



City of Florence
A City in Motion

Florence Urban Renewal Agency (FURA) Regular Meeting

Florence City Hall
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.

March 27, 2019

AGENDA

5:30 p.m.

FURA Directors:
Vice-Chair John Scott
Ron Caputo

Chairperson, Joshua Greene
Joe Henry
Patricia Riley
Ron Preisler
Mike Webb

Dave Braley
William Meyer

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

CALL TO ORDER – ROLL CALL

5:30 p.m.

1. APPROVAL OF AGENDA

Joshua Greene
Chairperson

2. PUBLIC COMMENTS

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

Joshua Greene
Chairperson

ACTION ITEMS

3. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of January 30, 2019.

Kelli Weese
City Recorder

REPORTS, PRESENTATIONS & UPDATES

4. AGENCY HISTORY, PURPOSE AND BYLAWS

Review the history and purpose of the Florence Urban Renewal Agency and discuss next steps with review of the Florence Urban Renewal Agency bylaws.

Erin Reynolds
City Manager

5. REVISION FLORENCE

Staff will provide an update on the ReVision Florence construction and will discuss next steps for the project.

Megan Messmer
Project Manager

6. CITY MANAGER REPORT

Erin Reynolds
City Manager

URBAN RENEWAL CALENDAR

All meetings are held at the Florence City Hall (250 Hwy 101, Florence Oregon) unless otherwise indicated

Date	Time	Description
April 24, 2019	5:30 p.m.	Florence Urban Renewal Agency Meeting
May 22, 2019	5:30 p.m.	Florence Urban Renewal Agency Meeting

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
Held at the Florence Events Center
715 Quince Street
Final Action Minutes
January 30, 2019**

CALL TO ORDER - ROLL CALL

Meeting called to order at 12:00 p.m.

Directors Present: Chairperson Joshua Greene and Directors John Scott, Joe Henry, Dave Braley, Ron Caputo, Patricia Riley and Mike Webb.

Directors Absent: Director Ron Preisler and Director William Meyer.

Staff Present: City Manager Erin Reynolds, Project Manager Megan Messmer and City Recorder / Economic Development Coordinator Kelli Weese.

Guest Present: Harlen Springer, Public Art Committee Representative

1. APPROVAL OF AGENDA

Start Time: 12:00 p.m.
Action: Approve agenda as presented
Motion: Director Scott
Second: Director Braley
Vote: Unanimous, Directors Preisler and Meyer were absent

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: 12:01 p.m.
Comments: None

ACTION ITEMS

3. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of December 27, 2017, January 24, 2018, February 28, 2018, March 28, 2018, April 9, 2018, April 25, 2018, May 23, 2018, June 27, 2018, August 1, 2018, September 19, 2018 and November 20, 2018.

Start Time: 12:05 p.m.

Discussion: The Agency discussed...

- Amendment to the August 1, 2018 FURA Meeting minutes to change incorrect year from 2027 to 2017
- Amendment to November 20, 2018 FURA Meeting minutes to change location from Florence Events Center to Florence Senior Center
- Clarification on the meeting minutes to be approved and those that had been approved prior

Director: Braley and Webb

Action: Approval of the minutes as amended.

Motion: Director Braley

Second: Directory Riley

Vote: Unanimous, Directors Preisler and Meyer were absent

4. PUBLIC ART COMMITTEE CENTRAL LINCOLN PUD MURAL CONTRACT

Consider authorizing the City Manager to sign an agreement with Marino-Heidel Studios in the amount of \$30,000 for creating a mural for the Central Lincoln PUD building and hear an update on the Public Art Committee's progress.

Start Time: 12:04 p.m.

Handout: PowerPoint Presentation.

Art Exposed Flyer

Discussion: The Agency discussed...

- Placement of the mural on the side of the building as opposed to on panels
- Location of mural artists
- Clarification on changes to the vegetation
- Clarification between an elk and a deer and concerns over placement of deer on Bridge in the mural
- Appreciation for the bridge in the background
- Request to place salmon within the mural in some location

- Appreciation for the mural work and the ‘wow’ factor for the mural
- Potential for distracted drivers

Directors: Riley, Braley, Webb and Caputo

Commenter 1: Woody Woodbury – Florence, Oregon

- Disclosure: Mr. Woodbury declared his prior service on the Florence Urban Renewal Agency Board and his current service on the City Council, but indicated that he was commenting in his individual capacity as a private citizen
- Prior service on the Florence Urban Renewal Agency Board and current service on the City Council
- Concern for the use of public monies on art installations
- Concern for the need for more public comments on the mural
- Request the Florence Urban Renewal Agency postpone their decision for one month to allow for additional public comments

Discussion: The Agency discussed...

