



## Florence Urban Renewal Agency (FURA) Regular Meeting

In Person & Videoconference  
250 Hwy 101  
Florence, OR 97439  
541-997-3437  
[www.ci.florence.or.us](http://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](http://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](http://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](http://www.ci.florence.or.us/newsletters/subscriptions).

March 19, 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/179541898667684957>

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.

- FURA Appointment Update

### 1. APPROVAL OF AGENDA

### 2. PUBLIC COMMENT

Mike Webb  
Chairperson

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.

### 3. AMERICANS SPEAK OUT ABOUT THE ARTS- HARLEN SPRINGER

Combining data from Americans for the Arts' nationwide public opinion study, "Americans Speak Out About the Arts," with the economic impact of the arts from the AEP6 study in Florence, Guest Presenter Harlen Springer will talk about how the arts matter to the Florence community.

### ACTION ITEMS

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

### 4. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of January 22, 2025.

Lindsey White  
City Recorder

### REPORTS & UPDATES

### 5. URBAN RENEWAL AGENCY PLAN REVIEW & FINANCIAL ANALYSIS

Elaine Howard from Elaine Howard Consulting, LLC will provide an update on the review she conducted, focusing on preparing for the future of the Agency and its long-term strategic goals.

Erin Reynolds  
City Manager

### 6. QUINCE STREET HOTEL DEVELOPMENT UPDATE

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

Megan Messmer  
Assistant City Manager

**7. CITY MANAGER REPORT**

- FURA Budget Committee Recruitment Update
- Calendar Review

Erin Reynolds  
City Manager

<b>FURA CALENDAR</b>		
<i>All meetings are held in person with a virtual option unless otherwise indicated</i>		
<b>Date</b>	<b>Time</b>	<b>Description</b>
April 1, 2025	5:30 p.m.	City/FURA Budget Committee Training
April 23, 2025	5:30 p.m.	FURA Meeting
May 14, 2025	5:30 p.m.	FURA Budget Committee Meeting
June 25, 2025	5:30 p.m.	FURA Meeting, Budget Adoption Public Hearing
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.

- 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:
  - Submit written comments via email to City Recorder at [Lindsey.white@ci.florence.or.us](mailto:Lindsey.white@ci.florence.or.us);
  - Mail written comments to Florence City Hall, Attn: FURA, 250 Hwy 101, Florence, OR 97439
  - 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 (March 19, 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.

- 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 (March 19, 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.*

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**Florence Urban Renewal Agency Meeting  
Florence City Hall  
250 Hwy 101  
Final Action Minutes  
January 22, 2025**

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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 & via videoconference)* Bill Meyer, Rob Ward, Sally Wantz, Ron Moore, Susy Lacer, Ron Preisler, and Heather Posegate.

Directors Absent: None.

Staff Present: City Manager Erin Reynolds, City Recorder Lindsey White, and Assistant City Manager Megan Messmer

Guests Present: Braun Hospitality Representative Matt Braun.  
*(via videoconference)*

**1. APPROVAL OF THE AGENDA**

Start Time: 5:31 p.m.  
Action: Approval of the January 22, 2025 meeting agenda as presented.  
Motion: Director Wantz  
Second: Director Braley  
– 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.

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 November 20, 2024.

Start Time: 5:31 p.m.  
Action: Approval of the November, 2024 Florence Urban Renewal Agency meeting minutes as amended.  
Motion: Director Ward  
Second: Director Lacer  
Roll Call Vote: Director Posegate, 'Aye'  
Director Lacer, 'Aye'  
Director Ward, 'Aye'  
Director Meyer, 'Aye'  
Director Braley, 'Aye'  
Director Wantz, 'Aye'  
Director Preisler, 'Aye'  
Director Moore, '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: 5:32 p.m.  
Discussion: ACM Messmer introduced Mr. Matt Braun for tonight's hotel development update and requested he also provide upcoming scheduling for Planning Commission.  
Mr. Braun presented the hotel development update presentation.  
Handouts: Hotel Development Update Presentation

Mr. Braun discussed...

- Making the decision to break ties with Emerick Construction and currently have four highly qualified construction companies interested in the project.
- Additional development of the landscaping plan and site lighting.
- Reviewing site lighting to meet the lumens per square foot.

