



Florence Urban Renewal Agency (FURA) Regular Meeting

In Person & Videoconference
250 Hwy 101
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/urbanrenewal.
- Items distributed during the meeting and meeting minutes are posted to the City's website at www.ci.florence.or.us/urbanrenewal as soon as practicable after the meeting.
- To be notified of Urban Renewal meetings via email, please visit online at www.ci.florence.or.us/newsletters/subscriptions.

January 22, 2025

AGENDA

5:30 p.m.

FURA Directors:

Vice-Chair Dave Braley
Ron Moore

Chairperson, Mike Webb

Bill Meyer
Susy Lacer

Rob Ward
Ron Preisler

Sally Wantz
Heather Posegate

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

Proceedings will be available after the meeting on the City's Vimeo Site.

In addition to attending in person, members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/7424503288777314389>

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda.

CALL TO ORDER – ROLL CALL

5:30 p.m.

1. APPROVAL OF AGENDA

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. Please see the end of this agenda for methods to provide comments on items that are not on the agenda.

Mike Webb
Chairperson

ACTION ITEMS

Please see the end of this agenda for methods to provide comments on action items.

3. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of November 20, 2024.

Lindsey White
City Recorder

REPORTS & UPDATES

4. QUINCE STREET HOTEL DEVELOPMENT UPDATE

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

Megan Messmer
Assistant City Manager

5. URBAN RENEWAL AGENCY PLAN REVIEW & FINANCIAL ANALYSIS

Staff will provide an update on the review conducted by Elaine Howard, focused on preparing for the future of the Agency and its long-term strategic goals.

Erin Reynolds
City Manager

6. CITY MANAGER REPORT

- FURA Budget Committee Recruitment

Erin Reynolds
City Manager

FURA CALENDAR

All meetings are held in person with a virtual option unless otherwise indicated

Date	Time	Description
February 26, 2025	5:30 p.m.	FURA Meeting
March 19, 2025	5:30 p.m.	FURA Meeting
April 2, 2025	5:30 p.m.	City/FURA Budget Committee Training
April 28, 2025	5:30 p.m.	City/FURA Budget Committee Meeting
April 30, 2025	5:30 p.m.	City/FURA Budget Committee Meeting
May 28, 2025	5:30 p.m.	FURA Meeting, Budget Public Hearing
June 18, 2025	5:30 p.m.	FURA Meeting
July 23, 2025	5:30 p.m.	FURA Meeting
July 18, 2025	Save the Date	Block Party
August 5, 2025	Save the Date	National Night Out
August 27, 2025	5:30 p.m.	FURA Meeting
September 17, 2025	5:30 p.m.	FURA Meeting
October 22, 2025	5:30 p.m.	FURA Meeting
November 19, 2025	5:30 p.m.	FURA Meeting

PUBLIC MEETINGS PROCEDURES

Expressing Views to the Agency: Citizens wishing to express their views to the Florence Urban Renewal Agency may do so in both written and verbal formats.

1. **Written Testimony:** Citizens wishing to express their views to the Florence Urban Renewal Agency are encouraged to submit written testimony in one of the following ways:
 - a. Submit written comments via email to City Recorder at Lindsey.white@ci.florence.or.us;
 - b. Mail written comments to Florence City Hall, Attn: FURA, 250 Hwy 101, Florence, OR 97439
 - c. Drop off written comments at Florence City Hall (250 Hwy 101) during regular office hours (Monday through Friday (8 a.m. – 12 p.m., 1 p.m. – 4 p.m.)) or at the City of Florence drop box located at Florence City Hall to the right of the main entrance.

**** Note:** Written comments received at least 2 hours prior to the meeting (January 22, 2025 at 3:30 p.m.) will be distributed to the Florence Urban Renewal Agency, posted to the City of Florence website, and made part of the record.

2. **Verbal Testimony:** Citizens wishing to express their views to the Florence Urban Renewal Agency may participate in the meeting at Florence City Hall or via GotoWebinar. To do so, please complete a speaker's card online at <https://www.ci.florence.or.us/urbanrenewal/request-address-fura-speakers-card> at least 1 hour prior to the meeting (January 22, 2025 at 4:30 p.m.). City staff will then contact the speaker to let them know the process to participate in the meeting.
 - a. **Public Comments on items not on the agenda:** General public comments (on items not on the FURA agenda) will be allowed at each Florence Urban Renewal Agency 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.
 - b. **Public Hearing Testimony:** Testimony on public hearing items will be allowed when a public hearing is held. Verbal comments will be allowed on public hearing items after staff has given their report and have allowed time for initial Agency questions. In general (with some exceptions for Land Use hearings), comments are limited to five minutes per person with no limit on the number of speakers.
 - c. **Public Comments on Action Items:** Public Comments will be allowed on each action item on the Florence Urban Renewal Agency agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Agency 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 Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/council/rules-procedure>.

This document is supplemented by agenda packet materials, meeting materials distributed and electronic audio / video recordings of the meeting and may be reviewed upon request to the City Recorder.

