

June 19, 2023

City Council Meeting

Agenda Item #1

Public Comment

Speaker's Cards & Written Comments Received

Speaker's Cards – *In order of receipt*

- **Speaker 1** – Michael Allen (Including written comments)
- **Speaker 2**- Ivy Medow (Including written comments)

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

Submission information

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

Submitted by Visitor (not verified)

Sun, 06/18/2023 - 1:37pm

35.132.165.39

Name

Michael Allen

City Council Meeting Date

Mon, 06/19/2023

Agenda Item Number

1

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

Brief Overview of What You Wish to Discuss

Climate Action Planning Funds/Climate Petition

Do you Represent an Organization?

Yes

Name of Organization

Florence Climate Emergency Campaign

Residence Address

87490 Rhodowood Drive

Email

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Source URL: <https://www.ci.florence.or.us/node/17771/submission/30199>

Links

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

To: Mayor Ward, Council Members, and Staff
From: Michael Allen, Florence Climate Emergency Campaign
Date: June 19, 2023
Subject: Climate Action Planning Funds/Climate Petition

Last year, the Lane County Parks Advisory Committee (PAC) appointed me liaison to the Lane County Climate Action Team. As a result I have been getting periodic updates from team leader Kristen Lee as they seek federal funds to develop large scale climate mitigation and resiliency projects.

I informed Mayor Ward of Lane County's intention to partner with others that wish to seek funds for climate related projects. As a consequence, the City council added a work plan objective that assigns staff to work with the County. In the interim, I have expanded my liaison role to bring reports to the city about the progress Lane County is making and the opportunities for collaboration.

In my latest update, Kristen Lee informed me that they are working with local partners to prepare for another future funding opportunity called the [Climate Pollution Reduction Grant \(CPRG\)](#).

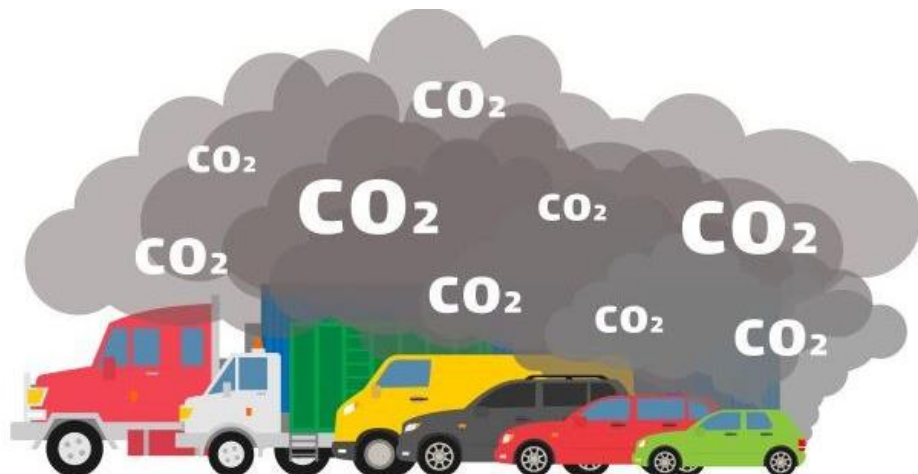
The CPRG program is designed to provide flexible support to states, local governments, tribes and territories regardless of where they are in their climate planning and implementation process. Planning funds can be used to update existing climate, energy, or sustainability plans, or to develop new plans.

That is the good news. The bad news is that the City of Florence has not developed a climate action plan. It is essential that the city have such a plan in order to be in the best position to pursue federal funds. This can be done by partnering with Lane County and seeking the planning funds offered by the Climate Pollution Reduction Grant.

I re-submit to you our Climate Petition with 1,537 signatories that ask you to work with the county and state and to develop a comprehensive climate action plan. I first submitted the petition in July 2019, almost four years ago. The signatories come from all over the world and believe as I do that all cities large and small have a role to play in addressing climate change.

Climate change is a crisis. There is too much at stake to not take action now.

Attachment: Florence Climate Emergency Campaign Petition to Florence City Council



Florence Climate Emergency Campaign Petition



To: Florence City Council

After many long and frustrating attempts at getting action from federal, state, and local governments regarding our climate crisis, Michael Allen presented the Florence City Council a formal request to address the climate crisis during public comment at the July 15, 2019 Council meeting. Since no response was received from city councilors or city staff, we the undersigned are joining with Mr. Allen to demand the City Council respond to the urgent requests below by giving them due consideration.

Whereas, the former President of the United States withdrew us from the Paris Climate Agreement, and

Whereas, the Oregon State Legislature failed to pass a Climate bill, and

Whereas, we are closer to reaching a tipping point beyond which climate change becomes an existential threat, and

Whereas, a study by the Rocky Mountain Institute shows that pledges from cities, businesses, and individuals throughout the world would enable us to reach two thirds of the Paris Climate Agreement goals;

Therefore, we request that the City Council produce a resolution that pledges to join forces with community, county, state and federal entities to address our climate emergency, and

We further request the City Council designate a task force that includes a wide range of interested parties in order to develop a comprehensive Climate Action Plan for the City of Florence.

Respectfully,

Michael Allen
Patricia Allen
Nan Harvey
Don Harvey
John Raymonda
Mildred Rowley
Linda Cossey
Wende Jarman
Patricia P. Reno
Beverly Sherrill
Ray Sherrill
Lea Patten
Judy Kinsman
Ivy Medow
Victoria Lambert

John Ebbe
Judy Ebbe
Ann Lathrop
Frank Smith
Susan Armstrong
Patricia Burke
Leonora Kent
Michael E. Hubbard
Jacob Lloyd
Brianna Hammontree
Antonio Chavez
Clayton Shake
Joan Skarda
Rand Dawson
Kathryn Damon-Dawson

Mary Washkoske
Wanda Hill
Vicki Philben
RoxAnne Goodrich
Julia Tousley-Ritt
Jill Rizk
Crystal Clark
Karen Love Baisinger, Rev.
Annette Gebb
Robin Woodsmith
Richard Woodsmith
Ron Preisler
Allan Muir
Eric Hauptman
Deb Longhofer

Kathy Mittge
Marney Reed
Lyn Hackelman
Richard H. Norwood
Darlene Norwood
Karen Mahoney
Patricia Olmstead
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Mary James
Lynne Ann Kogut
Julie Ellis
Eileen Angilletta
Pat Briggs
Sarah Bower
Rollin Olson
Madelyne Barnett
Sharon Rieke
Mary DeCeault
Peggy Jimington
Laura J. Pirkey
Donna Oshel
Erick Oshel
April Dumas
David A. Dumas
Allan Bacon
Shirley A. Nelson
Milton L. Nelson
Jeanne Kimball
Midori Ikebe
Serena Appel
Ruth Baumrucker
Marina Saltman Ph.D.
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Denise Weatherwax-Ebner
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Sandra Balston
Dafydd Balston
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Dylan Huber-Heidorn
William Morrison
Karen Cooper
Ricki Kerner
Beth Kerner
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Rick Briggs
Nancy Rickard
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Sally Wantz
Maureen Miltenberger
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Meris Robison
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Helen Lee Ochs
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Doug Kopcha
Priscilla Washington
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Nyah Vollmar
Amber Fuller
Alex Fuller
Siobhan Armstrong
Devaney
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Susie Stevens-Briody
Kathleen Yelle
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Jenny Lindsey
Kate Shapiro
Paul Burns
Maia Stout
Janice Salamone

Marcia Phillips
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Jim Meehan
Sharon Foster
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Anne Biggs
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Sophia Ross
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Cherry Aiassa
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Maggie Bagon
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Chris Wig
Aaron Tensen
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Patricia Heron

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Natalia Butenko
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Ruth Bichsel
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Peyton Jones
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Louis DesPrez
Brad Raphael

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Laura Dickinson
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Jeremiah Luethe
Paul Parker
Maria Witte
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Cari Becker
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Ryan Bennett
Asher Geil
Thomas Botkin
Butch Hovendick
James Zeller
Rene E. Lopilato
K. S. Stanley
Chey Jeanneset
Owen Ures
Diane Monette
Claire Lindell
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Tracy Leverich
Mark Marzullo
Hana Midkiff

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Marianne Schafer
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Mary McColgan
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Katrina Rupp
Adam Poppenheimer
Wesley Nicholson
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Cassidy Bowden
Ayomide lolornnso
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Jieling Edwards
Shirley M. Bounds
Bill Olson
Margaret Vodicka
Milan Vodicka
Michele Fleury
Leonard DiFrance
Alexander Rice
Melissa Rice
Andrea Rice
Svenja Steffens
Bertie Moore
Joanie Schmidt
Amy Halloran-Steiner
Elian Elguera-Thomases

Aaron Elguera-
Thomases
Ukian Halloran-Steiner
Metolius Halloran-
Steiner
Catalina M. Espinoza
Silas Halloran-Steiner
Luis Espinosa
Grecia Matthews
Tresa Elguera
Josh Thomases
Royce Rodeman
Carrie Phillips
Susan A. Acker
Neal Hadley
Elee Hadley
Ely Annin
Knobie Allen
Cecelia Radeski
Marie Meredith
Laura Roderick
Elizabeth Murphy
Gayle Sisson
Brandon Paulus
Pamela J. Christofferson
Ulam Curjel
Cheryle Grues
Rhea Florez
Daniel Collier
Lester Roy
Joy Prah
William Prah
Andrew Morray
Darian Morray
Karen Morray
Mikioi Shishido
Karen Twitchell
Kandy Moody
Ezra Westgate
Noah Westgate
Jake Fioresi
Ally LeCaux
Laura Smith
Jim Parker
Paul Barker
Nora Barker
Jasper Raia

