Lincoln PUD Mural - *Stitching Time, Weaving Cultures* by Marino-Heidel Studios:

The mural subcommittee made some large strides in completing this project during the 2017-2018 biannual. PAC chose an artist, finalized the contract, received a mural permit through the City of Florence City Council, and hosted a Public Paint event that allowed members of the community to participate in painting the mural. The mural was completed in August 2019 with a dedication ceremony held on August 7, 2019.



Next steps for PAC regarding Highway 101 & 126 Mural:

- Install lighting and landscaping

Siuslaw Bridge Steps- Installation by Jessilyn Brinkerhoff:

The Siuslaw Bridge Steps has a planned installation date of Fall 2019. The subcommittee and a selection committee have selected an artist - Jessilyn Brinkerhoff from Eugene. Since signing the contract with the artist, City staff have been coordinating the project with ODOT, since the Bridge Steps are currently in the ODOT right-of-way.



Next steps for PAC regarding the Siuslaw Bridge Steps Beautification:

- Continue coordination with ODOT to finalize Intergovernmental Agreement
- Coordinate the installation of art with artist
- Continue marketing and advertising of project in community
- Coordinate and promote opening event with artist

Public Art Master Plan and Long-Term Structure & Funding Strategy:

The Public Arts Committee is dedicated to creating a master plan for the Public Art program in Florence. A master plan will provide a long-term sense of direction for the program including proposed projects, structure for the program (including review of non-profit and government-based options), and long-term funding strategies. 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. The end result of the master plan and long-term structure & funding strategy shall be a document to be approved by the City Council delineating proposed projects for the program in the near, mid, and long-term future, and recommendations on proposed amendments to the program structure and potential funding alternatives.

Next steps for the Master Plan subcommittee:

- Consider and perform community outreach methods for development of master plan including but not limited to focus groups, one-on-one stakeholder interviews, community forums, and / or surveys, to determine interest level for art in the community and types of art desired.



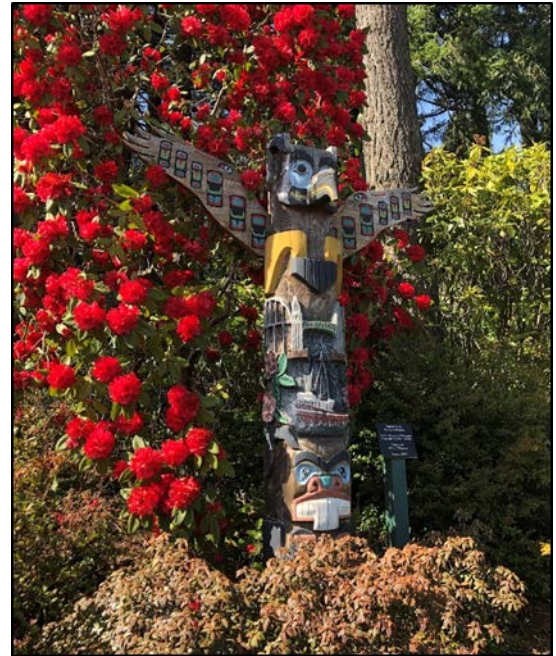
- Research other communities Public Art plans, programs (501c3 vs. government) and funding strategies to determine viable options, as well as their pros / cons for implementation in Florence.
- Hold joint work session with City Council on results of public outreach / program structure research and determine next steps.
- Develop draft Public Art Master Plan & Long-Term Structure / Funding Strategy and host public outreach on proposed plan including but not limited to a public open house and/or forum.
- Review results of public outreach and amend plan as necessary.
- Hold joint work session with City Council on proposed draft Master Plan and public outreach results,
- Update plan with input from City Council and prepare for final City Council approval.

