

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
January 24, 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 Graham Ross, Bill Meyer, Ron Moore, Rob Ward, Susy Lacer, Sally Wantz, and Ken Henderson.

Directors Absent: None.

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

Guests Present: None.

1. NEW MEMBER INTRODUCTION – KEN HENDERSON

Start Time: 5:30 p.m.

Discussion: Introduction of Ken Henderson to the Florence Urban Renewal Agency.

2. APPROVAL OF AGENDA

Start Time: 5:31 p.m.

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

Action: Director Meyer

Second: Director Wantz

– 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.
Discussion: No speaker’s cards or written comments received.

ACTION ITEMS

4. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of September 27, 2023 and November 15, 2023.

Start Time: 5:32 p.m.
Action: Approval of September 27, 2023 and November 15, 2023 FURA meeting minutes with noted corrections.
Action: Director Moore
Second: Director Ward
– Unanimous Consent–

REPORTS & UPDATES

5. QUARTERLY FINANCIAL REPORT

Review the September 30, 2023 quarterly financial report for the Florence Urban Renewal Agency.

Start Time: 5:32 p.m.
Discussion: FM Purcell presented the staff presentation.
Handout: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...
• Understanding why budgeted taxes and actual taxes are so different due to tax collection dates.
• Availability of grant programs for Old Town.

Comments: All Directors present

6. SUBCOMMITTEE UPDATES

The Code Review and Quince Street Property Subcommittees will provide updates to the Florence Urban Renewal Board.

Start Time: 5:42 p.m.
Discussion: CM Reynolds presented the subcommittees updates.

Discussion: The Florence Urban Renewal Agency discussed...

- Creating interactive map to see what code allows on various sites such as height limitations and parking restrictions.
- Identifying and addressing why people are not investing.
- Reviewing code inconsistencies.
- Using GIS maps on Lane County Website – Public Works.
- Staging Lot 1 (north property) to improve marketability.
- Letting free market dictate use of Lot 1.
- Understanding how Florence differs from other coastal cities; tourist areas are located on either side of Highway 101.
- Homes for Good housing update.

Comments: All Directors present.

7. CITY MANAGER REPORT

- Housing Efforts Update
- Art Exposed Revision Florence 2024-2026
- Invitation to State of the City

Start Time: 6:49 p.m.

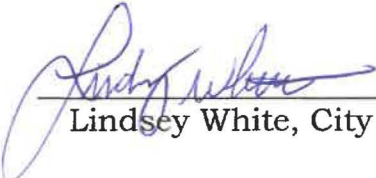
Discussion: The Florence Urban Renewal Agency discussed...

- Reviewing Housing Efforts Update on City’s website.
- Upcoming City Meetings and Events.
- Upcoming Public Arts Committee meeting to review submissions for Art Exposed.
- Invitation to ‘State of the City’ on February 26, 2024.
- Marketing for ‘State of the City’ will begin in next few weeks.

Comments: All Directors present.

Meeting adjourned at 6:58 p.m.

ATTEST:


Lindsey White, City Recorder


Mike Webb, Chairperson