Donna Lemmon
Jeri Mrazek
Terri Pennington
Charles Pennington
Annette McFadzen
Alex Grono
Sydni Grono
Carolyn Grono
Logan Grono
Nate Grono
Carol Woods
Janet Rash
Trifon Markov
Ron Ferrand
Timothy Gillen
Ann Gillen
Ronald Hogeland
Sue Noble
J. Mathews
Tim Mathews
Chelsea Casanova
Michael Rawson
Rhea Riegel
Nate Schultz
Nancy Phelps
Thomas Rocco
Yvonne Rocco
Cindee Lee
Callix Miller
Lisa Raffin
Luke Knox
Hussain Lakdawalla
Sofia Lakdawalla
Fumair Lakdawalla
Sabina Haque
Eric Utz
Anna Moore
Tara Stiles
Ed O'Rourke
Karen O'Rourke
Ike Simmons
Cameron Ecker
Rochelle Bradley
Daniela Crusher
Laura Bloom
Maya Bloom
Jordan Taylor

Hannah Hannley
Lali Garcia
Marco Israel
Denise Davis
Miley Mertz
Noah Bruch
Allie Bottger
Lulu Chen
Michanne Duffy
Tom Payn
Alex Bloomfield
Shannon Davis
Jeffrey L. Marineau
Irene Thurston
Cary Thurston
Beth Pool
Richard Sedlock
Alexis Ramirez
Florin Maria
Dennis Herrick
Theresa Farina
Joseph Bernard
Manda Malott
Glenda Blandford
Ruby McKeown
Lynn Houle
Neil Eisler
Fern Eisler
Eva Kronen
Joa Morin
Hannah Bywater
Abigail Olsen
Ken Harris
Carmel Crock
Jessica Sargent
Kyle Bergstrom
Clare Kurth
Ivan Palavra
Marina Myers
Ege Kaymaz
Aaron Lewis
Cynthia Aguilar-
Arizmendi
Tom Oshel
Carole Manigold
Amara Grace
Marilyn Nersesian

Phyllis Goldman
Kelly Bengen
Leslie Hollister
Susan Daigneault
Rose Booth
Chris Holdren
Dave McNall
Christi Chaffee
Diego Armijo
Nancy Wall
Steve Klopfenstein
Kim Bryant
Greetje Brunsmann
Johanna Wright
Carl Wright
John Colwell
Amy Carter-Kemp
Cody Kemp
Caroline Fuller
Janine Costantini
Katherine Gallagher
Nancy A. Simonof
Diane Swart
Kathy Coalter
Marcia Hansen
Julie Klopping
Paul Klopping
Kathy Price
Kris Diana
Patricia Annin
Alyson Hussmann
Claire Montgomery
Darius Adams
Carol Lorraine
Christine Cochran
Julie Peddilord
Katie Mueller
Ryan Ornay
Janine Stewart
Karen Patch
Robert Taylor
Rayma Davis
Maggie Mellor
Peter Hussmann
Minh Vo
Ira Werner
Gina DeLeone

John Reisbig
Aura DeNare
Ace Jones
Regina Jones
George Brinkley
Chloe Grove
Mireya Pacheco
Malya Fasi
Melody Brenchley
Grant Perry
Zachary Davidson
Alex Spence
Lucas Sagnet
Charlie Loeb
Benjamin Brooks
Kimberly Young
Shannon Sheets
Terry M. Kuhn
Judy Matheny
Peggy Moje
Ronn Peebles
Patrice Lampton
Stephen Jones
Linda Cassidy
Ted Cousins
Patricia Guthrie
Joseph Grosh
Leo Copper
Chris Patterson
Palyann Earven
Felicity Lange
Thomas Bloss
Delilah Bloss
Nick Dysinger
Anthony Y. Causert
Marja Jones
Chris Stevens
Tom Stevens
Lynnell Wiemert
Jeff Wiemert
Kathy Leek
Kathleen Abernathy
Gwaendylan Fritz
Jean Wentzel
Roy Wentzel
Claudia Ariss
Nancy Boyd

Lou Banks
Liza Simpson
Chris Wickland
Monika Young
Tretton Wieboldt
John Vynne
Barb Vynne
Anna Lewis
Kyle Condley
Isabella Button
Rachel Hanna
Jennifer Hanna
Kelly Beez
Brian Longmuir
Kathleen Yelk
Melanie Hamilton
Dan Drage
Lily Drage
Joanna Drage
Kimberly Drage
Bob Anstead
Areej Amer
Sarah Nabil
Leslie Shaw
Kathy McGregor
Douglas Bovee
Betzi Hitz
Michael Carrigan
Susan Barnhart
Gabriel Tsui
Devin King
Karen P. Cunningham
Marcia Stewart
Cynthia Muscat
Paul Engelmeyer
John Lathrop
Stephanie Cannon
Steve Deppert
Toby Feuling
Christie Creed
Meredith Clough
Gordon Akin
Ned Hickson
Deanie Wood
Pat Oliver
Charles Springer
Carol Mitchell-Springer

Margie Korn
Chuck Willer
Gordon Akin
Tobias Feuling
Jyl Wheaton-Abraham
Love Scanlan
Michael Stout
Kathie Carmer
Mary Lloyd
Marilyn Jean
Leski Lowley
Lindsey LeMay
Michele Hanson
Liz Hanson
Jim Massey
Rhonda Rupe
Weylin Rupe
Vicki Finch
Dale Lynn Gardner
Gary O. Higley
Lorna Blume Richardson
Dakote Davis
Jasper Dee
Richie Dee
Storm Kurth
Kristian Jackson
Graham Lewis
Alex Pezzuto
Laura Merz
Kenna Graunke
Shannon Bloomfield
Dianne Eckstein
Sam Mundorff
Steve Shaw
Brian Bunnett
Ryan Parker
Cherie Harbour
Roxanne Hills
Matthew Walsh
Mae Olivier
Tice Glaeser
Chase Murray
Shaun Natcher
Janet Gambia
Shaun Nicklas
Claude Pariseau
France Robillard

Gary P. Gleason
Michele Landon
Quinn Hammond
Delylah Hammond
Sheldon Walker
Noelle Smith
Rex Betz
Adam Easterday
Bryan Mcbard
Chloe Czarkowski
Taylor Eschete
Robert T. Sanford
Matt Schwartz
Sydney Long
Scott Kolter
Connie Chandler
Norman Noble
Daniel Winterowd
Janice Cole
Robert L. Cole
Renea Deighton
Christine Frances
Taylor Kohn
Lorie Strauch Fontaine
Ken Brown
Kathleen Hulme
Dan Kerrigan
Sarah Kerrigan
Steve Siskowic
Caroline Siskowic
Alayna Ortiz
Alex Ortiz
Chandra LeRue
Ellie Morgan
Susan Dirks
Kent Stevens
Carol A. Thureen
Paul Ouellette
Juliet Wyers
Giselle Wyers
Irene Phillips
David Thomas
Clyde Self
Corey Wilks
Sabree Braley
Jacob Edwards
Andie Oswald

Mark Bross
Sharee Bross
E. Peacher
Bill Peacher
Denali Brooke
Arlene Gardner
Peter Grove

Lindsey White

From: Ivy Medow <macrccota@gmail.com>
Sent: Saturday, June 17, 2023 6:44 PM
To: Lindsey White
Subject: comments for city council meeting 6/19/23

Hi, Lindsey,

Please share these comments with the City Council. I plan to come and read them into the record on Monday evening, too.

Thanks,

Ivy

At the Siuslaw 97J School Board meeting recently, we saw something very interesting.

A proposal for a charter school for Florence was rejected by The Board, and not because so many members of the community voiced their objections to the very idea.

The proposal was rejected because it was incomplete. And, it still didn't address key elements identified as critical when it was first presented.

There is a lesson to be learned and applied to other situations here, and an important pending situation that seems very similar has to do with a Lane County/various cities/City of Florence collaboration.

Apparently there is a lot of federal money on the table now -- or coming down the pike soon -- for a partnership about strategic planning related to Climate Change and how we might respond.

City of Florence wants to be involved in order to obtain some of the funding, but Lane County cannot work with municipalities that do not have a Climate Action Plan in the works or already developed.

Catch 22: In the federal grants are some funds to help municipalities develop climate action plans. But we have nothing started.

I suggest that the council agree to something Mike Allen suggested long ago: Let's get a citizens advisory board going to draft a climate action plan...that can take us to the money for help in completing it...and ultimately to the goal of a good collaboration with Lane County and other members of the consortium they are building.

Let's learn from the Charter School committee and get our homework done so we are prepared when opportunity knocks. Good Luck = Opportunity + Preparation.