- Clarification on budget allocation, the mural process and role / work of the Public Art Committee
- Intent for mural to be a representation of Florence’s culture and history without looking historical
- Considerations to scale back the type of mural to be placed and to place the design in the Siuslaw News for more public comments

Directors: Greene and Caputo

Commenter 2: Jennifer French – Public Art Committee member

- Clarification on the Public Art Committee’s public outreach and feedback received from the public during the outreach process
- Public Art Committee’s first projects based on public feedback from public forum and type of arts requested
- Potential to start from square one with additional public comments
- Work of the Public Art Committee to make Florence proud based on the elements within the mural including the bridge, deer, rhododendrons and other elements

Discussion: The Agency discussed...

- Appreciation for clarification of public outreach performed on the mural
- Nature of art means that not everyone would agree, but appreciation for the ‘wow’ factor and the images of the area both historic and newer
- Public Art often controversial at first, but becomes loved over time
- Public process for the mural completed by the committee
- Establishment of art committee to perform public outreach and make decisions on art installations
- Mural could be repainted if necessary
- Role of public art in the community and it’s economic development efforts
- Urban Renewal and the City of Florence’s role and relationship
- Public opinion on mural renderings
- Public art’s role within the overall city’s goals

Directors: Braley, Riley, Webb and Henry

Action: Authorize the City Manager to sign an agreement with Marino-Heidel Studios in the amount of \$30,000.

Motion: Director Scott

Second: Directory Braley

Vote: Directors Scott, Braley, Riley, Webb and Greene voted ‘yes’; Directors Caputo and Henry voted ‘no’; Directors Preisler and Meyer were absent. Motion passes 5-2.

Discussion: The Agency discussed...

- Role of the Public Art Committee within the City
- Budget for the Public Art Committee and grant applications

Directors: Henry and Greene

5. **AGENCY BYLAWS AND APPOINTMENT PROCESS**

Review the Florence Urban Renewal Agency Bylaws and consider initiating bylaws update.

Start Time: 12:36 p.m.

Handout: City of Florence Committee & Commission Manual

Discussion: The Agency discussed...

- Expiration dates for Urban Renewal Meeting
- Work Session Timeline

Directors: Webb and Greene

Action: Initiate an update to the Urban Renewal bylaws and schedule a work session with the Urban Renewal Agency to discuss options

Consensus Vote: Unanimous, Directors Preisler and Meyer were absent

Action: Allow Directors Braley and Webb to continue their terms until June 30th to be consistent with the Urban Renewal Agency bylaws and initiate an update to the Urban Renewal bylaws

Motion: Director Greene

Second: Directory Scott

Vote: Unanimous, Directors Braley and Webb abstained. Directors Preisler and Meyer were absent.

REPORTS, PRESENTATIONS & UPDATES

6. REVISION FLORENCE

Staff will provide an update on the ReVision Florence construction and will discuss next steps for the project.

Start Time: 12:43 p.m.

Discussion: The Agency discussed...

- Upcoming pre-construction meeting
- Siuslaw Bridge & City Hall construction progress
- Contractor work with ODOT and the City of Florence for business outreach
- City's role in the awarding of the construction contract and clarification on the intergovernmental agreements with ODOT
- Construction start date at the beginning of March through 2019

7. CITY MANAGER REPORT

Start Time: 12:49 p.m.

Discussion: The Agency discussed...

- Upcoming meetings and events
- Marketing the Quince Street property and next steps
- Role of Florence Urban Renewal Agency
- Urban Renewal's future investment strategies including potential for utilization of Urban Renewal dollars for housing
- Future review of the Urban Renewal Plan

Commenter 3: Brenda Gilmer – Florence, OR

- History of Florence’s Urban Renewal Agency projects
- Utilization of urban renewal dollars for housing efforts
- Zoning within the Urban Renewal Area

Meeting adjourned at 1:01 p.m.

ATTEST:

Joshua Greene, Chairperson

Kelli Weese, City Recorder