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**Florence Urban Renewal Agency Meeting  
Florence City Hall  
250 Hwy 101  
Final Action Minutes  
September 18, 2024**

**CALL TO ORDER - ROLL CALL**

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

Directors Present: Chairperson Mike Webb, Vice-Chair Dave Braley, Directors Bill Meyer, Rob Ward, Sally Wantz, Ron Moore, Susy Lacer, Ron Preisler, and Heather Posegate.

Directors Absent: Director Bill Meyer left at 5:56 p.m.

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

Guests Present: None.

Start Time: 5:31 p.m.

Discussion: Chairperson Webb introduced and welcomed new Board member Heather Posegate.

Discussion: CM Reynolds highlighted how Directors Preisler and Posegate were introduced to FURA. They reviewed a series of videos bringing them up to speed with the latest developments and key initiatives.

**1. APPROVAL OF THE AGENDA**

Start Time: 5:33 p.m.

Action: Approval of the July 24, 2024 meeting agenda as presented.

Motion: Director Moore

Second: Director Ward  
– Unanimous Consent–

**2. PUBLIC COMMENT**

This is an opportunity for members of the public to bring to the Florence Urban Renewal Agency’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.

Start Time: 5:33 p.m.  
Discussion: No speaker’s cards or written comments received.

**ACTION ITEMS**

**3. APPROVAL OF THE MINUTES**

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

Start Time: 5:33 p.m.  
Action: Approval of the July 24, 2024 FURA meeting minutes as presented.  
Motion: Director Ward  
Second: Director Meyer  
Roll Call Vote: Director Moore, ‘Aye’  
Director Preisler, ‘Aye’  
Director Wantz, ‘Aye’  
Director Braley ‘Aye’  
Director Ward, ‘Aye’  
Director Meyer, ‘Aye’  
Director Lacer, ‘Aye’  
Director Posegate, ‘Aye’  
Chairperson Webb, ‘Aye’  
Motion passes ‘Unanimously.’

**REPORTS & UPDATES**

**4. QUINCE STREET HOTEL DEVELOPMENT UPDATE**

Matt Braun will provide an update on the progress of the Quince Street hotel development.

Start Time: 5:34 p.m.

Declarations: The Florence Urban Renewal Agency declared...  
• Director Moore:

- Declared a potential conflict of interest regarding the Quince Street development.
- No other declarations by Directors were made,

Start Time: 5:34 p.m.

Discussion: Matt Braun presented the hotel development update presentation.

Handouts: Hotel Development Update Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- Director Moore – Understanding why the land use approval was resubmitted instead of asking for an extension. *Mr. Braun – We did receive an extension after one year and the extension expired.*
- Director Moore – Are the commitments written commitments or verbal? – *Mr. Braun – They are written. They have the documents in hand and we are waiting to get them back.*
- Director Ward – Are there any modifications that took place or are they the same plans originally submitted? *Mr. Braun – We are advancing the landscaping. There have been some ADA changes that have happened in the last year. They don't affect the rooms; there are some adjustments to make in the common spaces. Several investors are curious about tying the hotel space into the park. Understanding that the FURA Board has expressed that as well. We will be talking to the City to ensure the southern connection makes sense for people at the hotel. We might make some adjustments to some colors and probably flatten the roof line to make it a bit more consistent.*
- Chairperson Webb – What is the anticipated timeline to get through design review and planning? *Mr. Braun – Sixty to ninety days. We have a kickoff meeting this week.*
- Chairperson Webb – Are there any delays from your investors due to that? *Mr. Braun – No, we keep them informed. We've already been through it once. It's a regulated process and there's criteria that has to be met.*
- Chairperson Webb – How close are you to the final design? Exterior wise? *Mr. Braun – How it sits the size of it and the location of the property, as well as the layout of the windows and doors is not going to meaningfully change. The one exception might be that roof line.*
- Director Moore – Do you foresee anything from the Planning Commission or the Planning Department that could cause a hangup in the resubmittal of the process? *Mr. Braun – No, they gave a very thorough response with their conditions in the last go around. There was an interesting challenge around the eventual widening of Quince Street and the treatment of sidewalks. Overall, the concept is set. But, how to build today for something that happens in five years from now has been an ongoing question. We have worked through a solution with*