- Advancing construction documents to permit ready and bid ready phases.
- Expecting submitting for construction permit the first week of March.
- Having a solid lender in place.
- Having crossed the threshold for capital raise.
- Hoping to break ground the first week of March to early May being ahead of the obligation dates.
- Announcing that this project is going to advance.

The Florence Urban Renewal Agency discussed...

- Director Braley – Making a lot of progress since the last update.
- Director Moore – Are those hard commitments or are they soft commitments? *Mr. Braun – What we have is a mix of hard commitments. Because of working on the model, we will have to resubmit to our current investors to resign the newest Operating Agreement and PPM.*
- Director Moore – In past discussions, the lender was waiting to make sure you had investors on board. Is the lender in “go” mode or waiting for something else? *Mr. Braun – They are waiting for the letters. The next step is executing the letters which will be doing over the next two-three weeks. We will open our escrow accounts to receive those monies. Then we will continue with due diligence with the lender to close the construction financing.*
- *Mr. Braun – Thanking the City and your great staff and the FURA Board for all your support.*

## 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.

Start Time: 5:42 p.m.

Discussion: CM Reynolds and ACM Messmer presented the staff presentation.

Handouts: Staff Presentation

The Florence Urban Renewal Agency discussed...

- Director Braley – Interested in the sidewalk improvements that are on the long list, not on the short list.
  - *ACM Messmer – Looking for direction from the Urban Renewal Board on Agency prioritizing projects moving forward. Elaine Howard would help develop that in a five year look ahead taking information from the original plan and creating the strategic plan for the next five years.*
- Director Braley – Regarding sidewalk improvements, prioritizing the ones that need improving, not necessarily saying all need to be improved. Understanding ADA requirements for sidewalks and thinking that a percentage of gas tax is required to be put towards sidewalks.

- ACM Messmer – *Having had discussions with Public Works Director how to prioritize different areas and realizing a comprehensive plan is needed. Understanding there are ADA requirements to address, entire intersections at a time and having City Code requirements. Understanding the sidewalks in Old Town do not meet city requirements for width. Many layers of requirements and that’s recommending a comprehensive plan for the whole area so that we can take bite-sized pieces of actually making the improvements.*
- CM Reynolds - *Saying what ACM Messmer said in a different way, you would be master planning an area. Understanding the technical analysis of a master planning effort, public outreach, and financial feasibility. So, there would be phases. We probably would not have enough funding between the City and Urban Renewal to do all 1.5 square miles of this area; it may be a percentage. The whole area deserves a comprehensive look, a master planning effort, and some significant community outreach. The Transportation System Plan identified this entire area as needing the refinement plan.*
- Director Ward - *Commenting on page nine, project activity for creating financial incentives to provide “workforce housing.” Hearing the word workforce housing and associating childcare with it. Suggesting it be “workforce housing/childcare.”*
  - CM Reynolds – *Childcare is a very important aspect. When the plan was created, I don’t think that was something they were thinking about. Making sure that Elaine Howard will address when she returns in February.*
- Director Wantz - *Clarifying the location of old middle school property referred to in the document.*
  - CM Reynolds – *Referring to the east side of Quince Street where the middle school stood at the time of the writing of the document.*
- Director Moore - *Understanding the estimates of the future project area recommendations. Estimates seem light for the scope of projects.*
  - CM Reynolds - *Estimated dollars at the time of writing of the report. It’s a dollar amount that was estimated in 2006 of how much these items could potentially cost. Clarifying that these are not 2006 dollar amounts, these are the dollars they thought it would cost over some variation in time.*
  - CM Reynolds continued – *Not believing you could do an entire comprehensive Old Town street scape redo with \$7,500,000. What this Agency can do is spend money to plan, to do that comprehensive plan, by the time you could push, go on construction, scope out the phase you could afford, and put together a financial package that works for the Agency, most likely in partnership with the City. We are talking four, five, or seven years from now.*
- Director Moore – *If we had projects ready to go at \$7,500,000, there is no way the Agency could pay the debt service on that.*