**Florence Urban Renewal Agency Meeting
Florence City Hall
250 Hwy 101
Final Action Minutes
November 20, 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 Rob Ward, Sally Wantz, Ron Moore, Susy Lacer, Ron Preisler, and Heather Posegate.

Directors Absent: Director Bill Meyer.

Staff Present: City Manager Erin Reynolds, City Recorder Lindsey White, Assistant City Manager Megan Messmer, and Economic Development and Communications Analyst Chantelle Meyer.

Guests Present: Mat Braun.
(via videoconference)

1. APPROVAL OF THE AGENDA

Start Time: 5:31 p.m.

Action: Approval of the November 20, 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: 5:31 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 September 18, 2024.

Start Time: 5:31 p.m.
Action: Approval of the September 18, 2024 FURA meeting minutes as presented.
Motion: Director Lacer
Second: Director Ward
Roll Call Vote: Director Posegate, 'Aye'
Director Preisler, 'Aye'
Director Lacer, 'Aye'
Director Moore, 'Aye'
Director Wantz, 'Aye'
Director Ward, 'Aye'
Director Braley, 'Aye'
Chairperson Webb, 'Aye'
Motion passes 'Unanimously.'

4. CHANGE OF AUTHORIZED SIGNERS FOR FURA BANK ACCOUNT

Consider updating the authorized signers for the Florence Urban Renewal Agency bank account.

Start Time: 5:32 p.m.
Action: Consider updating the Florence Urban Renewal Board's authorized signers for the Florence Urban Renewal Agency bank accounts adding Assistant City Manager Megan Messmer and Human Resources Director Alex Ferguson as signers and removing former Administrative Director Anne Baker as a signer. City Manager Erin Reynolds will remain as a signer on all accounts.
Motion: Director Ward
Second: Director Wantz
Roll Call Vote: Director Posegate, 'Aye'
Director Preisler, 'Aye'
Director Lacer, 'Aye'
Director Moore, 'Aye'
Director Wantz, 'Aye'
Director Ward, 'Aye'
Director Braley, 'Aye'
Chairperson Webb, 'Aye'

Motion passes 'Unanimously.'

5. FURA MEETING DATES

Review and consider approval of the FURA meeting dates.

Start Time: 5:33 p.m.
Motion: Director Wantz
Second: Director Lacer
Roll Call Vote: Director Posegate, 'Aye'
Director Preisler, 'Aye'
Director Lacer, 'Aye'
Director Moore 'Aye'
Director Wantz, 'Aye'
Director Ward, 'Aye'
Director Braley, 'Aye'
Chairperson Webb, 'Aye'
Motion passes 'Unanimously.'

REPORTS & UPDATES

6. QUINCE STREET HOTEL DEVELOPMENT UPDATE

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

Start Time: 5:36 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 – Have you had to invest additional personal money or do you have investor money going for other expenses? *Mr. Braun – We do not collect money from other investors until the entire package is put together. The at-risk investment is Steve and I. We anticipate having upwards of \$750,000 into the project. Myself and Steve are the ones at risk until the rest of the financing package is put together.*

7. CITY MANAGER REPORT

Start Time: 5:41 p.m.
Discussion: CM Reynolds discussed...

- Inviting Directors to the Holiday Tree Lighting ceremony on December 7th.
- Update on the Siuslaw Estuary Trail.

- Photos of the Siuslaw Estuary Trail showing how the soil is being moved for construction of the trail.
- Understanding how the trail construction might impact the sale of the north parcel.
- Trail is identified as day use only park. The trail will be enforced as a no camping, no overnight stay.
- National Flood Insurance Program (NFIP) in Oregon and the impact on the Old Town area.
- Understanding the 170 feet floodway change and the impact on properties.
- Understanding the rationale of the lawsuit is that when development happens along floodways and in the flood zone, disruption of habitat further endangers species. When FEMA put into place the National Flood Insurance Program requirements to build up and build out, the argument is the impact to endangered species was not considered, and FEMA was successfully sued.

Comments: All Directors present.

Start Time: 6:10 p.m.

Discussion: EDCA Meyer discussed...

- Reporting that Art Exposed ReVision Florence was named the Urban Renewal Project of the year during the Oregon Economic Development Association's 2024 Awards of Excellence in Economic Development.
- Providing an update on Art Exposed Old Town 2025-2027.

Comments: All Directors present.

Start Time: 6:16 p.m.

Discussion: CR White discussed...

- Upcoming Ethics Training on December 2nd at the Florence Events Center being conducted by the Oregon Government Ethics Commission with ethics training for the FURA Board, Planning Commission, and City Council.
- No FURA meeting for December because of the holiday break. Next meeting will be January 22nd.

Comments: All Directors present.

Start Time: 6:17 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

- Comment from a local resident requesting to expand holiday lighting on Bay Street to additional areas within the Old Town district.

- Receiving feedback on FURA's remaining funds and showing report results from Elaine Howard at an upcoming meeting in 2025.

Meeting adjourned at 6:21 p.m.

ATTEST:

Mike Webb, Chairperson

Lindsey White, City Recorder