MARKETING PARTNERS WORKING TOGETHER



FOR A THRIVING FLORENCE



**FLORENCE MAYBE A SMALL TOWN
BUT IT HAS PROVEN
TO BE A MIGHTY ONE!**

THE CHAMBER IS PROUD TO PRESENT
OUR ANNUAL MARKETING REPORT

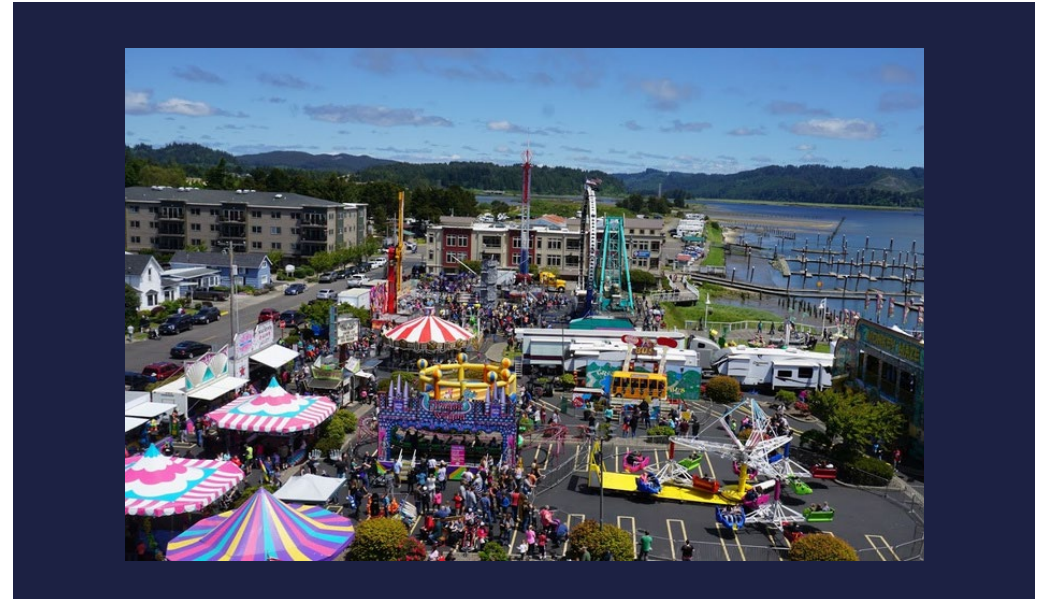
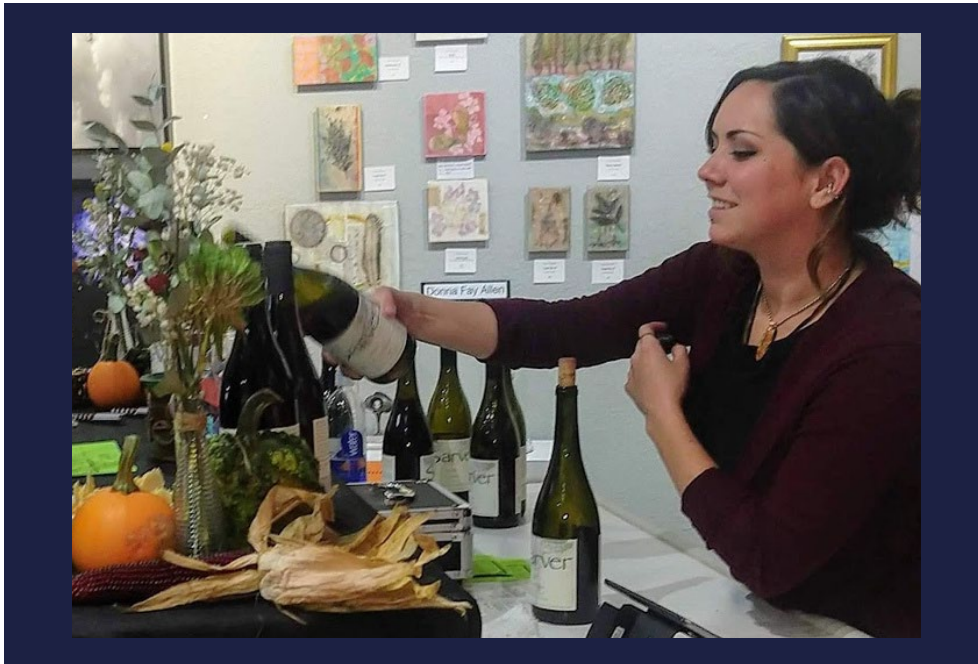
FOR OUR NEWER COUNCIL MEMBERS:

**THE CHAMBER IS A CONTRACTOR FOR THE CITY
PROVIDING SERVICES FOR A PERCENTAGE OF TRANSIENT ROOM TAX REVENUE.
THESE TRT FUNDS ARE RESTRICTED AND MUST BE USED FOR TOURISM DEVELOPMENT.**

HERE IS HOW THE CHAMBER'S TOURISM MARKETING
PLAYED A MAJOR ROLE IN FLORENCE
REACHING A **58% INCREASE**
IN ECONOMIC TOURISM DOLLARS
IN 2022

"THE CHAMBER IS A MEMBERSHIP 501(C-6) ORGANIZATION WHOSE PURPOSE IS TO SUPPORT ECONOMIC STABILITY AND PROMOTE ITS MEMBERS. THIS MARKETING PARTNERSHIP LEVERAGES THE CHAMBER'S ASSETS AND SHARED PURPOSE WITH THE CITY."

IN ADDITION TO THE MARKETING CONTRACT INCOME, THE CHAMBER INVESTED APPROXIMATELY \$100,000 LAST YEAR IN ECONOMIC TOURISM DEVELOPMENT.



MANAGEMENT AND ADMINISTRATION



"Management and administration of the Visitor Center located in the City of Florence. The Chamber shall provide all necessary staff, volunteers, materials and services to meet with visitors, dispense information regarding the area, develop necessary informational programs and coordinate with associated agencies and entities."

With over 20 volunteers, the Visitor Center provides information for over 15,000 people each year through walk ins, call and emails. The visitor center also serves as a showcase for local artists which is an additional draw for tourists.

We congratulate Liz Diess our Visitor Center Manager, for recently celebrating her one-year anniversary with the Chamber.

MARKETING AND VISITOR PROMOTION ACTIVITIES

"Chamber shall provide all functions, literature, advertising, staff, supplies, equipment and support associated with an educational awareness program designed to promote the City of Florence as a destination for tourism."



The Visitor Center's LED sign markets tourism related businesses & events to the 4 million cars that drive by the Visitor Center annually.



Launched this year the Discovery Map Distributed to Visitors via mail and in person, to local businesses and to our tourism partners across the State.



TRAVEL OREGON \$30,000 GRANT
to increase accessibility for travelers with disabilities to expand diversity, equity & inclusion

SOCIAL MEDIA PRESENCE



#FLORENCEOREGONCOAST



♥  Find us on **Facebook**



Instagram

The Chamber's Twitter, Instagram & Facebook Pages have a combined reach of over 1.3 million annually.

Both tourist and locals use these platforms to learn of events and information about Florence.

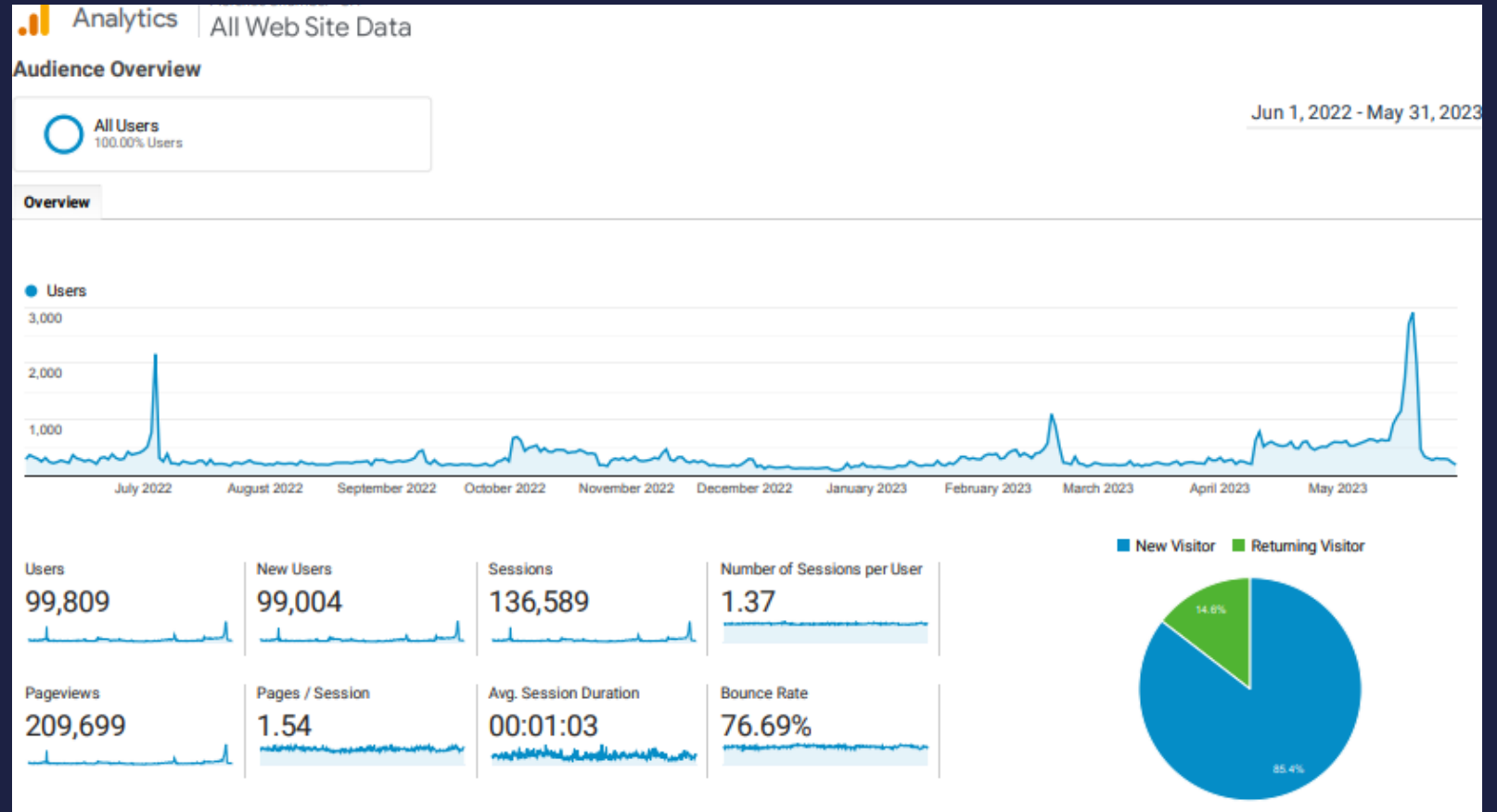


Google Analytics

THOSE NUMBERS ADD UP TO

- 274 USERS
- 575 PAGE VIEWS
- 374 SESSIONS

PER DAY!