*the City to use a temporary sidewalk. I should say existing sidewalk to intertie with the new sidewalk we will be building.*

- Director Moore – Is there anything in your contract with Wyndham where you are running up against any timelines or anything that have come into play? *Mr. Braun – All of my timelines are now aligned. So, my timelines with investors are tied to my timelines with the City are tied to my timelines with Wyndham.*
- Director Moore – what is the deadline that you have set for yourself that if you don't have the equity raised, you have to make a different decision? *Mr. Braun – It's February. We have to have our funding in place and title transfer all done. Then we will have to pull the permit and we don't want to pull the permit if there's not funding in place.*
- Director Ward – I want to thank you for sticking with this project. When we built the Events Center, we always knew this needed to happen not realizing it would be a thirty-year transition to get to this point. Thank you for your efforts and sticking with it to make it happen. *Mr. Braun – Thanks for bearing with me as we work through these challenges. I'm ready to break ground, construction is what I do. The type of support and engagement that the City has continued to offer has been a significant draw. It's one of the first things we say when we come in that we have received tremendous local support.*

## **5. QUARTERLY FINANCIAL REPORT**

Review the June 30, 2024 quarterly financial report for the Florence Urban Renewal Agency.

Start Time: 5:48 p.m.

Discussion: FM Manager Purcell presented the staff presentation.

Handouts: Staff Presentation

Discussion: The Directors discussed...

- Projecting slightly under the projected rate for revenues for property taxes?

Comments: All Directors present.

Discussion: Staff discussed...

- Current year property tax collections and prior year where it is slightly over budget. As far as current year collections, we will be a little bit under what we expected. We expected a 4% increase and didn't get it.

Comments: FM Purcell.

## **6. URBAN RENEWAL AGENCY PLAN REVIEW & FINANCIAL ANALYSIS**

Staff will provide an update on the 2024 audit process, including the current status and key developments. Additionally, there will be an update on the

review conducted by Elaine Howard focused on preparing for the future of the Agency and its long-term strategic goals.

Start Time: 5:54 p.m.

Discussion: ASD Baker presented the staff presentation.

Handouts: Staff Presentation

Discussion: The Directors discussed...

- How close are we to our maximum indebtedness? How much room is left?
- Understanding maximum indebtedness.

Comments: All Directors present.

Discussion: Staff discussed...

- Not remembering what number was provided in the last annual report, but it was within \$300,000-400,000 of that report once we make the adjustments.
- It's a matter of having the cash flow to support paying back the debt. We will get you those numbers when the final report is received in the next two months or so.
- How the maximum indebtedness remaining is affected depends on where the income is coming from and then what the payments are for.
- Essentially the affordability or the cash flow available for additional debt which would then set us up to do additional large projects and we will be a part of that conversation of what's next. Once the report is released, we will be back with real numbers and firm numbers

Comments: ASD Baker and CM Reynolds.

## **7. CITY MANAGER REPORT**

Start Time: 6:05 p.m.

Discussion: CM Reynolds discussed...

- Progress on data and mapping to the general public showing Florence Zone and Plan Map.

Comments: All Directors present.

Start Time: 6:17 p.m.

Discussion: ACM Messmer discussed...

- Although we are entering the shoulder season for hospitality and tourism industry, this is our busy time for the Florence Events Center. Through the end of December or through the holiday season, we have only

five days where we don't have a business activity ranging from having multiple events happening in the building at one time.

- Several conferences are scheduled from early 2025 through the spring.
- Sharing one conference scheduled to be held in Central Oregon moved location to Florence due to wildfire smoke.

Comments: All Directors present.

Start Time: 6:23 p.m.

Discussion: CM Reynolds discussed...

- Update on the Estuary Trail.
- Policing and camping enforcement on the Estuary Trail.

Comments: All Directors present.

Start Time: 6:38 p.m.

Discussion: EDCA Meyer discussed...

- Update on public art placement.

Comments: All Directors present.

Start Time: 6:40 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

- No discussion.

Meeting adjourned at 6:40 p.m.

**ATTEST:**

  
Lindsey White, City Recorder

  
Mike Webb, Chairperson