Art Exposed Outdoor Gallery:

The Art Exposed Outdoor Gallery is a rotating art gallery of four to five pieces of art that will be interchanged every two years. The pieces, while on display, are for sale to the general public. If a piece is sold, a portion of the proceeds will benefit Florence’s Public Art Program. The Art Exposed subcommittee installed four pieces of art on Bay St. in Florence Old Town during 2018. These pieces will be on a rotating schedule, set to be replaced in 2020.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Release Call-to-Artist for 2020 installation
- Market call-to-artists through social media, traditional media, regional art organizations, and other avenues
- Market the sale of current and future sculptures
- Install 4-5 pieces to replace current pieces in the Art Exposed Gallery
- Research Business Sponsorship opportunities
- Create a standard call to artists and a standard artist contract
- Create a timeline and flow process for accession



Other Committee Projects:

Featured Pieces:

The Featured Pieces subcommittee is a newly formed subcommittee, formed to oversee the accession process of ReVision Florence’s public art pieces. Because of budget constraints, this project subcommittee will be working closely with the Grant Management subcommittee to acquire funding for the featured pieces.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Decide what process the committee should use to select the featured pieces artists
- Create accession process checklist
- Draft standard call to artists for long-term featured pieces

Fundraising:

Due to the changes in PAC's funding, the Fundraising Subcommittee is going to play a vital role in the 2020 work plan. The subcommittee's main objectives are to create a long-term fundraising plan 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 other community fundraiser options

Grant Management:

The Public Arts Committee has been working on a plan to seek out funding sources outside of the city of Florence, as well 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 decided that they needed to create a 12-month calendar that would organize all the appropriate grants that are available to Florence. This calendar includes information about 45+ grants. The grant calendar was completed in Fall 2018.



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

Marketing and Public Outreach:

The Public Arts Committee has always been dedicated to including the public in their work. This has included monthly articles in the Siuslaw News and recruiting citizens-at-large to take part in our art selection process. However, in 2019, the committee received some feedback from community members expressing that they did not feel included in the process. After learning of the extensive outreach process that was followed, community members acknowledged that there were opportunities to be involved in the process. So, the Committee is committed to increasing the public outreach to ensure community members feel more involved in the selection process.

Next steps for the Marketing and Public Outreach subcommittee:

- 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 monthly updates to the Siuslaw News and other media outlets
- Present to local community groups including but not limited to: HOA's, service clubs, and professional organizations
- Maintain relationships with area organizations to ensure coordination of future projects
- Participate in current and future art marketing programs throughout the city, region and state.

Art Inventory and Maintenance Planning:

Especially with the installation of two large-scale pieces of public art in 2019, the Public Art Committee must create a maintenance plan that ensures that the Siuslaw Bridge Steps and Highway 101 & 126 Mural will be maintained for years to come.

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

- Create a succinct list of public art in Florence for visitors and interested parties
- Research the maintenance plans of other communities' public art collections
- Review, update and maintain maintenance plans for all public art in collection
- Create 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



Potential Future Public Art Committee Projects:

Mural Code:

Florence City Code currently requires people to go through a 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 Subcommittee:

- Research mural codes in other municipalities across the state and nation
- Prepare proposed amendments to the Mural Code and review with City Attorney
- 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

Future Public Art Locations:

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

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:

Florence Regional Arts Alliance

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 Vision

Siuslaw Vision is a diverse group that includes local business professionals, non-profit leaders and volunteers, and governmental representatives, along with people from around the Siuslaw region.

Florence Area Chamber of Commerce Beautification for Florence (BFF)

The Florence Area Chamber of Commerce Beautification for Florence (BFF) Team members work to support efforts that promote economic vitality for the Florence area through beautification projects such as street banners, flower baskets, street furniture, parks, and art. They are the group currently managing Florence’s participation in the Oregon Main Street program.