Marketing and Visitor Promotion Activities

"The Chamber shall manage events and festivals of which the intent is to attract and provide entertainment for tourists." Such events shall include the Rhododendron Festival."



The Chamber in 2022 managed the 4th of July firework display, Shop Small Saturday promotions as well as the Rhododendron Festival, The Holiday Festival & the Wine, Chowder & Glass Float Trail. While promoting other tourism events throughout the year managed by Chamber Partners.

Contract Services Detail & Performance Report Continuation

Florence Tourism Efforts Coordination

"The Chamber shall coordinate its activities as appropriate, with affiliated regional tourism related businesses and/or non-profit entities, including but not limited to the Florence Events Center. to ensure cohesiveness of tourism message(s) to the extent practicable. In addition, the Chamber of Commerce shall collaborate with the Florence Events Center in relation to any request for Rural Tourism Marketing Program (RTMP) monies that would affect both parties."

MARKETING TEAM

Leveraging stakeholders and working together to build branding and marketing cohesiveness. The Chamber's marketing team consists of Stakeholders from the Florence Area & travel partners. [Three Rivers Casino](#), [Driftwood Shores](#), [Best Western](#), [Travel Lane County](#), [Oregon Coast Visitors Association](#), [The City of Florence](#) and other invested partners working together to promote Florence as Oregon's Coastal Playground.

MARKETING CONSULTANT

[Scott Steward of Creative Wave Marketing](#) has been the Chamber's marketing consultant for the past seven years and bring experience, collaborative connections and resources to our successful marketing performance.

CHAMBER CEO & PRESIDENT BETTINA HANNIGAN

Sits on the [Travel Lane County Board of Directors](#), the [Oregon State Chamber of Commerce Board of Directors](#) and [Lane County Workforce Partnership Board of Directors](#), in addition to the many collaborative committees and teams working together to make our community strong & sustainable.

DEAN RUNYON REPORT

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Baker	\$55.8	\$19.0	810	\$786	\$1,778	\$2,564
Benton	\$162.0	\$37.7	1,560	\$3,529	\$4,637	\$8,165
Clackamas	\$523.8	\$204.3	6,050	\$4,340	\$19,520	\$23,860
East Clackamas	\$100.1	\$37.8	1,120	\$850	\$3,336	\$4,186
West Clackamas	\$352.6	\$139.9	4,080	\$3,489	\$13,149	\$16,638
South Clackamas	\$71.1	\$26.5	850	\$0	\$3,035	\$3,035
Clatsop	\$492.5	\$221.5	6,380	\$12,369	\$16,914	\$29,283
Columbia	\$39.2	\$14.9	670	\$0	\$1,711	\$1,711
Coos	\$228.3	\$95.5	3,290	\$1,692	\$8,462	\$10,154
Crook	\$44.5	\$17.8	690	\$346	\$1,526	\$1,873
Curry	\$157.4	\$67.6	2,170	\$1,153	\$4,926	\$6,078
Deschutes	\$909.7	\$261.1	7,300	\$22,788	\$25,256	\$48,044
Douglas	\$253.7	\$88.1	3,240	\$2,184	\$8,274	\$10,458
East Douglas	\$206.8	\$73.0	2,690	\$1,922	\$6,959	\$8,881
West Douglas	\$46.8	\$15.1	550	\$262	\$1,315	\$1,577
Gilliam	\$3.9	\$1.2	50	\$0	\$134	\$134
Grant	\$13.1	\$3.4	190	\$125	\$376	\$501
Harney	\$19.2	\$8.5	370	\$373	\$643	\$1,015
Hood River	\$82.6	\$29.3	870	\$2,266	\$2,912	\$5,179
Jackson	\$625.3	\$162.9	4,930	\$11,583	\$16,042	\$27,625
Jefferson	\$90.5	\$23.9	1,070	\$2,041	\$2,674	\$4,715
Josephine	\$153.5	\$59.4	1,980	\$1,868	\$5,312	\$7,181
Klamath	\$213.0	\$60.9	2,020	\$2,924	\$5,975	\$8,899
Lake	\$17.4	\$4.1	220	\$204	\$494	\$698
Lane	\$1,050.3	\$280.0	8,950	\$15,833	\$26,493	\$42,327
East Lane	\$849.6	\$235.1	7,530	\$12,875	\$22,273	\$35,148
West Lane	\$200.8	\$44.9	1,420	\$2,958	\$4,220	\$7,179
Lincoln	\$605.1	\$204.2	6,060	\$17,329	\$18,255	\$35,584
Linn	\$174.2	\$45.9	1,880	\$2,620	\$5,719	\$8,339
Malheur	\$52.4	\$16.0	600	\$1,260	\$1,634	\$2,894



	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Baker	\$72.1	\$20.1	900	\$1,021	\$2,041	\$3,062
Benton	\$185.6	\$47.8	1,980	\$4,019	\$5,556	\$9,575
Clackamas	\$631.8	\$285.3	7,810	\$5,443	\$25,360	\$30,803
East Clackamas	\$111.8	\$49.4	1,370	\$937	\$4,093	\$5,030
West Clackamas	\$399.4	\$178.1	4,800	\$4,505	\$16,076	\$20,582
South Clackamas	\$120.6	\$57.9	1,640	\$0	\$5,191	\$5,191
Clatsop	\$586.6	\$252.3	7,120	\$13,156	\$19,186	\$32,342
Columbia	\$45.8	\$16.4	710	\$0	\$1,944	\$1,944
Coos	\$309.5	\$114.0	3,630	\$2,138	\$10,406	\$12,543
Crook	\$56.5	\$20.5	690	\$432	\$1,813	\$2,244
Curry	\$212.6	\$73.3	2,370	\$1,450	\$5,786	\$7,235
Deschutes	\$1,116.2	\$307.1	8,150	\$25,694	\$29,587	\$55,281
Douglas	\$311.9	\$99.2	3,540	\$2,271	\$9,444	\$11,715
East Douglas	\$243.8	\$77.6	2,770	\$1,992	\$7,644	\$9,636
West Douglas	\$68.1	\$21.6	760	\$279	\$1,800	\$2,079
Gilliam	\$4.9	\$1.5	80	\$0	\$156	\$156
Grant	\$16.2	\$3.9	200	\$158	\$441	\$598
Harney	\$26.8	\$10.4	460	\$477	\$820	\$1,297
Hood River	\$105.0	\$34.6	1,010	\$2,591	\$3,471	\$6,062
Jackson	\$727.8	\$198.3	5,700	\$13,123	\$18,765	\$31,888
Jefferson	\$122.6	\$26.2	1,200	\$2,419	\$3,205	\$5,624
Josephine	\$171.5	\$65.0	2,230	\$1,969	\$5,876	\$7,844
Klamath	\$242.4	\$72.2	2,250	\$3,017	\$6,861	\$9,878
Lake	\$20.3	\$4.6	220	\$214	\$556	\$770
Lane	\$1,393.6	\$352.2	10,750	\$20,738	\$33,125	\$53,863
East Lane	\$1,072.9	\$264.0	8,020	\$16,210	\$25,719	\$41,929
West Lane	\$320.7	\$88.3	2,740	\$4,528	\$7,407	\$11,935
Lincoln	\$666.0	\$230.9	6,630	\$17,590	\$20,286	\$37,876
Linn	\$209.1	\$57.8	2,220	\$3,100	\$6,912	\$10,012
Malheur	\$68.8	\$19.2	710	\$1,632	\$2,007	\$3,639

WEST LANE COUNTY TOURISTS SPENDING FROM 2021 - 2022 WAS OVER 320 MILLION DOLLARS! A 58 % INCREASE FROM THE PREVIOUS YEAR. FROM 2019 (PRE-COVID) TO 2022 - WEST LANE COUNTY TOURISM DOLLARS ROSE FROM 147 MILLION TO 320 MILLION. THAT IS A 100% INCREASE!

The Florence Area Chamber of Commerce's advertising and PR significantly raised our profile and made Florence an attractive tourist destination among travelers. Keeping our economy strong.

