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**Florence Urban Renewal Agency Meeting
Florence City Hall
250 Hwy 101
Final Action Minutes
June 22, 2022**

CALL TO ORDER - ROLL CALL

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

Directors Present: Chairperson Bill Meyer and Directors Mike Webb, Joe Henry, Ron Caputo, Dave Braley, Graham Ross, Craig Zolezzi, and Ken Henderson.

Directors Absent: Woody Woodbury

Staff Present: City Manager Erin Reynolds, Assistant City Manager Megan Messmer, Finance Manager Lezlea Purcell, and City Recorder Lindsey White.

1. NEW MEMBER INTRODUCTION- CRAIG ZOLEZZI

Start Time: 5:30 p.m.

Discussion: Introduction of Craig Zolezzi by Chairperson Bill Meyer.

2. APPROVAL OF AGENDA

Start Time: 5:31 p.m.

Discussion: Approval of the June 22nd meeting agenda as presented.
– Unanimous Consent–

3. 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.

Comments: None

PUBLIC HEARING & ACTION ITEMS

4. QUINCE STREET REAL ESTATE TRANSACTION & DDA

A. PUBLIC HEARING

Hear and consider written or oral testimony regarding the proposed sale of FURA property located at Tax Lot 203 Map 18-12-26-33, with a street address of 750 Quince Street.

B. QUINCE STREET PROPERTY REAL ESTATE TRANSACTION & DDA

Consider authorizing the sale of FURA property located on Quince Street and consists of a 3.12-acre portion of Tax Lots 900 and 901 of Tax Map 18-12-26-33, with a street address of 750 Quince Street and selling full fee title to the property, and authorizing the Executive Director to execute the sale and the disposition and development agreement that will place certain development constraints on the property.

- Start Time: 5:32 p.m.
- Process Reading: CR White read the Public Hearing Script and officiated the procedures.
- Handouts: Public Hearing Script
Staff Presentation
- Applicant: Mr. Matt Braun – Braun Hospitality, LLC
- Handout: Speaker’s Card
- Discussion: Mr. Braun discussed...
- Introduction to proposed hotel concept and amenities.
- Discussion: The Florence Urban Renewal Agency discussed...
- Would hotel position and design have changed if walkability and parking codes didn’t exist?
 - Probability of obtaining financing in current market.
- Comments: Director Ross
- Discussion: Mr. Braun discussed...
- Three constraints to property are slope, north property line, and west side with future road widening.
 - Opted to add oversize vehicle parking to accommodate RVs.
 - Confident in ability to obtain financing.
- Public Hearing: Opened at 6:10 p.m.
- Neutral Party 1: Mr. Ron Moore – Florence, OR
- Handout: Speaker’s Card

- Discussion: Mr. Moore discussed...
- Concerned if this is a suitable project for Florence.
 - Concerned this is an economic detriment to existing hotels in town.
- Opponent 1: Ms. Kay King – Florence, OR
 Handout: Speaker’s Card and Written Comments
 Discussion: Ms. King discussed...
- Original member of group that planned and raised money for the Florence Events Center.
 - Concerned not enough events to keep Florence Events Center open.
 - Would like to see hotel that has conference (break out) rooms in order to attract larger conferences.
 - Would like to see hotel rooms facing the river view.
- Discussion: The Florence Urban Renewal Agency discussed...
- Acceptable plan
 - Confidence in project
 - Anchor is needed to help develop other properties in the area.
 - This project will help the Florence Events Centers in the long term.
 - This project will bring revenue to the City.
- Comments: Directors Braley, Webb, Henderson, Henry and Chairperson Meyer
- Public Hearing: Closed at 6:30 p.m.
- Action: Approve the public participation package as presented and direct the Executive Director to execute the negotiated agreement to include those items.
- Motion: Director Woodbury
 Second: Chairperson Meyer
 Vote: Motion passes 7-1
- Action: Authorize the sale of FURA property located on Quince Street and consists of 3.12-acre portion of Tax Lots 900 and 901 of Tax Map 18-12-26-33, with a street address of 750 Quince Street and selling full fee title to the property, and authorizing the Executive Director to execute the sale and the disposition and development agreement that will place certain development constraints on the property.
- Motion: Director Henry

Second: Director Braley
Vote: Motion passes 7-1

REPORTS & UPDATES

5. QUARTERLY FINANCIAL REPORT

Review the March 31, 2022, quarterly report for the Florence Urban Renewal Agency.

Start Time: 6:36 p.m.
Handouts: Staff Presentation
Discussion: None

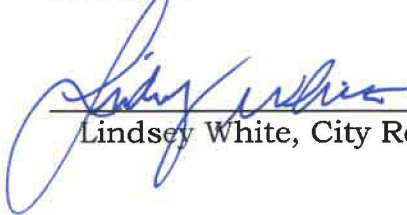
6. CITY MANAGER REPORT

Start Time: 6:39 p.m.
Discussion: The Florence Urban Renewal Agency discussed...

- Gratitude to Finance Department for financial report.
- Gratitude to Project Team for their assistance.
- Highlighting summer events for July 4th festivities.
- Upcoming summer events.

Meeting adjourned at 6:45 p.m.

ATTEST:



Lindsey White, City Recorder



Mike Webb, Vice-Chairperson