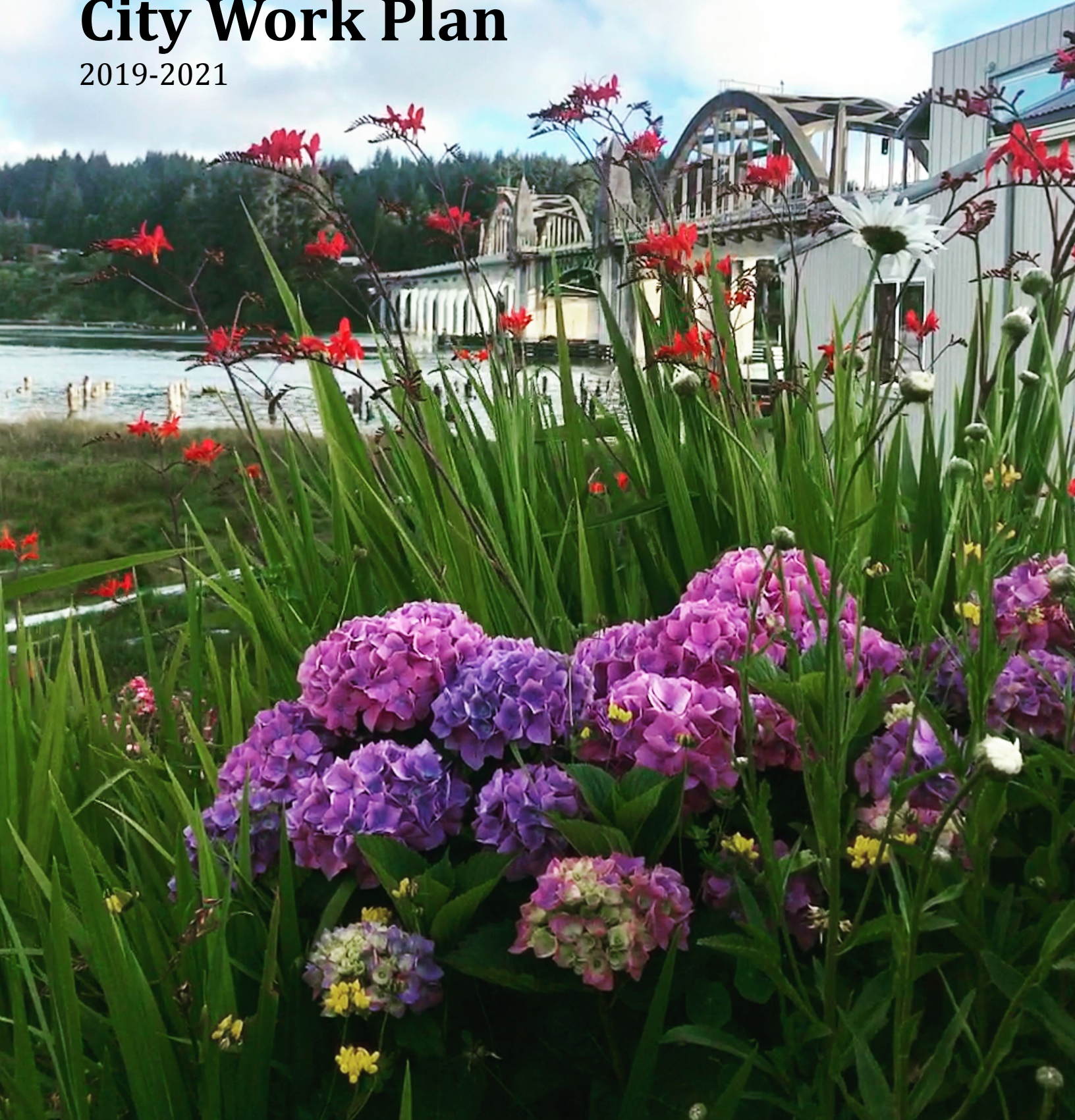
City of Florence

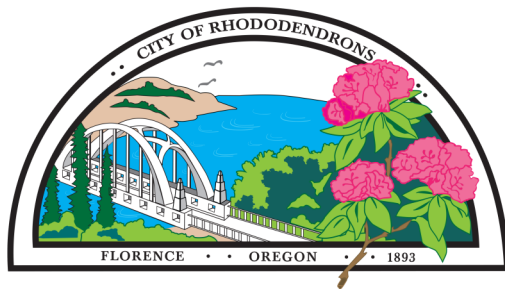
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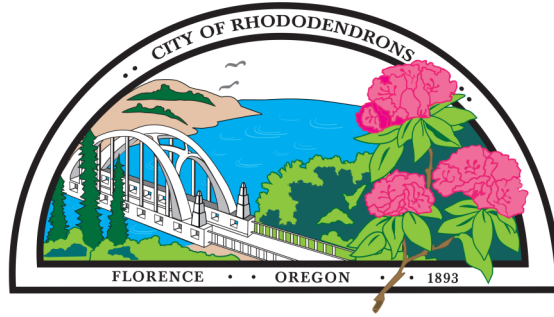
City Work Plan

2019-2021





City of Florence
A City in Motion



City of Florence

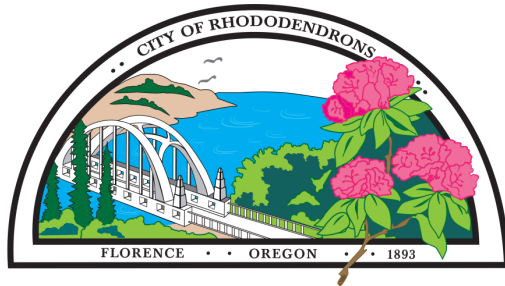
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2019-2021 Work Plan

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The City Vision, Goals, and City Work Plan were adopted by Florence City Council on April 1, 2019, via Resolution No. 6, Series 2019, and are put into motion by City Staff.



City of Florence
A City in Motion

2019-2021 City of Florence Work Plan Introduction

Florence City Council

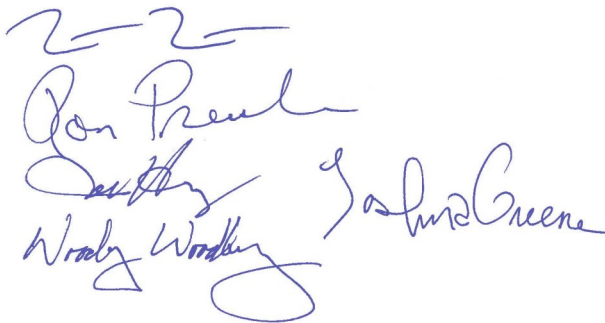
Mayor Joe Henry

Council President Woody Woodbury

Council Vice-President Ron Preisler

Councilor Joshua Greene

Councilor Geraldine Lucio



Management Team

Erin Reynolds, City Manager

Anne Baker, Administrative Services Director

Megan Messmer, City Project Manager


Kelli Weese, City Recorder/Economic Dev. Coord.

Kevin Rhodes, Florence Events Center Director

Wendy FarleyCampbell, Planning Director

Tom Turner, Police Chief

Mike Miller, Public Works Director



About the Work Plan

The City of Florence 2019-2021 Work Plan is governed by the City's mission and goals (see page 6). These goals represent the City's areas of focus for the City moving forward toward the City's mission and were ratified by the City Council in early 2019.

The City's Work Plan outlines the main priorities developed by the City Council. The Work Plan includes projects the City intends to undertake during the 2019-21 fiscal years, on behalf of its residents, to address those priorities, as well as other objectives of the City related to the City's goals.

The Work Plan outlines the City's strategy toward the achievement of the City Council priorities and the five City Council goals through objectives and tasks. The Work Plan serves as the foundation for preparing the biennial budget. The goals, priorities, and objectives outlined reflect the City's commitment to the vision of Florence as Oregon's Premier Coastal Community.

The Work Plan is intended to be a living document. The objectives and tasks are dynamic and should be modified periodically to ensure that the goals, vision, and mission of the City are being met. New items may be added, and items may be removed, as deemed appropriate by the City Council.