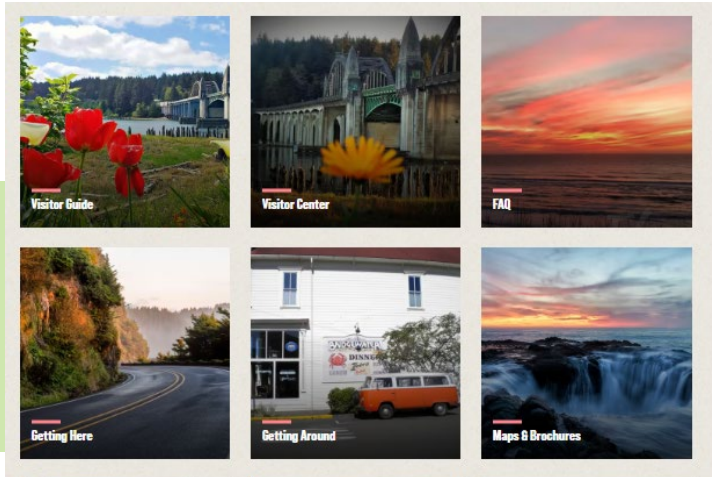
CHAMBER'S GOALS IN 2022

- Complete the Banner Program adding seasonal Oregon's Coastal Playground banners including new Rhododendron Festival designs
- Design and distribute our new Discovery Map which showcase tourist related businesses and attractions
- Launch new premier Simpleview tourism website
- Generate additional tourism revenue through destination marketing & tourism related events

ACCOMPLISHED

simpleview

Website Design & Development
Let's Make Something
INSPIRING



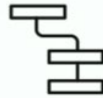
Website Design & Development

Award-winning and inspiring responsive website designs backed by research, analytics and user testing.



Content Management System (Simpleview CMS)

Powerful and easy-to-use CMS built specifically for DMOs, with a drag-and-drop interface and real-time responsive previews.



Destination Management System (Simpleview CRM)

Web-based CRM built for partner management, group sales, visitor inquiries, event management, media relations, email marketing, reporting and more.



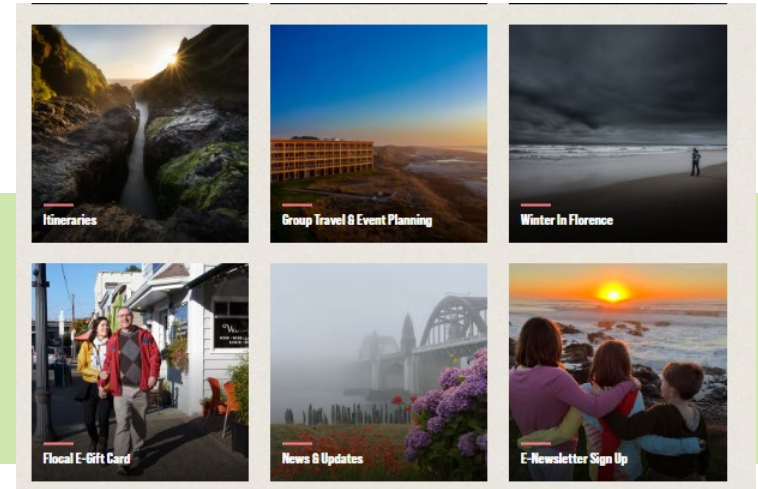
Digital Marketing Services

Simpleview is a Google Premier Partner with a comprehensive Digital Marketing Team to help maximize your online marketing from SEO to paid media.



Strategic Planning & Consulting

From content audits to target audience profiles and campaigns, your dedicated Simpleview team will serve as a strategic advisor and extension of your staff.

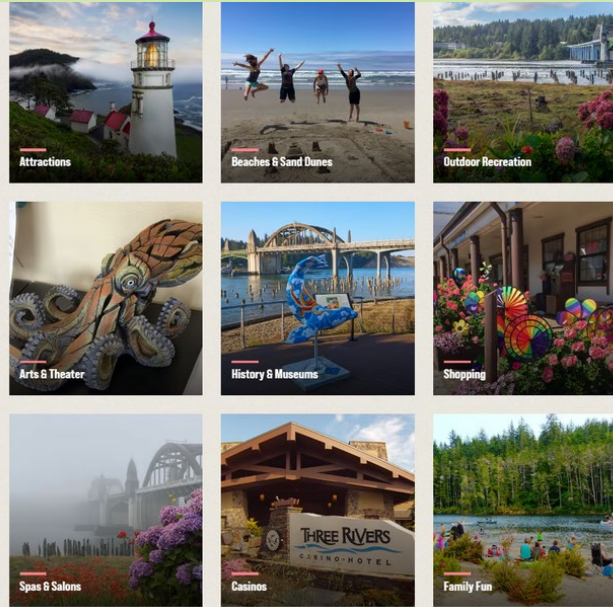


Simpleview is dedicated to the destination marketing industry. 99% of their business is tourism related.

Serving on the board of travel organizations including Destinations International and US Travel.

The Simpleview customer advisory board & several user groups continuously collaborate with their leadership and R & D teams in order to address the ever-changing needs of DMOs

Simpleview has been serving Destination Marketing Organizations since 2001. They have more experience & expertise in delivering E-Tourism solutions than any other agency.



OREGON'S COASTAL PLAYGROUND!
Florence

PUTTING FLORENCE ON THE SAME PLAYING FIELD AS MAJOR TOURISM DESTINATION LOCATIONS





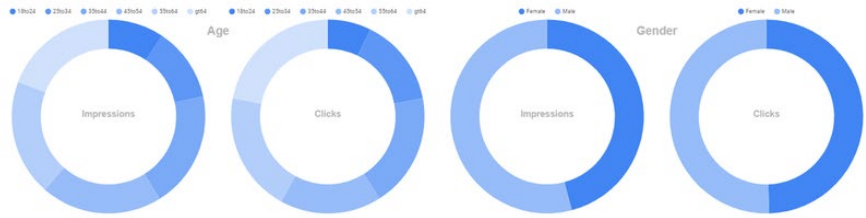
DIGITAL CAMPAIGN REPORT

PRESENTED BY:



DATE: JULY 2022 - CURRENT

Video and Banner Campaign Delivery July 1, 2022 - Current



CTR		Gender / Impressions / Clicks / CTR									
Male	Female	Female			Male			Undetermined			
		Impre.	Clicks	CTR	Impre.	Clicks	CTR	Impre.	Clicks	CTR	
0.28%	0.34%	18to24	3.05%	2.72%	0.34%	4.65%	3.17%	0.26%	1.2%	1.08%	0.34%
0.40%	0.48%	25to34	4.54%	5.71%	0.48%	6.05%	7.25%	0.42%	1.2%	1.28%	0.40%
0.37%	0.38%	35to44	7.37%	7.36%	0.38%	9.2%	9.02%	0.37%	1.98%	2.02%	0.39%
0.31%	0.36%	45to54	6.42%	6.07%	0.36%	10.89%	8.94%	0.31%	2.05%	1.32%	0.24%
0.27%	0.46%	55to64	8.73%	9.93%	0.43%	8.34%	8.05%	0.37%	1.46%	1.36%	0.35%
0.4%	0.49%	Under...	0.5%	0.39%	0.25%	0.72%	0.65%	0.34%	3.35%	2.45%	0.28%
		g54	9.57%	12.15%	0.48%	7.56%	8.02%	0.42%	1.2%	1.08%	0.34%



KEZI

TV Campaign Delivery July 1, 2022- Current



199
Spots Aired



980,600
Gross Impressions



83.18%
Net Reach



11.37
Frequency



KEZI.COM

Video and Banner Campaign Delivery July 1, 2022 - Current

Display/Banner



85,004
Served Impressions



91
Clicks



.11%
Click Through Rate

Video



21,182
Served Impressions



8
Clicks

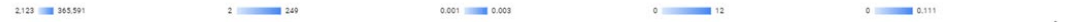
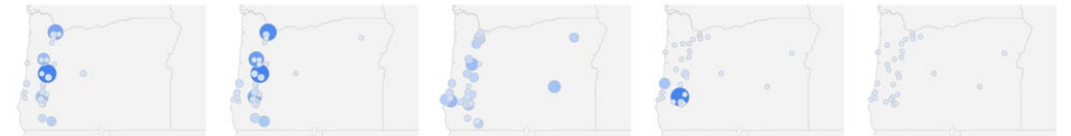


.04%
Click Through Rate



Video and Banner Campaign Delivery July 1, 2022 - Current

Impressions Clicks CTR Conversions Conversion Rate



Region	City	Impressions	Clicks	CTR	Conversions	Click conversion rate
Oregon	Eugene	365.6K	249	0.07%	1	+0%
Oregon	Portland	241.2K	226	0.09%	0	0%
Oregon	Corvallis	159.8K	187	0.12%	0	0%
Oregon	Roseburg	156.6K	145	0.09%	12	0.02%
Oregon	Springfield	149.4K	120	0.08%	1	+0%
Oregon	Albany	142.5K	166	0.12%	0	0%
Oregon	Salem	109.7K	114	0.10%	0	0%
Oregon	Medford	88.9K	81	0.09%	0	0%
Oregon	Grants Pass	41.9K	41	0.10%	0	0%





**DIGITAL ADS + STREAMING,
CABLE & TV AD CAMPAIGN and
EARNED MEDIA REPORT**

JULY 2021 to CURRENT



In total, this fiscal year, we achieved 54.9 MILLION total measurable advertising impressions along I-5 from Vancouver, WA, to Redding, CA, and along Highway 101 from Astoria, OR, to Eureka, CA.

A .08 CTR (Click-through rate) is considered average in digital marketing.
However, our campaign averaged between 4X to 8X that!

Commercials ran on Comcast and Spectrum cable services; Roku, Samsung, LG, and Visio TVs; and services including Apple TV, Fire TV, IOS, Xbox, PlayStation, Chromecast; and dozens of applicable networks (think HGTV, Travel, Food, and Lifetime) and free services such as Pluto TV.

