



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.

October 22, 2025

AGENDA

5:30 p.m.

FURA Directors:

Vice-Chair Dave Braley
Heather Posegate

Chairperson, Mike Webb

Bill Meyer
Tracey Miller

Rob Ward
Ron Preisler

Sally Wantz
Alan Ercolini

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/1155204541490674270>

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 for August 25, 2025.

Lindsey White
City Recorder

4. QUINCE STREET HOTEL DEVELOPMENT UPDATE

- A. Matt Braun will provide an update on the progress of the hotel development.

Megan Messmer
Assistant City Manager

Recess Open Session

EXECUTIVE SESSION PER ORS 192.660(2)(e)

Real Property Transactions

Convene to Executive Session per ORS 192.660(2)(e) to discuss real property transactions.

Return to Open Session

4. QUINCE STREET HOTEL DEVELOPMENT UPDATE CONTINUED

- B. Provide direction to staff regarding the Quince Street Hotel Development.

Megan Messmer
Assistant City Manager

REPORTS & UPDATES

5. 2025 OREGON MAINSTREET CONFERENCE UPDATE

Economic Development and Communications Analyst Chantelle Meyer and Chairperson Mike Webb will provide an update on the Oregon Mainstreet Conference Program.

Chantelle Meyer
*Ec. Dev. & Comm.
Analyst*

6. REVISION FLORENCE PEDESTRAIN LIGHTING PROJECT UPDATE

Staff will provide an update on the ReVision Florence Pedestrian Lighting Project.

Megan Messmer
*Assistant City
Manager*

7. CITY MANAGER REPORT

Erin Reynolds
City Manager

FURA CALENDAR		
<i>All meetings are held in person with a virtual option unless otherwise indicated</i>		
Date	Time	Description
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;
 - 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 (October 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.
- 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 (October 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.
 - 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.
 - 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>.