The City also carries out general day to day operations in providing City services to residents. Those items are not necessarily outlined in the Work Plan, but are a large part of the work performed by City staff.

The City Services Organizational Chart is available on page 7.

City of Florence Mission

“The Mission of the City of Florence is to meet community expectations for municipal services, provide a vision for civic improvements, maintain a quality environment and position Florence to have an economically viable and sustainable future.”

City of Florence Vision & Goals

City of Florence

Oregon's Premier Coastal Community

- 1 City Service Delivery**

Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors.
- 2 Livability & Quality of Life**

Sustain and improve the City's livability and quality of life for Florence residents and visitors.
- 3 Economic Development**

Create a strategy and actions aimed towards sustaining and expanding the Florence economy.
- 4 Communication & Trust**

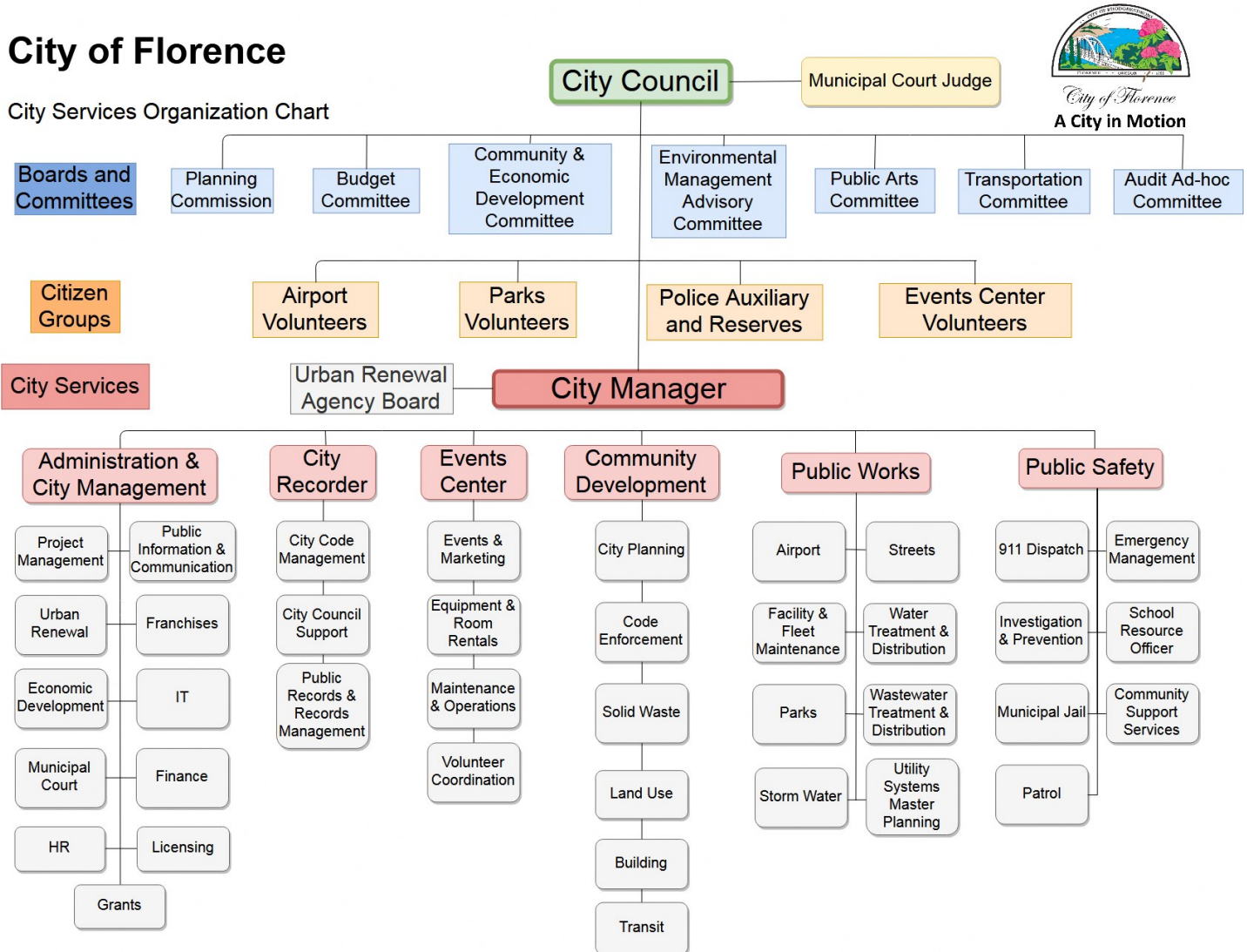
Sustain and improve the City's communication program and strengthen citizen trust.
- 5 Financial & Organizational Sustainability**

Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs.

City of Florence City Services Organizational Chart

City of Florence

City Services Organization Chart

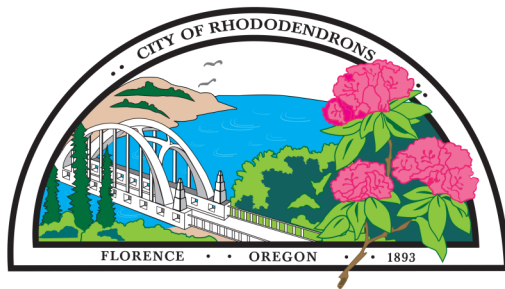


About the City Services Organizational Chart

The City of Florence City Services Organizational Chart represents the structure of the City services provided to the residents and visitors of Florence. This chart includes the elected and appointed officials, boards and committees, citizen groups, and city services provided by staff and contractors.

The services outlined above are comprehensive and represent the majority of the work performed by the City related to day-to-day operations and management of the City of Florence. Each general category of services does include many elements that make up providing those services to the community. While comprehensive, there may be services or activities not outlined in the chart due to the dynamic and diverse requirements of City operations and responsibilities.

For further detail on City services, please contact the City of Florence at 541-997-3437 or view our departmental pages on the City website at www.ci.florence.or.us.



City of Florence
A City in Motion

2019-2021 City of Florence Work Plan Priorities

About the Priorities

Through a series of work sessions in early 2019, the Florence City Council reviewed the City's goals and used those to develop a set of six priorities to focus on over the 2019-2021 biennium. Those priorities are listed below and further outlined in the Work Plan objectives and tasks in the following pages. Included in the Work Plan are added objectives to continue moving the City forward.

The City Work Plan was adopted by the Florence City Council on April 1, 2019 via Resolution No. 6, Series 2019, available on page 10.

Determining Priorities

The City of Florence six priorities take into consideration the following:

- ◆ Projects which have the greatest potential of moving the City forward toward its mission and goals;
- ◆ The hierarchy of municipal services;
- ◆ Current city services provided; and
- ◆ Staff time and funding availability.

The City strives to provide the core municipal services citizens expect, while continuously working to provide improved livability and quality of life and seeking the actualization of civic engagement.

	Priorities	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
2	Family Wage Jobs & Workforce Development <i>(Retention, Expansion, Marketing, Infrastructure & Incentives)</i>	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development
3	ReVision Florence Community Outreach <i>(Hwy 101 / 126 Streetscape & Paving)</i>	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development
4	Development of Quince Street Property <i>(Hotel/Mixed-Use/Housing, Trail, Infrastructure & Incentives)</i>	<ul style="list-style-type: none"> • Goal 3: Economic Development • Goal 5: Financial & Org. Sustain.
5	Parks & Park Improvements <i>(Gallagher, River & Miller Parks and Estuary Trail)</i>	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development
6	Infrastructure & Capital Improvements <i>(Water, Sewer, Stormwater & Streets)</i>	<ul style="list-style-type: none"> • Goal 1: City Service Delivery • Goal 2: Livability & Quality of Life

**CITY OF FLORENCE
RESOLUTION NO. 6, SERIES 2019**

A Resolution Reaffirming the City of Florence's Council Goals and adopting the July 1, 2019 – June 30, 2021 City of Florence Work Plan.