PR COVERAGE

Stories received coverage from Astoria to Bandon, KATU-TV and KOIN-TV in Portland, Oregonian/Oregon Online.com, Willamette Week, Register-Guard, Siuslaw News, Cottage Grove Sentinel, Roseburg News-Tribune, Coos Bay World, Oregon Business, Southern Oregon Business, Willamette Week, Oregon Beach Connection.com, That OregonLife.com, and more.

This yielded us an incalculable amount of dollars in Earned Media value.

BREAKDOWN OF 2023 MEDIA BUY RESULTS

MEDIAMERICA

Eugene Cascade & Coast Guide: 120,000 print copies
Oregon Coast Visitor Guide: 100,000 print copies
320,000 X 2 readers each = 640,000 impressions

WILLAMETTE WEEK (PORTLAND AND BEYOND):

Nearly 400,000 total impressions, average CTR/engagement rate .63 (average to good rate is considered .08)

COMCAST

(West Portland suburbs, central and south Portland area, Tualatin/Wilsonville, wine country, Salem, Corvallis/Albany/Lebanon, Eugene/Springfield, north coast, central coast)
199,500 overall impressions, streaming and linear (regular cable) TV with a 95% completion rate
(789 total hours spent viewing our commercials).

SPECTRUM

(Grants Pass, Medford, Ashland, Klamath Falls, Gold Beach, Bandon/Coquille, Yreka/Dunsmuir/Weed/Redding/Crescent City)
Streaming and linear (regular cable) TV 108, 541 impressions with a 99% completion rate.

KEZI (Willamette Valley and beyond)

TV: 980,600 impressions reached 83% of their TV audience an average of 11.4 times each.

Online display ads: 50,609,997 impressions w/.38 CTR reached specifically-targeted regional demo

Online video ads: 1,926,579 impressions, 80% viewing completion rate, .09% CTR reached specifically-targeted demo regionally

Online video and display ads appeared on both KEZI.com and were pushed out to specifically-targeted demos. They performed very well in Portland, Salem, Eugene, Corvallis, Albany, Roseburg, Grants Pass, and Medford. All clicks came to FlorenceFun.com.

Our media report was submitted by Scott Steward of Creative Wave Marketing Solutions, the Chamber's marketing consultant for the past 7+ years. Scott provides media buying and creative expertise, public relations tactics, and 30+ years of marketing and media experience. He adds highly valuable collaborative media connections and resources to our successful marketing performance.

ON OUR HORIZON ...

PARTNERING WITH
THE CITY OF FLORENCE
& THE PORT OF SIUSLAW
FOR OUR ANNUAL



4th of July
Fireworks
Celebration



WHEEL THE WORLD

"Helping more people enjoy
Oregon's Coastal Playground
who couldn't before."

LIGHTING THE WAY



Siuslaw Awards
& Chamber
Annual Meeting

BOARD OF DIRECTORS

THANK YOU FROM THE FLORENCE AREA CHAMBER OF COMMERCE

CHAIRPERSON - AL ROJAS - OREGON PACIFIC BANK

PAST CHAIRPERSON - BONNIE WELCH - TR HUNTER

TREASURER - BRITTANY HORNUNG - BUCKWALD & HORNUNG CPAS PC

SECRETARY - SHAUNA ROBBERS - OREGON COAST HUMANE SOCIETY

RICH COLTON - THREE RIVERS CASINO

NEIL ECKER - HYAK

JASON HAWKINS PEACE HEALTH / PEACE HARBOR

ANGELA NELSON - FRED MEYER

STEVE SHREWSBURY - BEST WESTERN PIER POINT INN

BETH RUDOMETKIN - AMERICAN PACIFIC MORTGAGE

GEORGE HENRY - COAST RADIO

&

BETTINA HANNIGAN - PRESIDENT & CEO

MITZI HATHAWAY - DIRECTOR OF TOURISM DEVELOPMENT



2023 COMMUNITY BLOCK PARTY
STREET CLOSURE REQUEST
FRIDAY, JULY 14, 2023

*Applicant: Megan Messmer,
Assistant City Manager*



COMMUNITY BLOCK PARTY

**CITY OF
FLORENCE**

Old Town Florence
Between Laurel St. & the Bridge
5–10 P.M.

**JULY 14,
2023**

Music, Fun, & Games
for the Whole Family!

Full details at
www.ci.florence.or.us/2023blockparty

FEATURING:

5guysnamedmoe

LIVE MUSIC BEGINS AT 6 P.M.

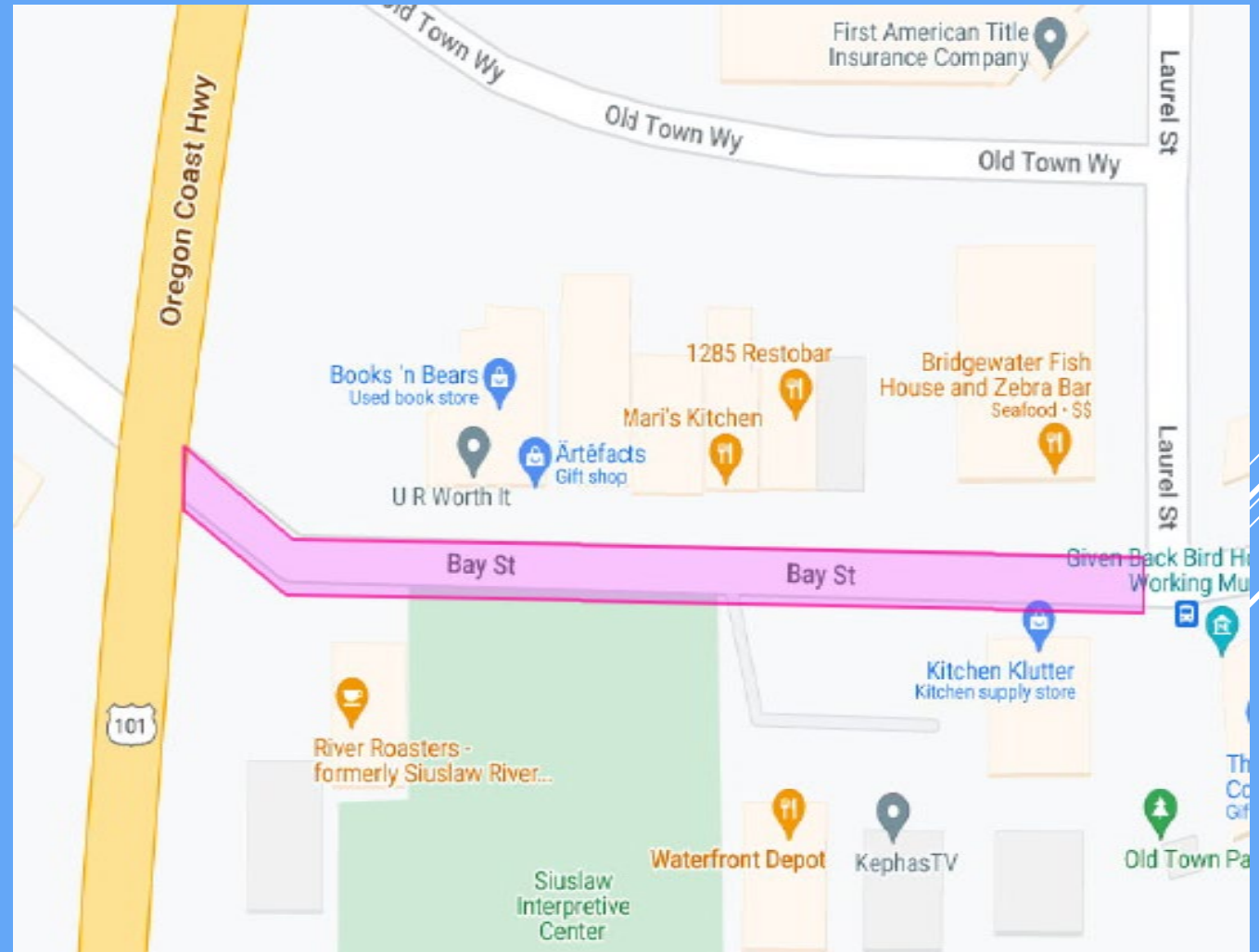
The Details

Street Closure Location:

- The block party will be held on Bay Street between Laurel Street and the Siuslaw River Bridge.
- Event participants will have ingress and egress at the Siuslaw Bridge underpass and at the intersection of Bay Street and Laurel Street.

Street Closure Time:

- Friday, July 14, 2023,
12:00 pm – 11:00 pm



The Process

- Applicant submitted a Street Closure application.
- Street closure fee was waived as this is a City sponsored event.
- City staff has reviewed and determined the responsibilities of the applicant and the City.



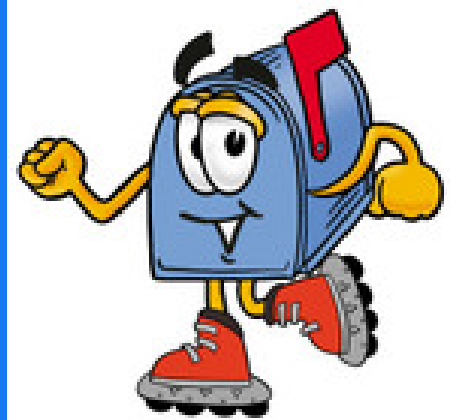
Applicant must plan for and provide:

1. Access to street closure area for residents, visitors, deliveries and event participants.
2. Sanitation (trash receptacles, public restrooms)
3. Security
4. Emergency services access



The City has:

1. Notified business and property owners within 100 feet of street closure of the public hearing to discuss this application on May 23, 2023.
2. Notified Siuslaw Valley Fire & Rescue and Western Lane Ambulance District of the event.
3. Posted a Public Hearing Notice in the Siuslaw News on June 2, 2023.
4. Reviewed the street closure application for compliance with City code.



