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**Florence Urban Renewal Agency Meeting  
Florence City Hall  
250 Hwy 101  
Final Action Minutes  
February 28, 2024**

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**CALL TO ORDER - ROLL CALL**

Meeting called to order at 5:30 p.m.

Directors Present: Chairperson Mike Webb, Vice-Chair Dave Braley, Directors  
*(in person and via videoconference)* Bill Meyer, Rob Ward, Sally Wantz, Ron Moore, Susy Lacer, and Ken Henderson.

Directors Absent: Director Graham Ross. Director Bill Meyer left at 5:40 p.m.

Staff Present: City Manager Erin Reynolds, City Recorder Lindsey White, Assistant City Manager Megan Messmer, Administrative Services Director Anne Baker, and Economic Development and Communication Analyst Chantelle Meyer.

Guests Present: None.

**1. APPROVAL OF THE AGENDA**

Start Time: 5:31 p.m.

Action: Approval of the February 28, 2024 meeting agenda as presented.

Action: Director Wantz

Second: Director Henderson

– Unanimous Consent–

**2. PUBLIC COMMENT**

This is an opportunity for members of the audience to bring to the Council'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. Speakers may not yield their time to others.

Start Time: 5:31 p.m.  
Discussion: No speaker's cards or written comments received.

### **ACTION ITEMS**

#### **3. FINANCIAL ANALYSIS AND URBAN RENEWAL AGENCY PLAN REVIEW**

Consider entering into Professional Service Contracts with Elaine Howard Consulting, LLC in the amount of \$7,200 in coordination with the financial analysis work of Tiberius Solutions, LLC in the amount of \$15,100 for a total price of \$22,300 to review the Urban Renewal Agency plan, calculate maximum indebtedness, and provide a tax increment finance (TIF) forecast and financial plan to prepare for the future of the Agency.

Start Time: 5:31 p.m.  
Discussion: City Manager Erin Reynolds presented the staff presentation.  
Handout: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- Timeline of project completion.
- When the report will be available.

Comments: All Directors present.

Action: Authorize CM Reynolds or delegate to enter into professional contracts with: Elaine Howard Consulting, LLC. in the amount of \$7,200 in coordination with the financial analysis work of Tiberius Solutions, LLC in the amount of \$15,100 for a total price of \$22,300 to review the Urban Renewal Agency Plan, calculate maximum indebtedness, and provide a tax increment finance (TIF) forecast and financial plan to prepare for the future of the Agency.

Motion: Director Ward  
Second: Director Braley  
– Unanimous Consent–

#### **4. APPROVAL OF MINUTES**

Consider approval of the Florence Urban Renewal Agency meeting minutes of January 24, 2024.

Start Time: 5:43 p.m.  
Action: Approval of January 24, 2024 FURA meeting minutes.  
Motion: Director Wantz  
Second: Director Henderson  
– Unanimous Consent–

## **REPORTS & UPDATES**

### **5. REVISION ART EXPOSED PROGRAM UPDATE**

Staff will provide an update on the Art Exposed ReVision Florence Project, an outdoor rotating art gallery.

Start Time: 5:44 p.m.

Discussion: EDCA Meyer presented the staff presentation.

Handout: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- Clarification of size of the selections.
- The determination of the price of the art pieces.
- Five of the selections have muted colors that go with the color scheme and one has very bold colors which would not be allowed on our buildings. Staff provided that Land Use Design Guidelines are not applicable to Art Exposed Outdoor Rotating Art Gallery.
- The question was asked “what happens when an art piece is purchased before the contract placement time is up?” Staff answered with if a piece sells, the City of Florence retains 30% of the proceeds to reinvest in the Public Arts Program and the artist would have the opportunity to replace the piece in the same location.

Comments: All Directors present

### **6. SUBCOMMITTEE UPDATES**

The Code Review and Quince Street Property Subcommittee members will provide updates to the Florence Urban Renewal Board.

Start Time: 6:09 p.m.

Discussion: Chairperson Webb and CM Reynolds presented the subcommittees updates.

Discussion: The Florence Urban Renewal Agency discussed...

- Pursuing grant opportunities for Quince Street Project 8<sup>th</sup> Street extension.
- Update on undeveloped Lot #1.
- Update on Siuslaw Estuary Trail project.

Comments: All Directors present.

**7. CITY MANAGER REPORT**

Start Time: 6:29 p.m.

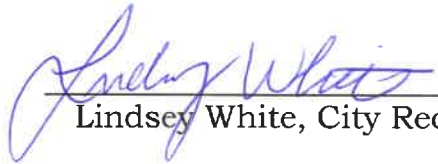
Discussion: CM Reynolds and ACM Messmer discussed...

- Upcoming Rhododendron Drive Realignment and Improvement Project open house.
- Recap of the State of the City.
- Upcoming City Meetings and Events.
- Quince Street Hotel development check-in and financial package updates.

Comments: All Directors present.

Meeting adjourned at 6:37 p.m.

**ATTEST:**

  
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Lindsey White, City Recorder

  
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Mike Webb, Chairperson