- *CM Reynolds – Correct, not at this time. Having to remember that this agency, at the very least right now, is going to be in existence until 2040. Requesting consultant to complete the financial forecast and the expected cash flows and what is truly feasible to work on over the next five years that gets us through the rest of current biennium and plans for the next two biennium. Knowing for a fact, the consultant not recommending to attempt to go out for debt for at least two years. Guessing the consultant finalizing the recommendation of saying a minimum of three years, probably the next two biennium not taking out any debt, doing this planning work, and spending nominal dollars on grants.*
- *CM Reynolds continued – My expectation is to budget \$50,000-\$100,000 per biennium on grants. Understanding that grants have a high threshold of entry and it's a one to five match on grant dollars to the individual's match resulting in not spending many dollars on grants. Understanding the \$3,500,000 amounts for grants is something that they thought they would do in 2006 with current recommendation of reallocating these dollars to these items in a more realistic way.*
- *ACM Messmer – That's just the category that the grants would fall under as a plan item. No way are we saying \$3,500,000 on grants, that would not be our staff recommendation.*
- *Director Moore - Understanding that the \$7,500,000 is not adjusted for inflation.*
  - *CM Reynolds - Preferring that consultant provide the complete picture along with the report. \$7,500,000 is what the consultant recommended based off of financial forecasting and modeling that has included inflation in the time of value.*
- *Director Posegate - Developing parks and places for children to play that are not close to water in the areas of workforce housing.*
  - *CM Reynolds – In the Downtown Plan and in that envisioning document, there was a promenade that had the element of play in it. Understanding the purpose of this conversation is for within the confines of Bay Street/Old Town area. Having completed the highway (main street corridor), now turning inward to the Old Town area.*

CM Reynolds and ACM Messmer continued presenting the staff presentation.

The Florence Urban Renewal Agency discussed...

- *Director Moore Other than the north lot and the hotel properties, what other properties are for sale?*
  - *CM Reynolds - Property currently owned and under your stewardship is the Quince Street property.*



- Chair Webb – As the hotel takes shape, if it comes to fruition, the development of the north lot will be the subcommittee coming back with a recommendation.
- Director Lacer - Being surprised that given the community’s need for workforce housing that putting some of the money towards the workforce housing development didn’t make the short list.
  - *CM Reynolds - Urban Renewal Agency and the policy direction has been making public improvements that would set the stage for private investment or investment is more of the economic driver. One property secured by the Lane County Housing Authority is the Homes for Good project south of the Florence Events Center that is a significant housing project done by a partner agency.*
- Director Lacer - Understanding that the Agency will exist until all debt is paid off, is it safe to say the tax revenue coming from the Library District is going to paying off debt?
  - *CM Reynolds – Most likely. Most agencies as they start to sunset, it takes a few minutes in the last years of the plan to pay off the debt. If this agency decided we actually do not want to do any new projects, we’re happy with what we did, we are going to service this debt and close, we would actually close way sooner than 2040 because you would be taking your tax increment and putting it to pay off the debt and just be paid off sooner.*
- Director Ward – Are any FURA dollars supporting the Homes for Good project?
  - *CM Reynolds – Not currently, no. That is a separate public agency doing their work.*
- Director Meyer - Any updates on funding for Homes for Good?
  - *CM Reynolds – They applied for the state lift funding from the State of Oregon in 2024 cycle or the 2023 cycle and they did not get it. There were a large number of applicants. They are planning to apply in the next round of funding in 2025.*

**6. CITY MANAGER REPORT**

- FURA Budget Committee Recruitment

Start Time: 6:39 p.m.

Discussion: CM Reynolds discussed...

- Recruiting for FURA Budget Committee.
- Also recruiting for the City Budget Committee and Planning Commission.
- Update on the Siuslaw Estuary Trail.
- Upcoming Public Arts Committee meeting on January 27th. They will be hearing a report on the Florence Art Exposed Art Gallery.
- Upcoming FURA meetings and agenda items.

Comments: All Directors present.

Start Time: 6:46 p.m.  
No discussion.

Meeting adjourned at 6:46 p.m.

**ATTEST:**

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Mike Webb, Chairperson

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Lindsey White, City Recorder