APPLICANT INTRODUCTION

- ▶ Does the applicant have any additional information to share with City Council?
- ▶ Does City Council have any questions for the applicant?





The Next Steps

- Questions for staff?
- Public Hearing



Decision on street closure:

OPTION 1: Approve with conditions specified.

OPTION 2: Approve with alternate conditions.

OPTION 3: Do not approve application.

STAFF RECOMMENDATIONS

Staff recommends approval of request with conditions specified in staff report:

- 1) Responsibilities of applicant for:
 - Signage
 - Traffic control points monitoring
 - Access for delivery and resident vehicles
- 2) Responsibilities of City for:
 - Parking enforcement



**Pedestrian
access**



Any Questions?



Supplemental Budget

ORS 294.463(1)(3) and ORS 294.471

- Transfers may be made within a fund between existing appropriation categories, and;
- A local government may prepare a supplemental budget if:
 - An occurrence or condition that was not known at the time the budget was prepared requires a change in financial planning

Supplemental Budget

Fund	2021-23 Budget Amount	Supplemental Budget	Total ARPA Allocation
General Fund	\$3,405,400	\$ -	\$3,405,400
ASD		75,000	
Muni Court		(75,000)	
Street Fund	\$6,809,000	\$ -	\$6,809,000
Capital Outlay		75,000	
Transfers		(75,000)	

Supplemental Budget

Fund	2021-23 Budget Amount	Supplemental Budget	Total ARPA Allocation
Lodging Tax Fund	\$983,900	\$ 45,300	\$1,029,200
Lodging Tax		\$45,300	
Materials & Svcs		42,500	
Transfers		55,100	
Reserves		(52,300)	
GO Debt Fund	\$18,900	\$300	\$19,200
Property Taxes		\$ 300	
Transfers		300	

Supplemental Budget

Fund	2021-23 Budget Amount	Supplemental Budget	Total ARPA Allocation
Water Fund	\$4,359,800	\$ -	\$4,359,800
Personnel Svcs		\$20,000	
Capital Outlay		(20,000)	
Water SDC Fund	\$140,200	\$ -	\$140,200
Materials & Svcs Reserves		\$ 500 (500)	

Supplemental Budget

Fund	2021-23 Budget Amount	Supplemental Budget	Total ARPA Allocation
Wastewater Fund	\$9,471,400	\$ -	\$9,471,400
Materials & Svcs Capital Outlay		\$30,000 (30,000)	
Stormwater Fund	\$2,493,700	\$ -	\$2,493,700
Materials & Svcs Capital Outlay		\$ 60,000 (60,000)	
Total	\$27,682,300	\$45,600	\$27,727,900

- Approve Resolution No. 17, Series 2023 adopting the Supplemental Budget as presented
- Approve Resolution No. 17, Series 2023 adopting the Supplemental Budget with adjustments from Council
- Not approve Resolution No. 17, Series 2023 and provide direction to staff

ACTION

Staff Recommendation:

Approve Resolution No. 17, Series 2023 adopting the Supplemental Budget as presented



ERP PRO 10 CONTRACT

Tyler Technologies, Inc.

Why

Caselle Issues

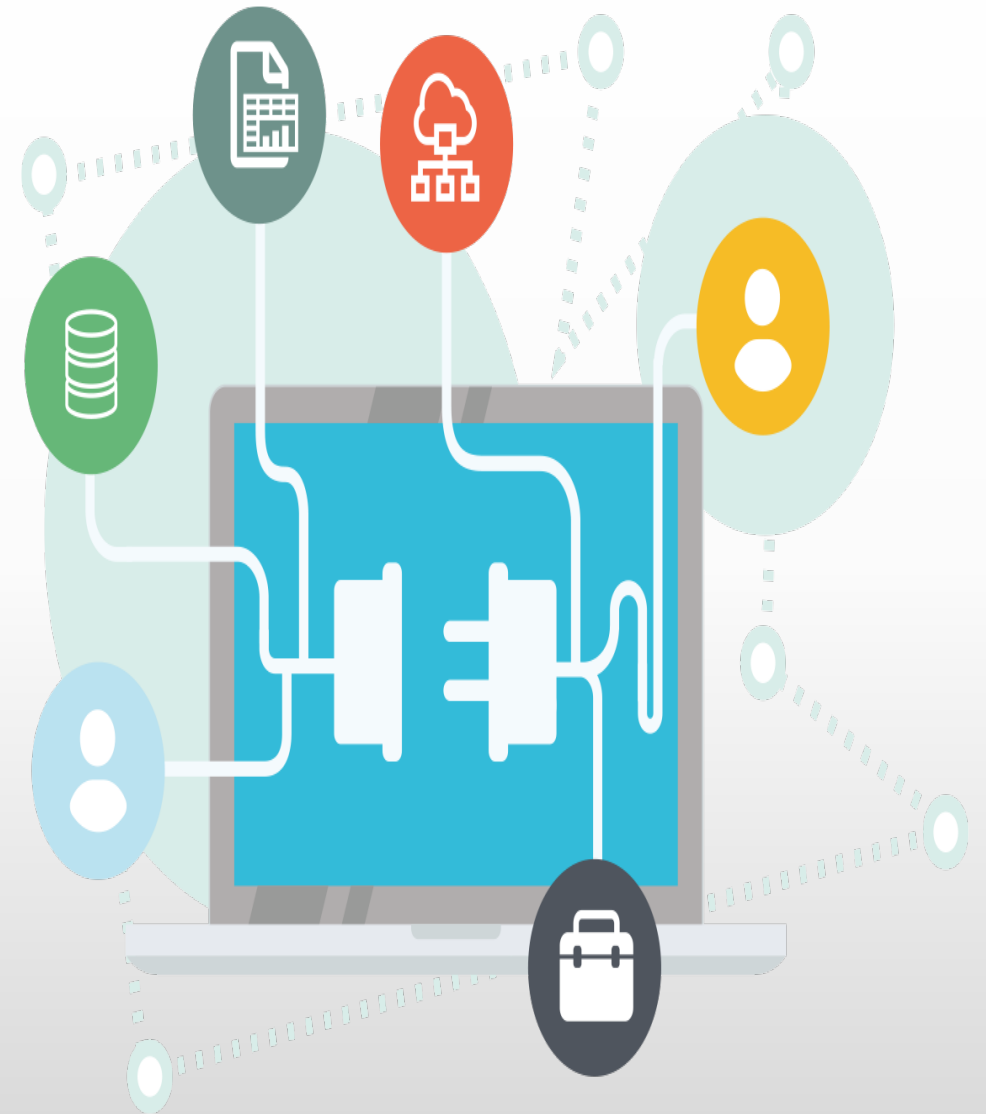
- ACH payment processing
- Budget processing and integration
- Electronic timesheet processing
- Report capabilities
- Module-to-module communication accuracy

Tyler ERP Pro 10

- Online customer kiosk
- Integrate Municipal Court
- ACH payments (vendor and customer)
- Work orders & mobile service orders
- Budgeting improvements
- Web-based software (SaaS)
- Robust training portal and help desk

Sourcewell

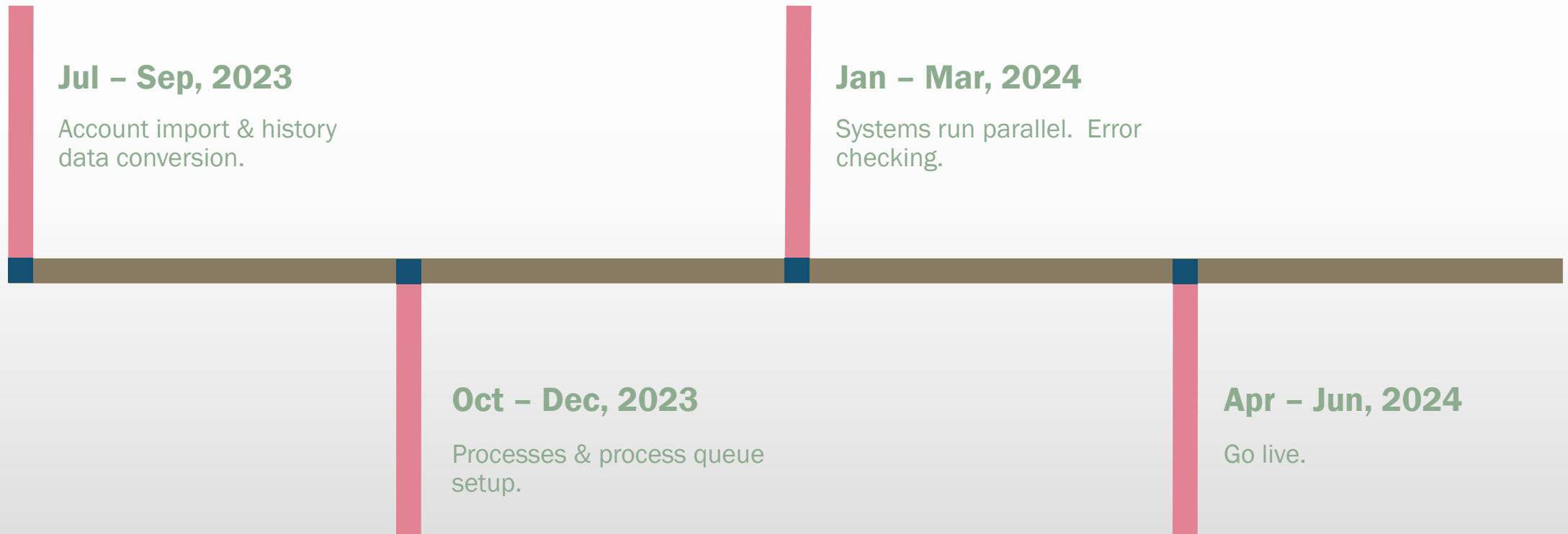
- The City is a member of Sourcewell
- Sourcewell held competitive bid in which Tyler participated
- Contract between Sourcewell and Tyler is cooperative
- No need to issue a Request for Proposal (RFP)
- Contract discounts annual maintenance fee ten percent (10%)



Project Cost & Operating Budget Impacts

	2023-24 Fiscal Year	2024-25 Fiscal Year	2025-26 Fiscal year
ERP Pro 10	\$109,100	-	-
Tyler Maintenance	46,500	46,500	46,500
Caselle Maintenance	36,400	-	-
Total Costs	\$292,000	\$46,500	\$46,500

Timeline





Questions?