RECITALS:

1. The City Council periodically establishes goals to guide its actions in carrying out the business of the City.
2. The City Council considered and identified its goals during its annual planning sessions in 2015-2016 and reaffirmed its goals for the 2017-18 City of Florence work plan.
3. The City Council agreed at its January 14, 2019 work session that the City Goals adopted in 2017 still met the values of the City of Florence for 2019 – 2021 and thus should be continued.
4. The City Council has worked with staff to prioritize the objectives and tasks to be worked on during the July 1, 2019 – June 30, 2021 time period.
5. The City Council has indicated its intent to utilize the July 1, 2019 – June 30, 2021 work plan priorities in the creation of the upcoming budget.


Based on these findings,

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

1. The City of Florence approves the City Goals as set forth in Exhibit A.
2. The City of Florence approves the July 1, 2019 – June 30, 2021 Work Plan as set forth in Exhibit B.
3. The City Recorder is authorized to administratively correct any grammatical errors contained herein and to reformat the City Work Plan provided no substantive changes in content shall occur.
4. This Resolution shall become effective immediately upon adoption.

ADOPTION:

This Resolution is passed and adopted on the 1st day of April, 2019.



Joe Henry, Mayor

Attest:



Kelli Weese, City Recorder

2019-2021 City of Florence Work Plan

Priority	Goal(s) Addressed
1 Housing Efforts & Initiatives (Development, Regulations, Workforce/Affordable Projects & Support, Homelessness & Incentives)	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.

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.

Priority	Goal(s) Addressed
2 Family Wage Jobs & Workforce Development (Retention, Expansion, Marketing, Infrastructure & Incentives)	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i>

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.

Priority	Goal(s) Addressed
3 ReVision Florence Community Outreach & Completion (Hwy 101/ 126 Streetscape & Paving)	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.

Priority	Goal(s) Addressed
4 Development of Quince Street Property (Hotel/ Mixed-Use/ Housing, Trail, Infrastructure & Incentives)	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.

Priority	Goal(s) Addressed
5 Parks & Park Improvements (Gallagher, River & Miller Parks and Estuary Trail)	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i>

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.

Priority	Goal(s) Addressed
6 Infrastructure & Capital Improvements (Water, Sewer, Stormwater & Streets)	Goal 1: City Service Delivery Goal 2: Livability & Quality of Life

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.

The following Objectives and Tasks are included in the City of Florence Work Plan for 2019-2021 to address other aspects of City service delivery and operations meeting the City Goals.

Objective	Goal(s) Addressed
Public Safety (Police, Dispatch, Jail, Court, Emergency Management, Code Enforcement)	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 polices

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	Goal(s) Addressed
Community Beautification & Aesthetics	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i>

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.

Objective	Goal(s) Addressed
Sustainability & Conservation	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i>

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.

Objective	Goal(s) Addressed
Misc. Code & Process Amendments	<i>Goal 1: City Service Delivery Goal 4: Communication & Trust</i>

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.

Objective	Goal(s) Addressed
Committee, Commission ,& Board Management	<i>Goal 1: City Service Delivery 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.

Objective	Goal(s) Addressed
Internal City Processes & Procedures	<i>Goal 1: City Service Delivery</i> <i>Goal 5: Financial & Org. Sustain.</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.

Objective	Goal(s) Addressed
Financial Processes & Transparency	<i>Goal 1: City Service Delivery Goal 4: Communication & Trust Goal 5: Financial & Org. Sustain.</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 1: 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.

Objective	Goal(s) Addressed
Florence Events Center	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i> <i>Goal 5: Financial & Org. Sustain.</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.

Objective	Goal(s) Addressed
Community Outreach	<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 1: 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 2: Coast Guard City.

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