Action

Approve Selection of Tyler Technologies

- Approve selection of Tyler Technologies, Inc's ERP Pro 10 for the City's new ERP and authorize the City Manager to enter into a three-year contract

Not Approve the selection of Tyler Technologies

- Not approve the selection of Tyler Technologies, Inc's ERP Pro 10 for the City's new ERP

Staff Recommendation

Staff recommends Council approve the selection of Tyler Technologies, Inc's ERP Pro 10 as the City's new ERP and authorize the City Manager to enter into a three-year contract with Tyler



Purchase of Cat 299D3 XE CTL

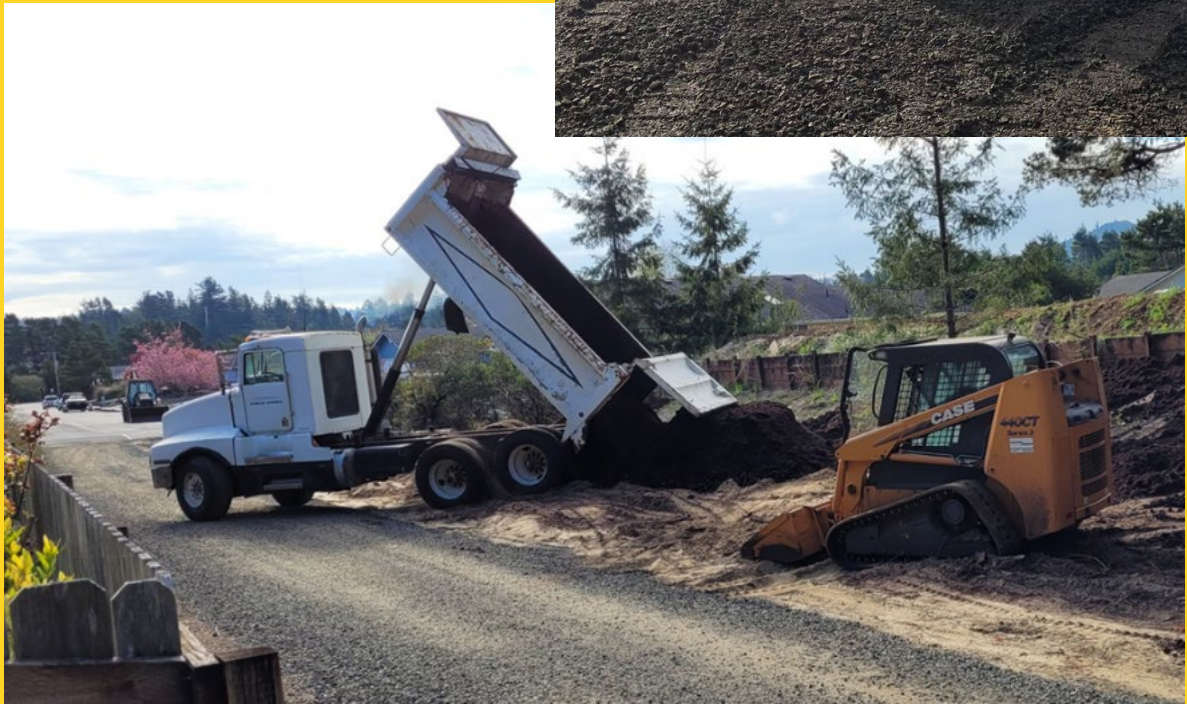
Mike Miller
Director of Public Works



2006 Case 440CT

over 6,400 operating hours







Minimum \$5,500 a week in rental fees



2023 CAT 299D3 XE CTL







Fiscal Impact



- \$176,040.45
Purchase price
- \$475,000
Wastewater Capital Equipment
- Fully Funded
in the FY2023-25 budget

Repurposed

Case 440CT at Public Works





Relevance to adopted City Work Plan:

- City Service Delivery
- Livability & Quality of Life
- Communication & Trust
- Financial & Organizational Sustainability

Alternatives

- Award purchase of 2023 CAT 299D3 XE CTL compact track loader with mulcher attachment.
- Do not purchase the 2023 CAT 299D3 XE CTL compact track loader with mulcher attachment.
- Direct staff to prepare a formal Request for Proposals for the purchase of a 110 hp compact track loader with mulcher attachment that meets the City's needs.



Recommendation

Staff recommends that the City Council authorize the City Manager to proceed with the purchase of a 2023 CAT 299D3 XE CTL compact track loader with mulcher attachment from Peterson CAT in the amount of \$176,040.





QUESTIONS

Mike Miller
Director of Public Works





AGENDA ITEM #6

MUNICIPAL COURT JUDGE SERVICES CONTRACT



MUNICIPAL COURT JUDGE

Charter Provision Chapter III Form of Government, Section 12 Manager, Judge, and Other Officers

Additional officers of the City shall be a City Manager and Municipal Judge, each of whom the Council shall appoint.

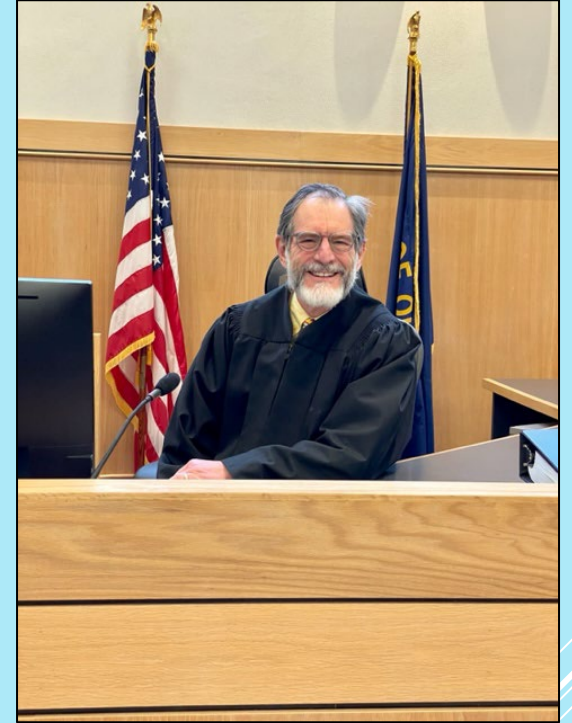
Charter Provision Chapter V Powers and Duties of Officers Section 23, Municipal Judge

The Municipal Judge shall hold within the City at places and times that the Council specifies a court known as the Municipal Court for the City of Florence.

Mayor Rob Ward and Councilor Robert Carp met with Judge Brissenden on June 13, 2023 to review current contract and discuss amendment and renewal terms

▶ MUNICIPAL COURT JUDGE SERVICES CONTRACT

- ▶ Original Contract Established in 2014 with Judge Richard B. Brissenden
- ▶ Current Amendment No. 6 term ends June 30, 2023
- ▶ Consider Amendment No. 7 for a two-year term



CONTRACT AMENDMENTS PROPOSED

No. 6 – Ends June 30, 2023

- ▶ Monthly Fees:
 - ▶ Retainer \$6,002
 - ▶ Travel Allowance \$250
 - ▶ Cell Phone Allowance \$100
- ▶ Three year term



No. 7 – Begins July 1, 2023

- ▶ Monthly Fees for year one:
 - ▶ Retainer \$6,182 – 3% COLA increase, amount included in the budget
 - ▶ Travel Allowance \$350 – increase by \$100
 - ▶ Cell Phone Allowance \$100 – no change
- ▶ Two year term, expiring June 30, 2025 to coincide with the City's Biennial Budget
- ▶ Monthly Fees for year two :
 - ▶ Retainer \$6,182 increased by All-Cities CPI-W for March to February of previous year
 - ▶ Travel Allowance & Cell Phone Allowance remains the same



RECOMMENDATION

Recommend approving Amendment No. 7 to the Municipal Court Judge Professional Services contract for a two year period beginning on July 1, 2023 with the monthly fees and terms as presented.

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

2 Minutes Left

1 Minute Left

30 Seconds Left

Time is Complete

5 MINUTE BREAK – COUNT DOWN TIMER

2 Minutes Left

1 Minute Left

30 Seconds Left

Time is Complete

10 MINUTE BREAK – COUNT DOWN TIMER

2 Minutes Left

1 Minute Left

30 Seconds Left

Time is Complete